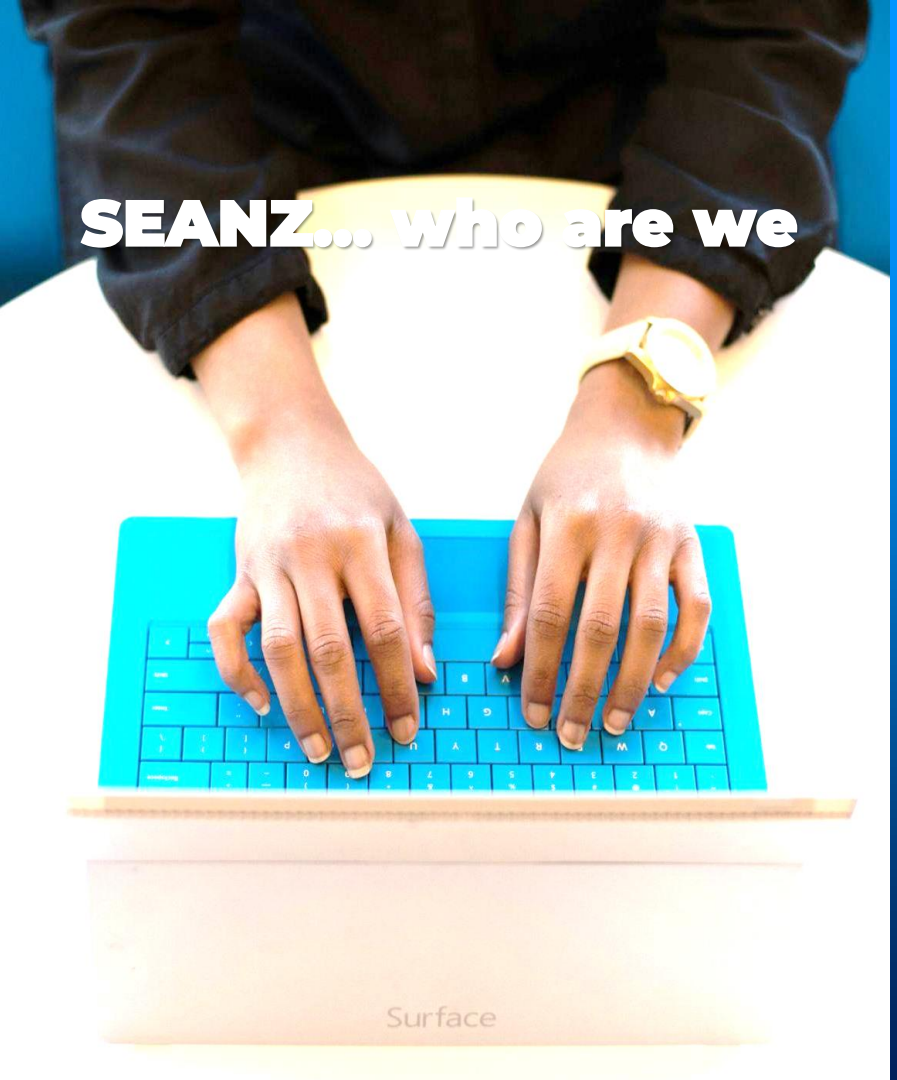
Sustainable Energy
Association New Zealand

Brendan Winitana
CE | Chair

MASTERCRAFT®
ELECTRICAL

#seanz #solar #solarenergy #energystorage
#solarpower #connect #seanz members

SEANZ



SEANZ... Who are we

01 Industry Association with legal status as an Incorporated Society that's been in operation in NZ for over 10 years with ~375 members

02 Represent interests of solar PV battery storage and related tech industry for **Residential, Commercial & Industrial (RCI) & Utility Scale Solar (USS)**

03 Covers full industry supply chain – manufacturers, wholesalers, designers, installers, consultants, engineers, finance/banks, EDB's, energy retailers

04 Advocate, lobby, influence, drive government policy change, create / implement initiatives, manage standards, educate, events, fix members challenges

05 Board - 9 directors with 3 independent 6 industry to address representation, objectivity, neutrality with a friendly committed hard working operations team

What SEANZ is...

Mandate by constitution to...

- ✓ Advocate for industry supply chain
- ✓ Work with and lobby for members
- ✓ Remove barriers to PV uptake
- ✓ Manage standards for industry
- ✓ Call out the bad stuff
- ✓ Implement member agreed constitution
- ✓ Implement agreed code of conduct

What SEANZ is not...

- X An association that lets anyone in
- X A trade association
- X Dependent on external resources
- X Afraid to take action when necessary to protect members and industry
- X Influenced by government & agencies
- X Influenced by one group over another – independent board members
- X Driven by anything else but the interests of all members in supply chain

Your SEANZ Board...



Brendan Winitana
Independent Chairperson



Emma Bossley
Board Secretary



Regan Heal
Industry Installer Member
Infinite Energy



Greg Hoskins
Industry Installer Member
Hoskins Energy Systems



Andrew Beckett
Industry Installer & USS Member
Trilect Solar | Kiwi Solar Farms



Dwayne Cocker
Industry Supplier Member
Taspac



Rogier Simons
Industry Installer & USS Member
Sunergise



Kristy Hoare
Industry Member
My Solar Quotes



Rebecca George
Independent Board Member



Kristin Gillies
Independent Board Member

Your Operations Team...



Brendan Winitana
CE: Leads Team – Oversight, Industry Risk, Workstreams, Projects, Advocacy, Compliance, Audit, Legal, Spokesperson



Emma Bossley
Board Secretary
Administration and Finance



Scott Russell LLB MBA
All things Legal. Litigation



Rebecca George
Industry Liaison Membership Mgmt
Events Complaints Disputes



Greg Hoskins
Standards EL042
Tech Team Management
Workforce.



Kristin Gillies
Communications
All Things Digital - Online
Member Mgmt NB, Xero

New Appointment
Residential C&I (RCI) Solar Programme Manager
All things rooftop solar



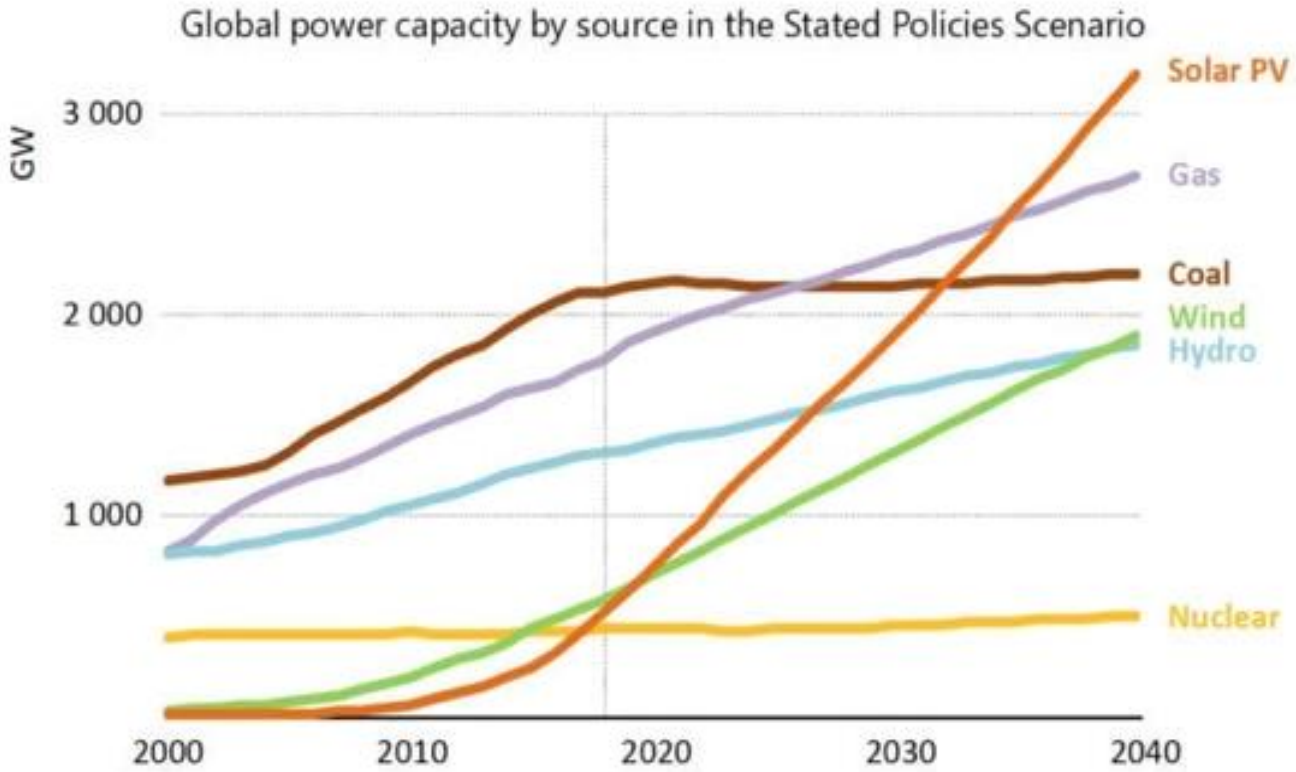
Trent Tscheuschler
Utility Scale Solar (USS) Programme Manager
All things USS solar



