



THE SERREE MODEL

A RENEWABLE ENERGY INDUSTRY DEVELOPMENT RESOURCE KIT

To share with other Regions

SERREE

South East Region of Renewable Energy Excellence



Key funding partners:



ARENA



Office of
Environment
& Heritage









FOREWORD

SERREE (South East Region of Renewable Energy Excellence) is a regional renewable energy industry development initiative led by Regional Development Australia ACT.

This three-year initiative to develop a replicable, regional-scale renewable energy industry development model has been collaboratively funded by the Australian Renewable Energy Agency (ARENA), NSW Government, ACT Government, Regional Development Australia (RDA) ACT and RDA Southern Inland, and key renewable energy industry stakeholders.

The SERREE model is presented to meet information sharing obligations under a Funding Agreement with the Australian Renewable Energy Agency.

We thank ARENA and other funders for the support provided to undertake this project and will let this model and the

industry speak for its strong outcomes across the economic, environmental and social continuums.

Regional leaders interested in developing their renewable energy sector are encouraged to contact RDA ACT to discuss available support with implementing the SERREE Model:

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INTRODUCTION



In this SERREE Model Resource Kit, Regional Development Australia (RDA) ACT presents replicable learnings from their SERREE (South East Region of Renewable Energy Excellence) renewable energy industry development initiative.

The Resource Kit provides a pathway for other regions interested in developing their region's renewable energy industry, while at the same time optimising economic development benefits – attracting local investment, jobs and business growth.

RDA ACT – SERREE has been funded over three years (2014-17) to develop an Industry Cluster in the southeast NSW-ACT region, and now engages a broad network of over 1,000 of the region's renewable energy stakeholders. This diverse and inclusive network includes representation from business and industry – large multi-nationals to smaller regional and allied businesses, across the three tiers of government, research, education and training institutions, and community organisations.

The SERREE Industry Cluster has been collaboratively supported by the Federal (Australian Renewable Energy Agency – ARENA), NSW and ACT Governments, RDA ACT and RDA Southern Inland, and key renewable energy industry stakeholders. Funding has been increasingly contributed by business and industry over the years as government steps back having provided the seed funding.

RDA ACT – SERREE has developed a replicable model for renewable energy industry development on a regional-scale – encapsulating learnings on what has been done, what worked, or not, and why. Regional leaders can draw on this practical resource to develop their renewable energy industry, whilst appreciating that all regions are different, with each having a unique mix of strengths and challenges.

Through the SERREE initiative, RDA ACT has facilitated regional business growth, new local jobs and skills training. SERREE has linked researchers with industry developers to advance commercialisation opportunities, linked small regional businesses with large multi-national corporations to ensure jobs stay in the region, engaged local communities with renewable energy to facilitate understanding and appreciation, and provided global connectivity opportunities to deliver more local industry growth and investment opportunities.

Along the way, we have developed a range of SERREE collateral including communication tools – a website and popular weekly e-newsletter; events – a well-attended series of Renewable Energy Business Forums across a range of topics, networking, roundtables, meetings. A range of associated projects – such as the Renewable Energy Trail, Supply Chain Mapping and developing a Directory of regional renewable energy Industry Capability, have broadened the scope of the initiative to deliver additional tourism and education outcomes.



BACKGROUND

THE SERREE PROJECT

The SERREE initiative was conceived in mid-2011 when a small group identified the potential to stimulate environmental and economic development benefits through promoting the growth of the renewable energy industry in the region.



Clockwise from left: SERREE Advisory Board Meeting, 2017; Top Right: SERREE Business Forum, 2017; Bottom Right: Goulburn