Kristy Hoare
Special Projects
Case Studies
Advocacy

Plus SEANZ Tech Team
SEANZ engages other members for projects where their skillset knowledge base and resources are helpful, for consultations, submissions, policy development, research, technical, advocacy

Global Power Growth by Tech & Source



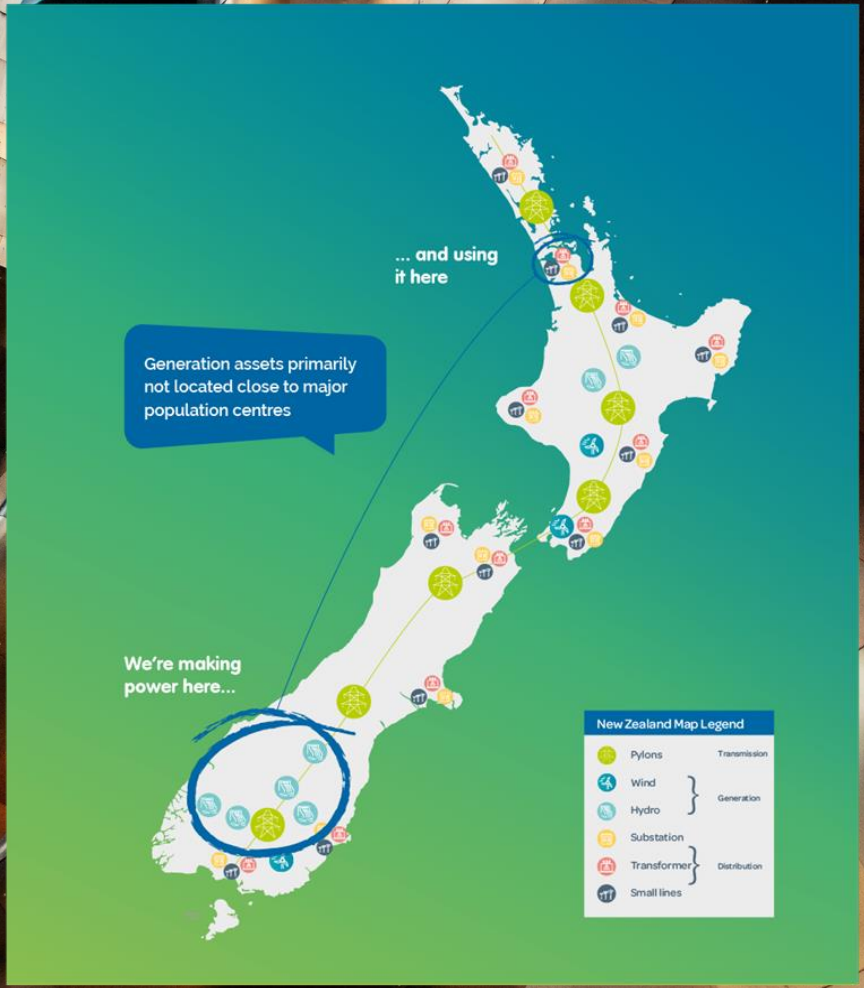
IEA 22

SEANZ – Our play is the long game
Industry Targets and End Game

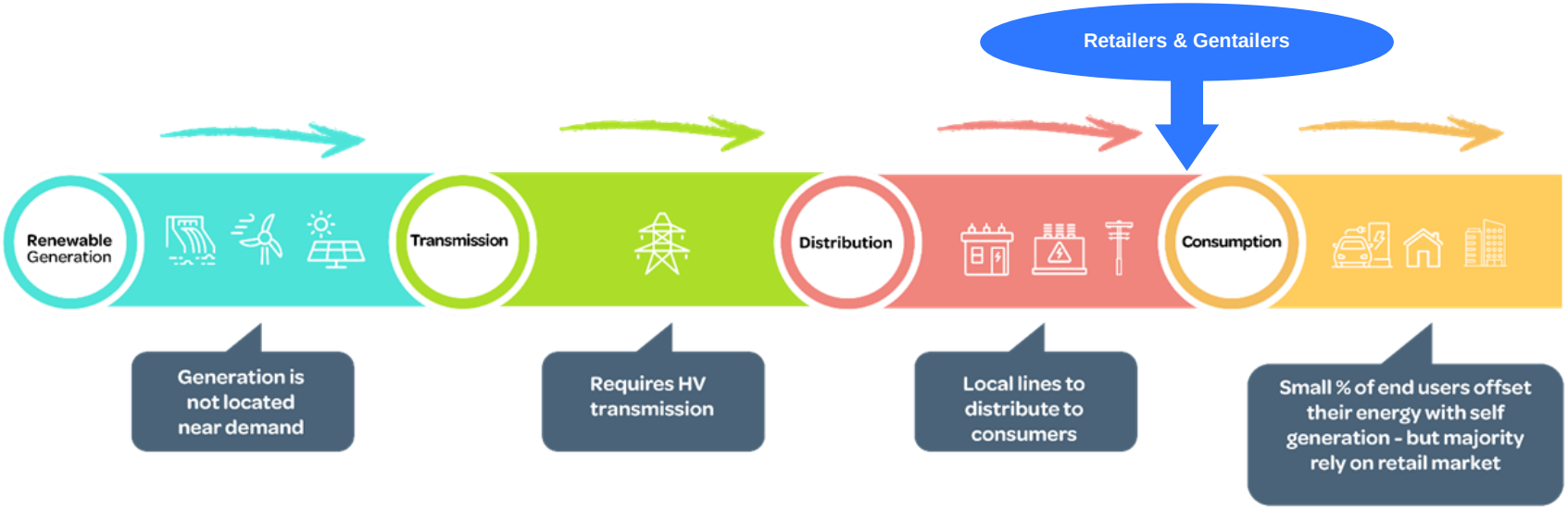
1. Understand current position
   - electricity system market and structure
   - challenges with current market and structure
2. Value and impact of Distributed Energy Resources (DER) (PV BESS DM FS HW et al)
3. Revised market and structure – transition & development
4. SEANZ targets and end game to get there

Current Electricity Structure

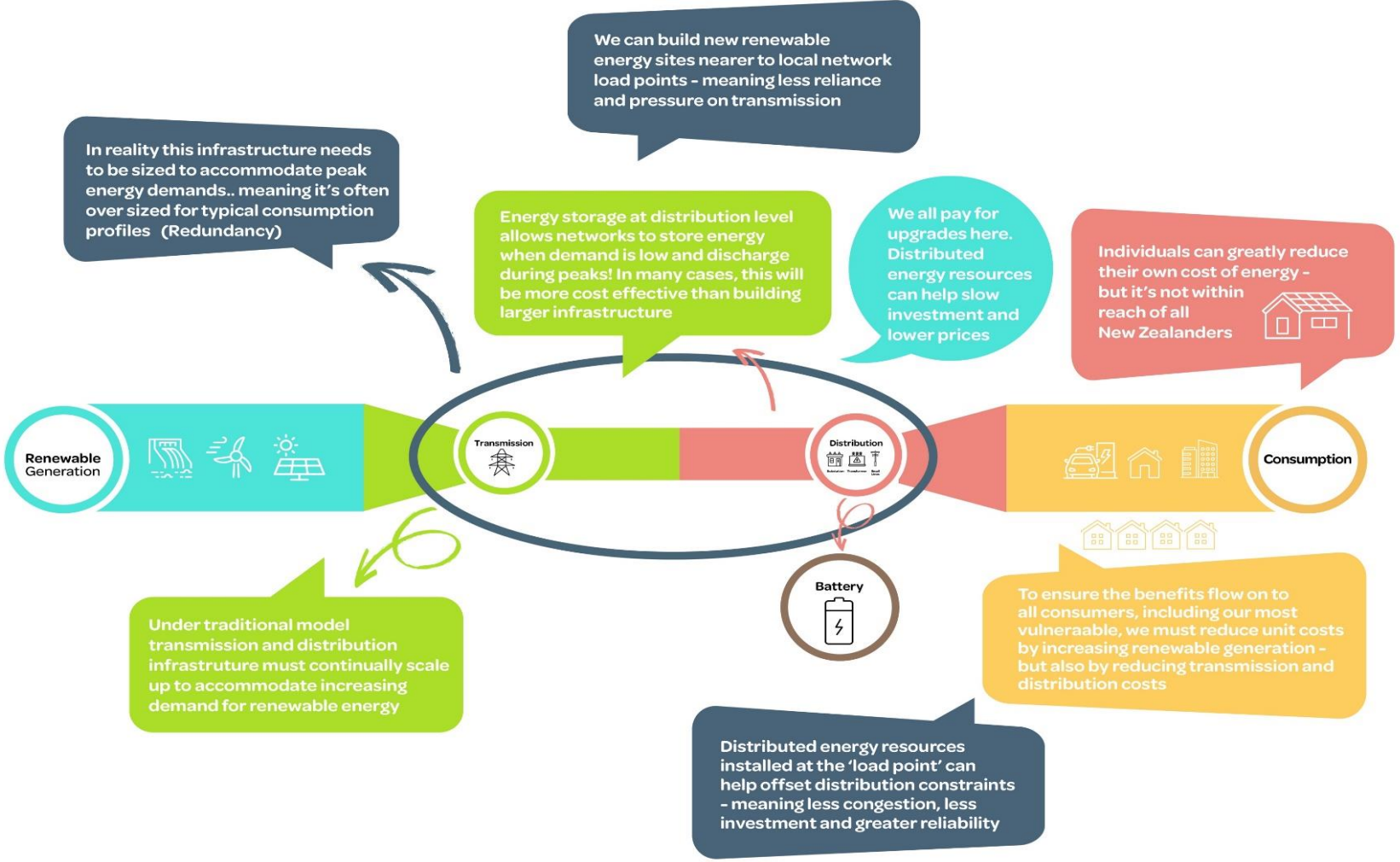




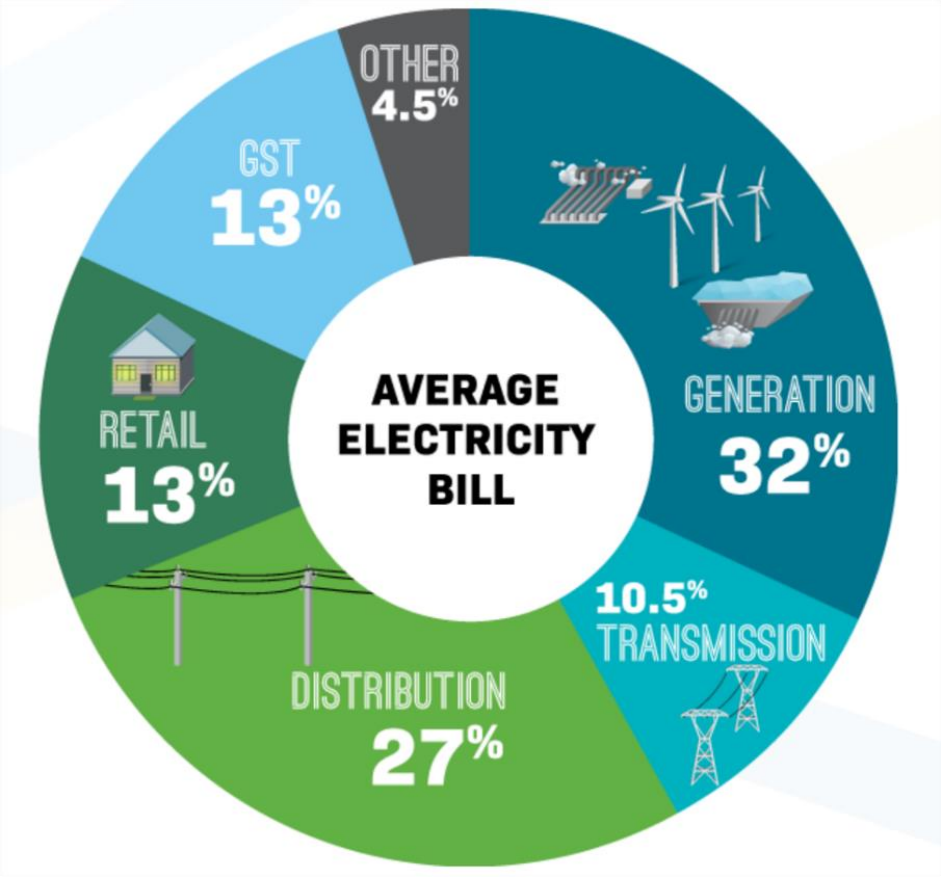
Current Electricity Playerts & Structure



Current Electricity Structure

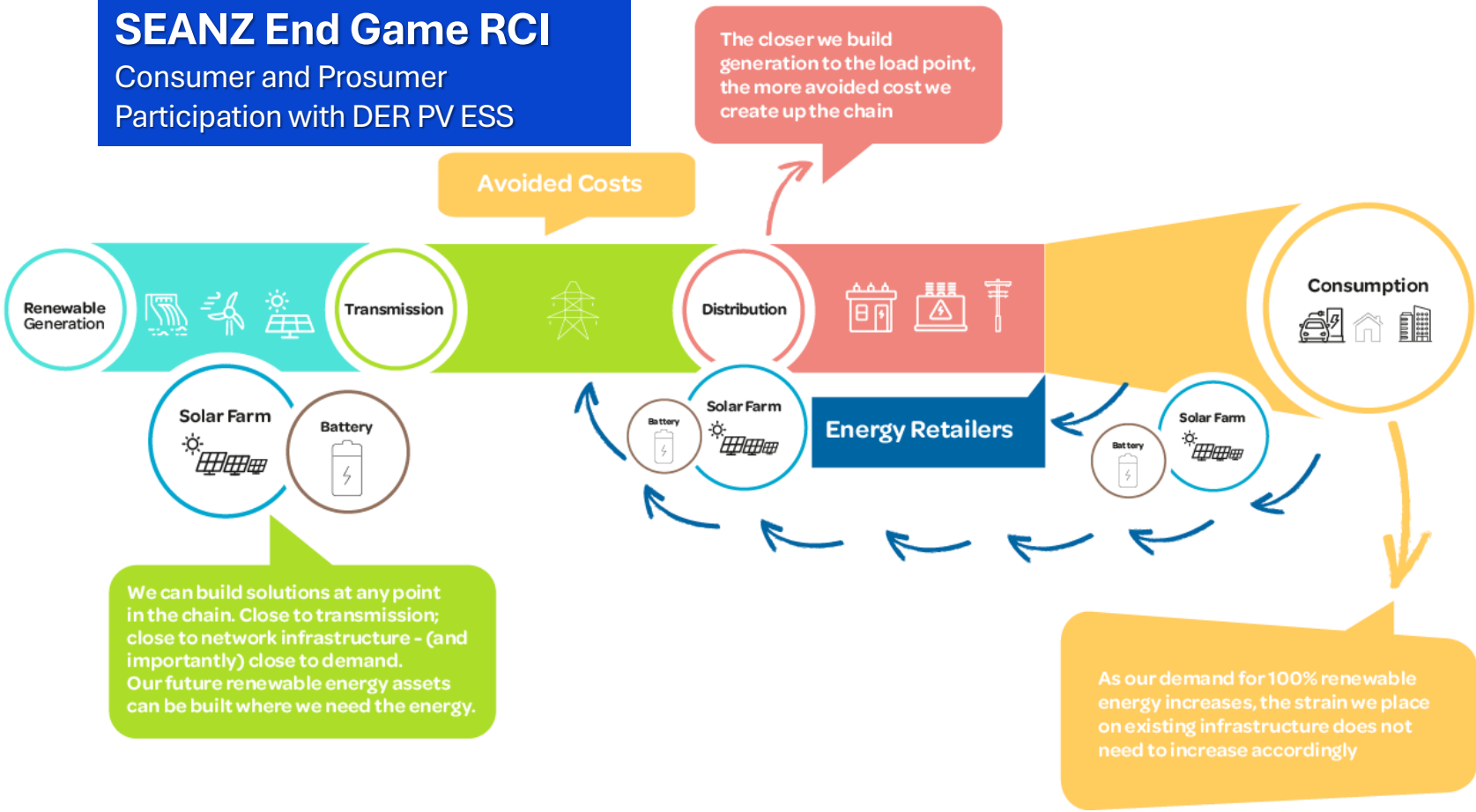


What are NZ consumers paying for?



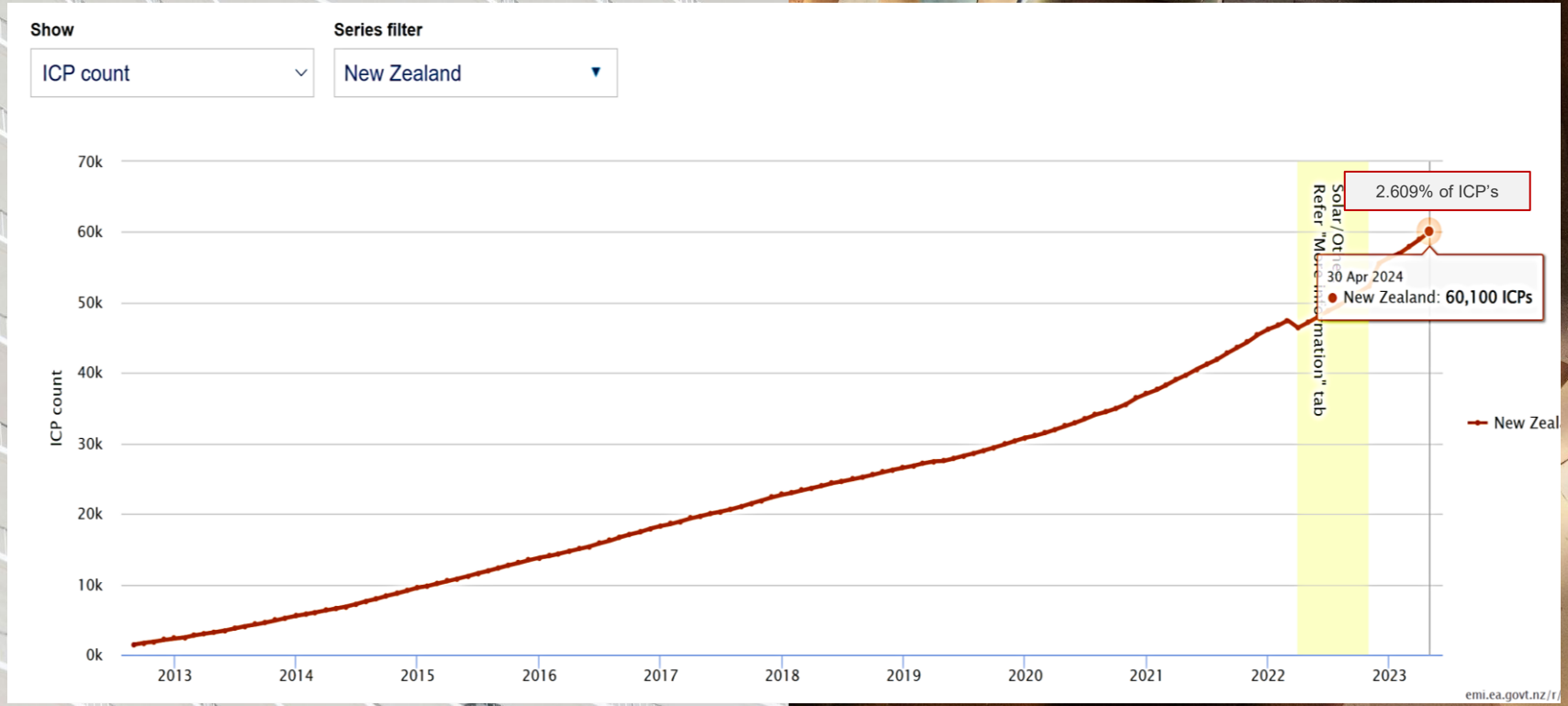
SEANZ End Game RCI

Consumer and Prosumer Participation with DER PV ESS

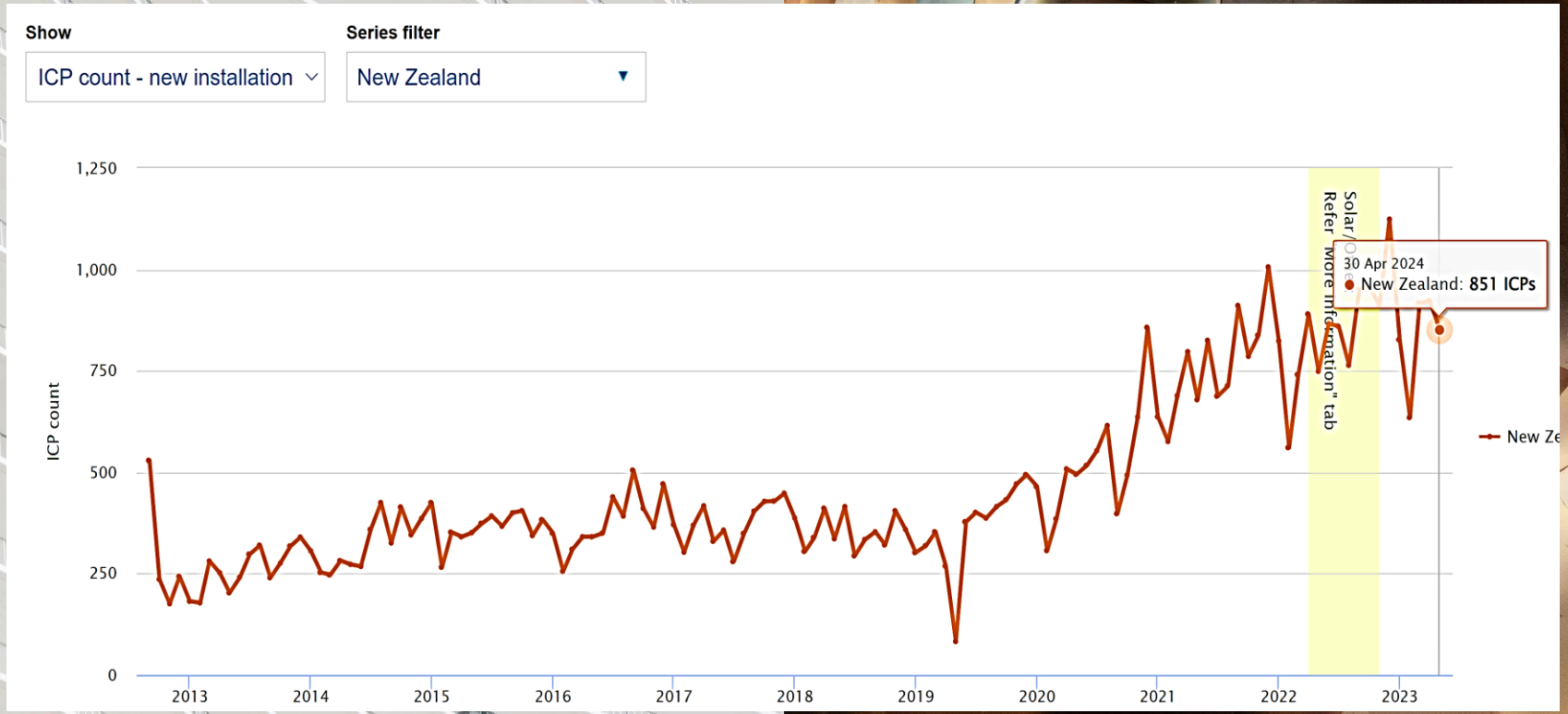



345,054
Whoa!
SEANZ modelling - growth target number of PV
(incl BESS) ICP connections by 2035 - 14% of ICPs

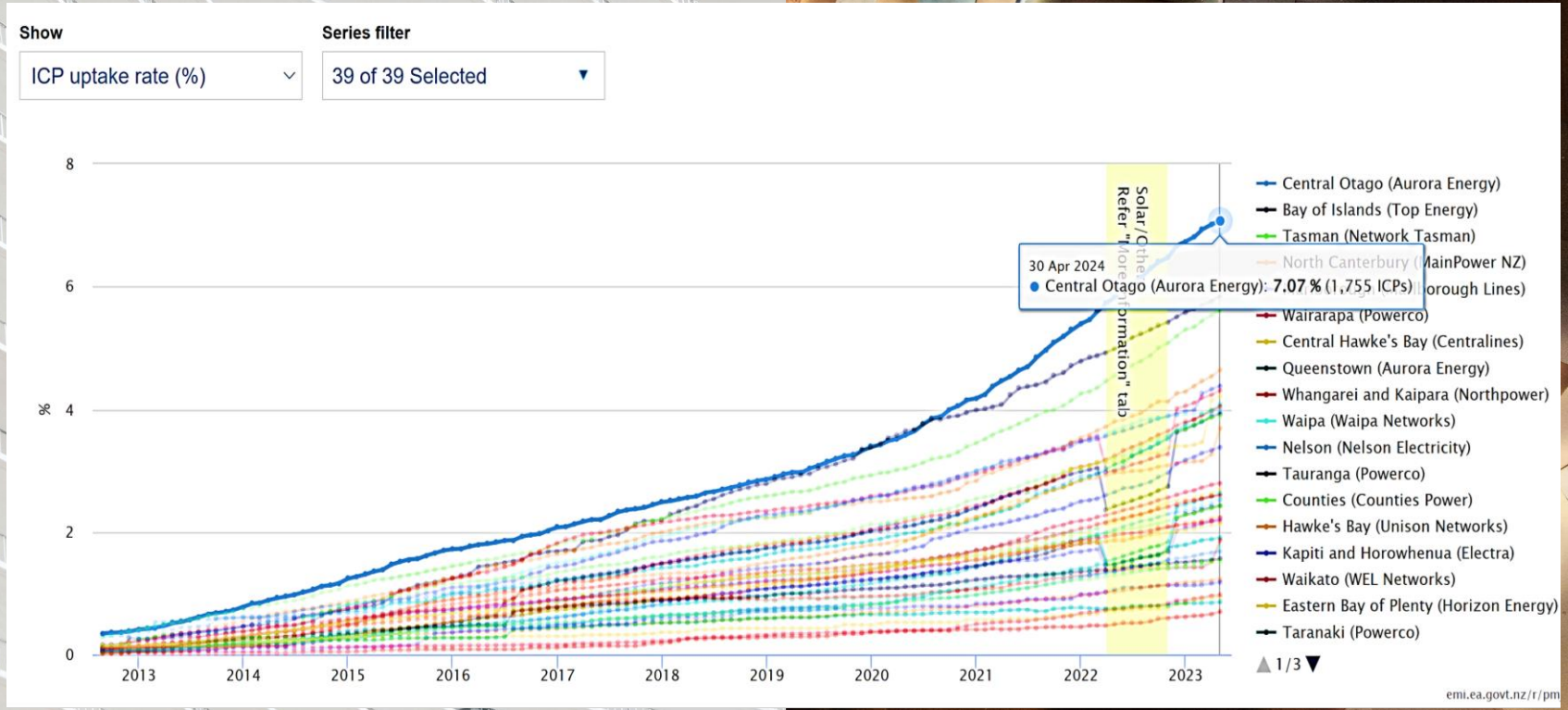
Where are we now - Our RCI numbers...



Where are we now - Our RCI numbers...



Where are we now - Our RCI numbers...



Where are we now - Our USS numbers at TP Level – excludes EDB distribution level

Number	Connection Location	Max MW	Connection Voltage	Technology	Transpower Stage
1	WRK_WHI	400	220	Solar	Delivery
2	Waiotahe	58	110	Solar	Delivery
3	Dannevirke	25	11	Solar	Delivery
4	Edgecumbe	115	33	Solar	Delivery
5	Waiotahe	35	110	Solar	Delivery
6	Bream Bay	230	33	Solar + Bess	Delivery
7	Edgecumbe	29	33	Solar	Delivery
8	Waihou	200	110	Solar + Bess	Delivery
9	OTA_WKM	214	220	Solar	Delivery
10	HLY_OTA	314	220	Solar	Delivery
11	HLY_DEV	300	220	Solar	Investigation
12	Waihou	100	33	Solar + Bess	Investigation
13	Twizel	350	220	Solar	Investigation
14	HEN_MDN	200	220	Solar	Investigation
15	HEN_MDN	120	220	Solar	Investigation
16	Stratford	32	33	Solar	Investigation
17	Huirangi	68	33	Solar	Investigation
18	CHH_TWZ	300	220	Solar	Investigation
19	Greytown	158	110	Solar	Investigation
20	BEN_ISL-A	300	220	Solar	Investigation
21	Ohau A	222	220	Solar	Investigation
22	Tangiwai	100	11	Solar + BESS	Investigation
23	Naseby	300	220	Solar + BESS	Investigation
24	Waipawa (North)	100	110	Solar + BESS	Investigation
25	Waipawa (South)	43	33	Solar	Investigation
26	Masterton	100	110	Solar + Bess	Investigation
27	Opunake	70	110	Solar + Bess	Investigation
28	Marton	50	110	Solar + Bess	Investigation
29	Hinuera	80	110	Solar + Bess	Investigation
30	Bunnythorpe	300	220	Solar + Bess	Investigation
31	Huirangi	75	110	Solar + Bess	Investigation
32	Glenbrook	100	33	BESS	Investigation
33	Huntly	100	220	BESS	Investigation
34	Waipawa (South)	100	110	Solar + BESS	Investigation
35	ROX_ISL_A	450	220	Solar + BESS	Investigation
36	Masterton	82	33	Solar + BESS	Investigation
37	HOR_ISL	100	66	Solar + BESS	Investigation
38	Greytown	50	33	Solar + BESS	Investigation
39	TRK_EDG	150	220	Solar + BESS	Investigation
40	Argyle	75	110	Solar	Investigation
41	Dannevirke	65	110	Solar + BESS	Investigation
42	Kikiwa	100	220/110	Solar	Investigation
43	Opunake	76	110	Solar	Application Confirmed
44	Marton	25	33	Solar	Application Confirmed
45	Marton	29	33	Solar	Application Confirmed
46	ISL_KIK	200	220	Solar	Application Confirmed
47	KPO_TMU	104	110	Solar	Application Confirmed
48	BPE_HAY	180	220	Solar	Application Confirmed
49	Waipara	120	220/66	Solar	Application Confirmed
50	ISL_KIK	600	220	Solar + BESS	Application Confirmed
51	Whakamaru (North)	300	220	Solar + BESS	Application Confirmed
52	Wellsford	80	110	Solar + BESS	Application Confirmed
53	Glenbrook	280	33	BESS	Application Confirmed
54	ISL_KIK	310	220	Solar + BESS	Application Confirmed
55	Mangahao	30	33	Solar	Application Confirmed
56	Tangiwai	120	220	Solar + Bess	Application Confirmed
57	BRK_SFD	750	220	Wind + Solar	Application Confirmed
58	ISL_KIK	200	220	Solar + BESS	Application Confirmed
59	Bunnythorpe	525	220	Solar + Bess	Application Confirmed
60	BPE_WKM	500	220	Solar	Application Confirmed

How does this work for Mastercraft?
SEANZ is an industry group...



vision is a renewables resilient low-emissions energy network for Aotearoa NZ



drive through advocacy of rooftop & utility solar ***under its constitution and mandate***



Under its structure & processes SEANZ completes an outcome workplan for members



Workplan identifies prioritised actions and initiatives to achieve outcomes for the group

SEANZ F:25 Outcomes Workplan RCI:
Top 12 Priorities :: 1 to 6

1. Drive & lobby to have standards cited in law and in play as soon as possible for NZ

2. Member only collaboration with retailer to provide tools & value for installers to sell more

3. SEANZ and EECA deliver new solar calculator & educational tools incl ESS, EV charge, DM/FS by year end

4. Quality Assurance Programme based on member company capabilities – talk with members

5. Work with EWRB on solar endorsement with SEANZ NZQA micro-credentials and RPL

6. Build more capability with training using current WITT curriculum and model

SEANZ F:25 Outcomes Workplan RCI: Top 12 Priorities :: 7 to 12

7. Maintain lobby with MBIE, NZS, WS, EA, NZLG, ENA, EEA on solar projects (ie P.6 Code review, ES)

8. Continue work with members on specific issues on connections, consents, inspections, how to

9. Member only partnerships with suppliers of services to add value for all member categories

10. TM Trademarked SEANZ logos to protect SEANZ, members, prep for SQA & action against non-members

11. Maintain work on current projects – Universal Connection Agreement, 3 phase net metering, sector education

12. Consider other ideas and projects from members that benefit full supply chain

SEANZ F:25 Outcomes Workplan USS: Top 6 Priorities ::

1. Maintain lobby with MBIE, EA, NZLG, ENA, EEA on solar farms (ie P. 6 Code review, TP consent)

2. Template consent guides for RMA authorities to assist with planning decisions

3. Work with EEA and ENA to develop processes that provide consistency across the 29 EDBs

4. Build stable base of USS members to maintain a voice in the Industry, that can drive legislative change

5. Grid Connection Process guides and templates developed and available to members. Complete interconnection process

6. Build relationships with international partners to bring best practice to NZ

SEANZ F:25 Outcomes Workplan Internal: Top 6 Priorities ::

1. Under ISA 2022 legislation new governance and constitution in place by September 24

2. Recruit and appoint Residential C & I Programme Manager to exclusively manage RCI market

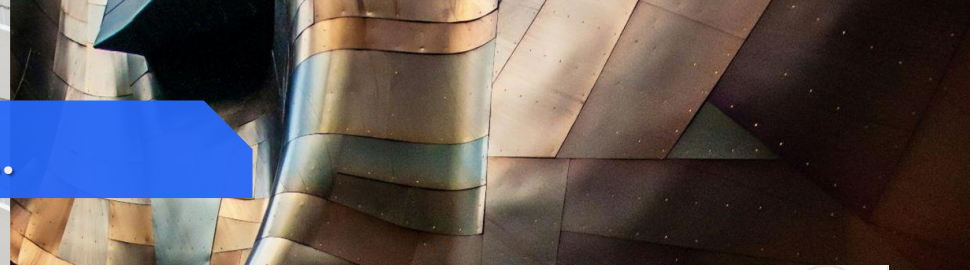
3. Review membership categories for all Sustaining Levels (ST1 to ST3) to ensure parity

4. Review membership obligations - paying fees on-time to enable SEANZ operations

5. Strengthen P&L and Balance Sheet further to enable SEANZ growth with more resources

6. Maintain building 'Best Practice' industry organisation in governance, process, operations and resources

SEANZ website analytics... the window...



SEANZ Website Analytics Overview

Reset | Share

Activity by page

Page title	Total users	New users	Sessions	Event count
Sustainable Energy Association of New Zealand	10,758	8,497	15,228	68,558
Engage A Professional - Sustainable Energy Association of N...	6,487	3,698	9,187	34,603
Residential Solar - Sustainable Energy Association of New Ze...	3,202	80	3,737	11,255
Solar Optimiser - Sustainable Energy Association of New Zea...	2,600	1,687	3,155	11,344
Conference - Sustainable Energy Association of New Zealand	2,541	1,545	4,635	15,992
Provider Directory - Sustainable Energy Association of New ...	1,903	272	2,728	9,252
Sign in	1,323	282	2,008	10,554
Join SEANZ - Sustainable Energy Association of New Zealand	1,309	324	1,953	6,408
Conference Programme - Sustainable Energy Association of ...	1,234	449	3,080	9,202
About - Sustainable Energy Association of New Zealand	917	142	1,145	3,597
Harrisons Solar	909	578	1,042	3,784
Events & trainings - Sustainable Energy Association of New Z...	896	72	1,215	4,131

1 - 20 / 1191

ecotricity

Solar Partner Programme

The Future of Energy for Solar Customers



SEANZ
Sustainable Energy
Association New Zealand

ecotricity

Here to help you sell more!

Rooftop RCI Price Plans & Member Benefits

ecoBATTERY

NZ's industry leading Peak buyback rate
-21 c/kWh Peak
-12 c/kWh Off Peak
Upselling existing PV customers with batteries
Tailored Onboarding of members and clients
Tailored Marketing for members
Automated process and comms for meter installs – preferential
ICP level reporting for analysis for members clients
VPP set up by installer members and clients

TOITŪ CLIMATE POSITIVE ISO 14067 PRODUCT
TOITŪ CLIMATE POSITIVE ISO 14064-1 ORGANISATION
Sustainable Business Network IMPACT INVESTOR
CLIMATE LEADERS COALITION
ENERGY EXCELLENCE AWARDS 2023 ENERGY RETAILER OF THE YEAR WINNER
Sustainable Business Awards Winner 2023
2degrees Auckland Business Awards

SEANZ
Sustainable Energy
Association New Zealand

ecotricity

Not a SEANZ Ecotricity Solar Partner yet?



TOITŪ CLIMATE POSITIVE ISO 14067 PRODUCT
TOITŪ CLIMATE POSITIVE ISO 14064-1 ORGANISATION
Sustainable Business Network IMPACT INVESTOR
CLIMATE LEADERS COALITION
ENERGY EXCELLENCE AWARDS 2023 ENERGY RETAILER OF THE YEAR WINNER
Sustainable Business Awards Winner 2023
2degrees Auckland Business Awards

SEANZ Quality Assurance (SQA)

- Proposed SQA Programme is designed to provide consumers with confidence that they are engaging and working with a Quality Assured SEANZ member, who has achieved specific standards to deliver quality, beyond simply being a member
- SQA approval requires members to complete a process that identifies and evidences their credentials that will prove their business and employee's competence and capability, based on specific standards, to deliver the right solution for consumers
- This is the **key point of differentiation between SQA members and non-members.** SEANZ will promote, advertise and focus on the value of using an SQA member because of their SEANZ qualification proving they are competent, qualified, have correct process and policies in place and can be trusted as a solar business
- Member consultation as we progress over next 12 months...

EWRB Endorsement

- Comes into play 1st September 24
- Applied to practicing license
- Mandatory by 1st September 25
- Requires NZQA qualification (SEANZ organised and endorsed programme) or RPL
- Consideration given to SEANZ RPL and additional NZQA programme

Standards

- SEANZ has 4 members on EL042 Renewable Energy Systems Standards
- Joint AUS & NZ Group ~ 32 in total with 8 from NZ
- Mission getting these across the line , cited and in law for implementation
- What's new?
- How can you help make a change?

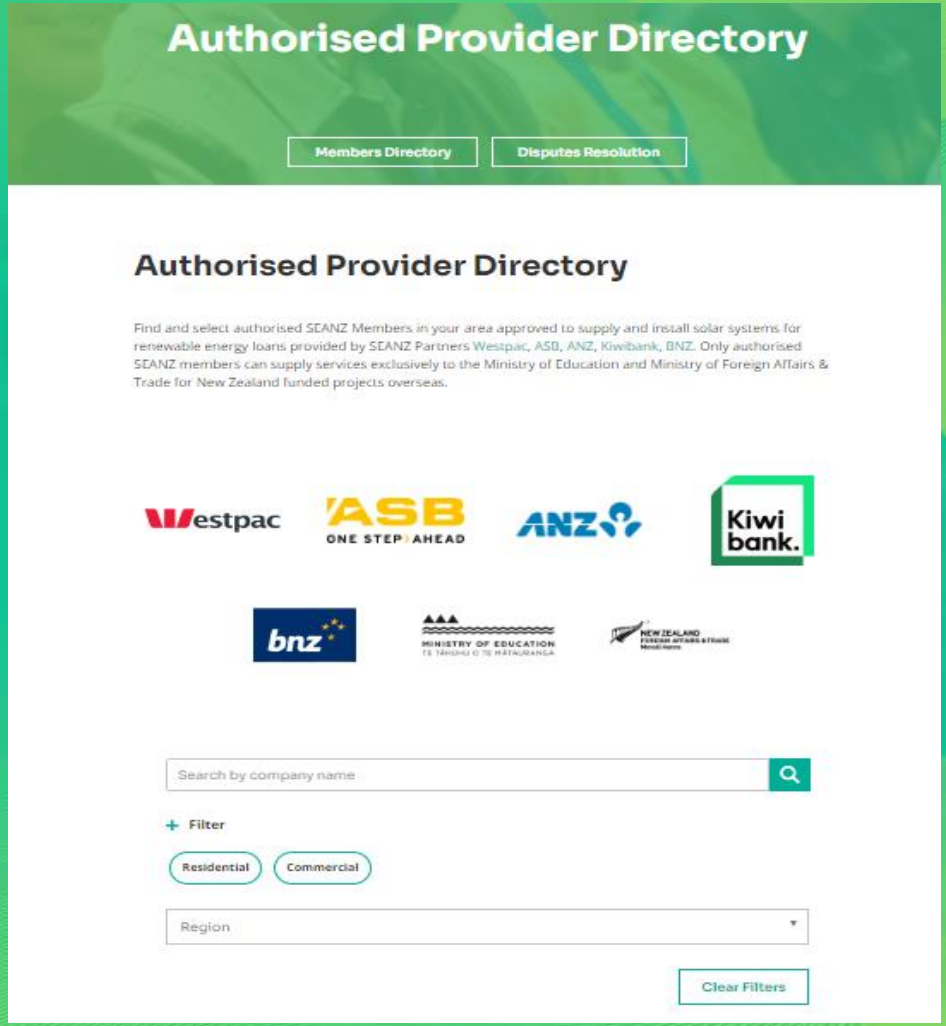
Promoting SEANZ Members

Member Promotion Campaign

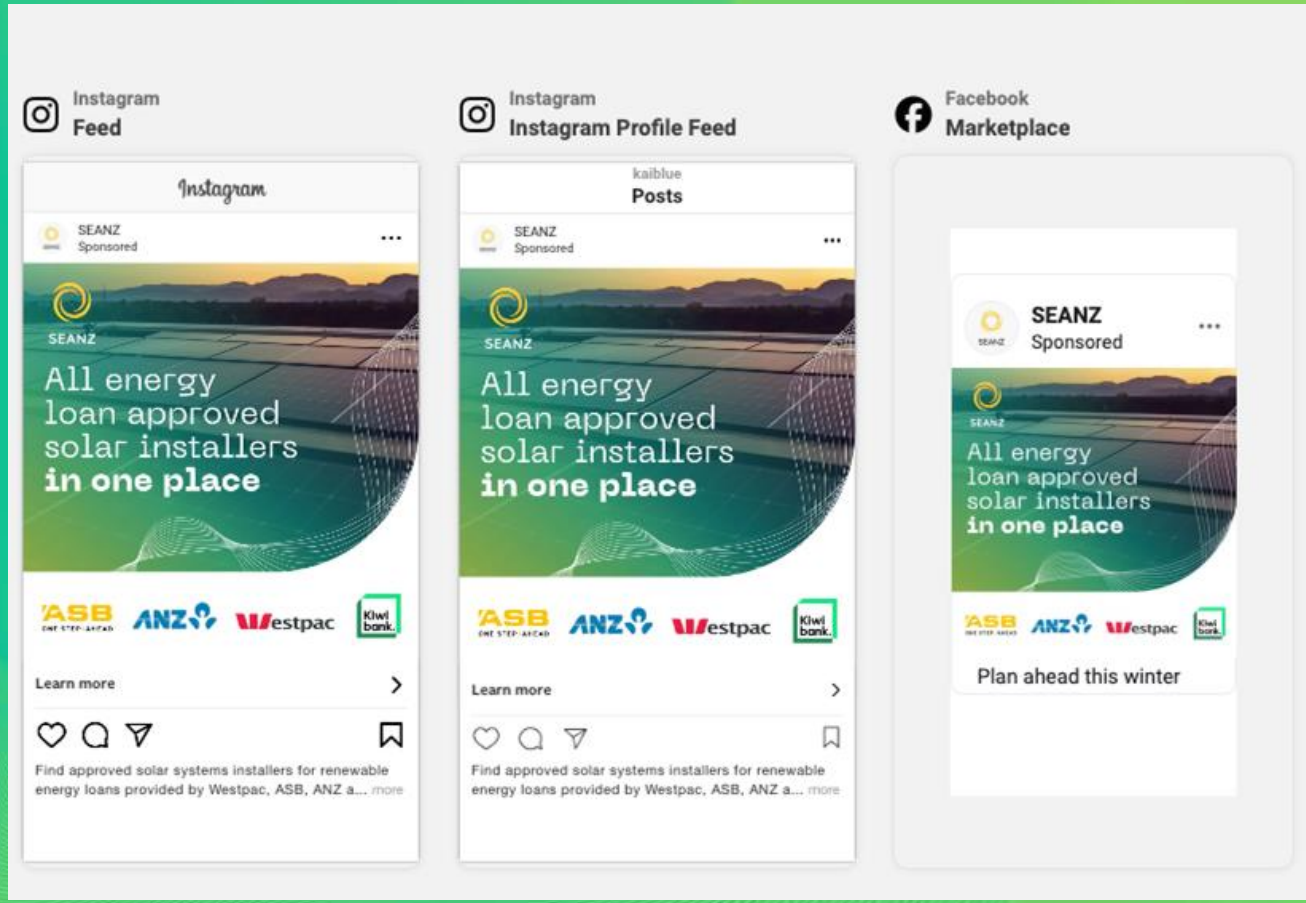
Purpose

- Drive traffic to the SEANZ Authorised Provider Directory (installers) to do their thing
- Reinforce the value of using a SEANZ member
- Highlight finance offerings from banks in tight economic times
- Sell more systems
- In play from June 24 onwards on socials

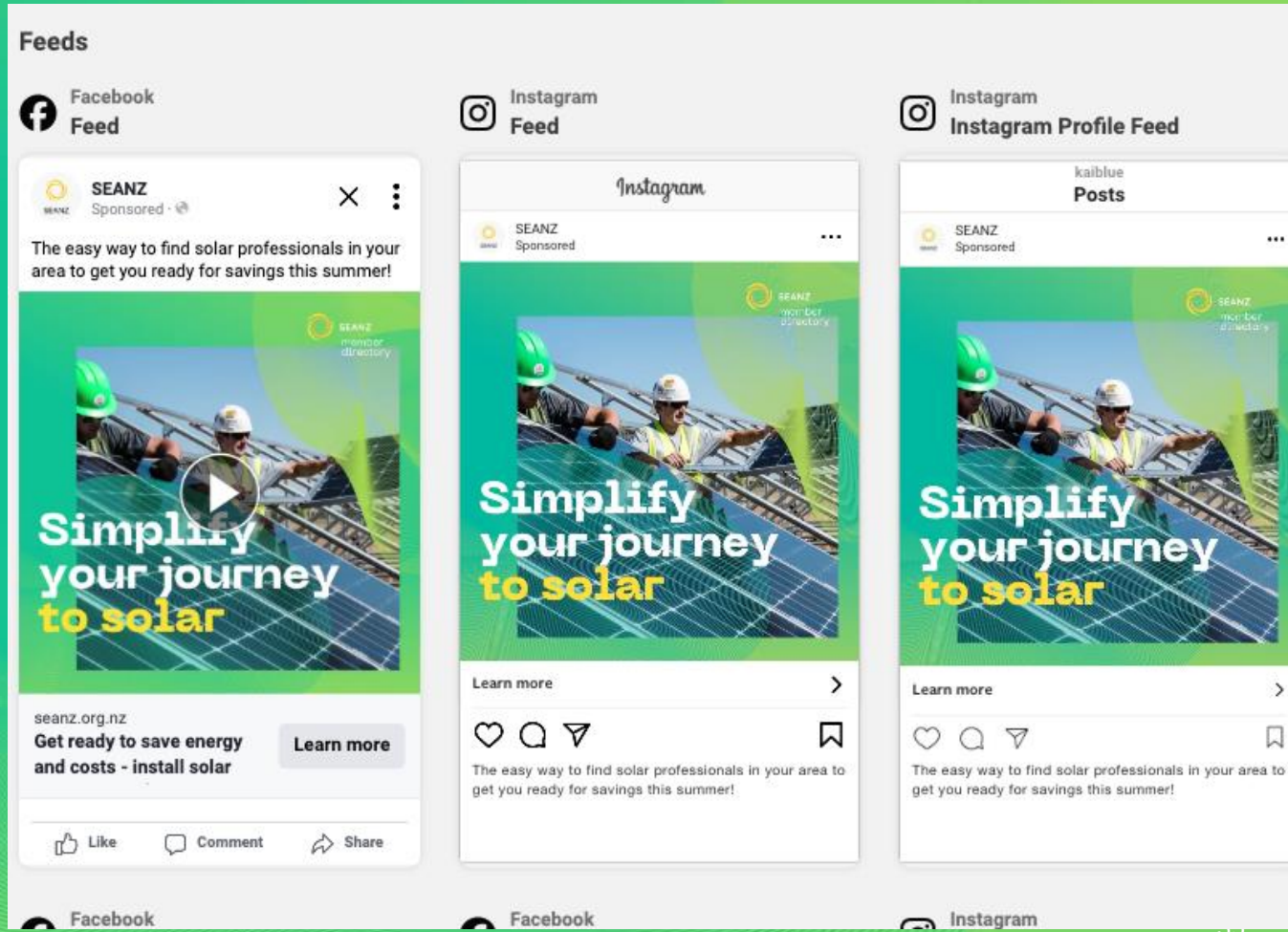
Authorised Provider Directory



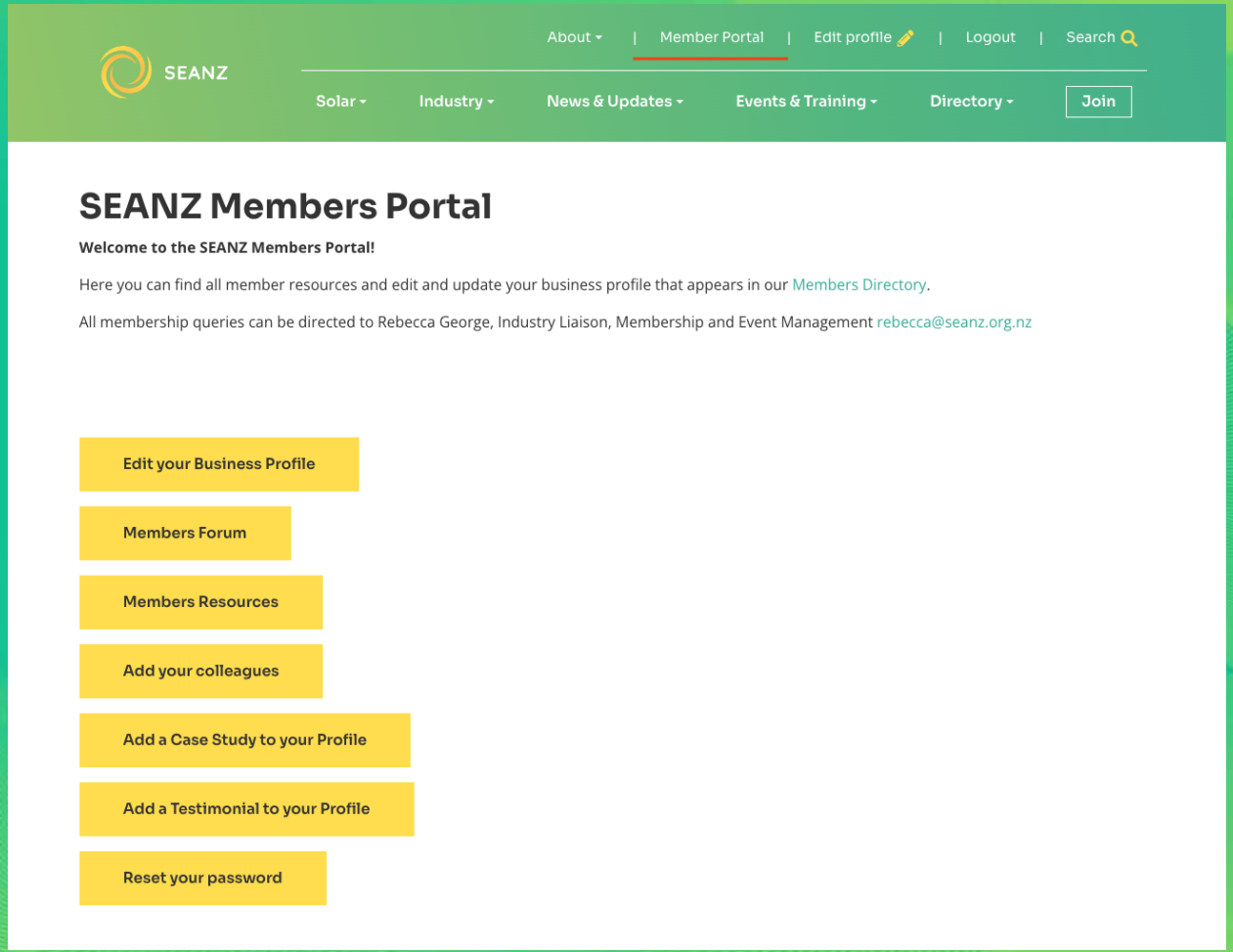
Adverts in play on socials



Adverts in play on socials



Edit your profile



Promoting SEANZ Members

Member Case Studies

Aiming to

- Tell great stories through sharing customer experiences
- Highlight savings
- Reinforce the value of using a SEANZ member

What makes a great Case Study?

- Talk about the customer, what change you have made in their life, real tangible things
- Get a quote from the customer, speak in their words
- Use images or better still a short video
- Get customer feedback on working with you
- Talk less about technology and kW's and more about savings
- Keep it short and punchy

Freenergy Solar - Charging Dave's EV with Solar



Kristin Gillies, December 12, 2017

Dave's home solar system is charging his EV during the day and you won't believe how much he is saving!



Share

What makes a less good Case Study?

[redacted]

This customer has completely cancelled out their energy bill and is making approximately $20 a month from buy back.



Promoting SEANZ Members

SEANZ EECA Solar Educational Tool

Purpose and goal

- Work with a large partner with budget and reach far beyond that of SEANZ
- Easing your sales process by educating and motivating the public before they come to you
- To convert potential customers to sales by understanding your sales pipeline and what moves people along it, what common blockages there are, FAQ’s etc
- SEANZ to complete random focus groups with members across country



Electricity Authority

Network Connections Technical Group (NCTG)

- The group is rewriting Part 6 of the Electricity Industry Participation Code
- SEANZ has Trent from SEANZ Operations Team on the Network Connections Technical Group within EA
- SEANZ and the EEA are the only industry bodies represented
- Remaining reps are EDB’s & consultants

Membership Services

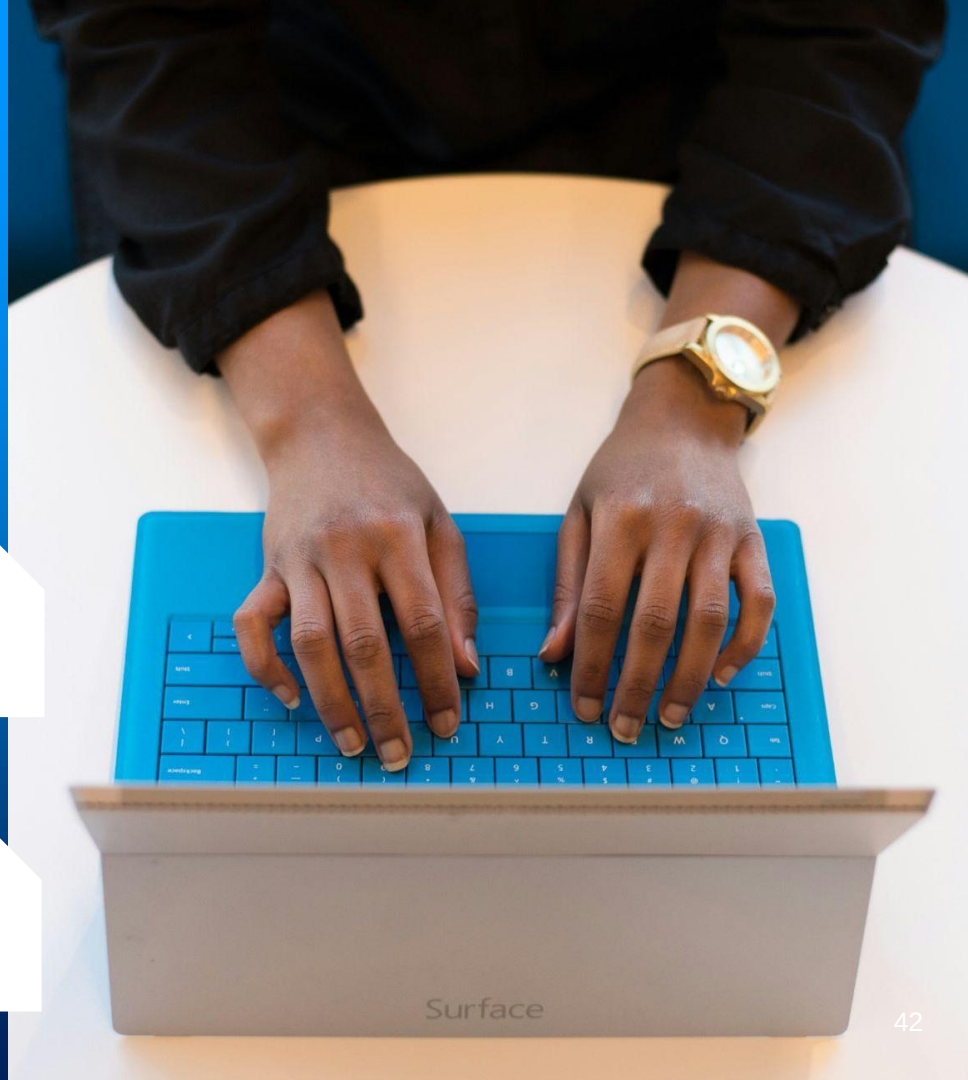
- Disputes Resolution
- Direct help on issues
- Resolve internals for members

Increasing membership

18% growth 23 vs 22
20% applications declined

Decreasing complaints

34 official complaints resolved over last year
14 unofficial complaints resolved
4 currently under investigation



SEANZ Conference ’24 2 days of

01 Panel discussions on hot topics

02 Business help and advice with members sharing knowledge and experience

03 New tech and product launches and trainings

04 Standards and tech updates

05 Member recognition with industry awards with top projects

06 Networking, inspiration and motiviation

Conference Day 1
PD & Tech day - open to all

- Members and non-members – all are welcome
- Industry Expo – bigger greater and more participant
- 2 main technology streams
- Keynote speakers include
  - Phil Smith from Profitable Tradie

    “Profit is king, Profit is the best word. Ever. Period”
  - Russell Keys from EWRB

    The update on practicing license solar endorsement, prequisites, RPL



Conference Day 2 Symposium

- Main event and conference day
- Plenary day incl RCI & USS
- Panel discussions
- RCI dedicated stream
- USS dedicated stream
- Keynote speakers include
  - Andy McCarthy - CEO of RACV Solar Australia - “How to make your solar business grow and make it a success”
- Annual General Meeting
- Industry Gala Dinner and Awards – Special Guest MC, Special Enetertainment evening





2024 SEANZ Aotearoa Industry Gala Dinner and Industry Awards

SEANZ encourages all members to make submissions on work completed in CYE23 in the categories below, when the call is made for nominations. Industry Awards help you get business:

- Best Grid Connected PV System
- Best Off Grid PV System
- Best Community Project
- Best Environmental Impact
- Best Small Business - ST1
- Best Large Business - ST3 to Corp - USS
- Best Medium Business - ST2 - ST3


SEANZ
DRIVING TOMORROWS ENERGY TODAY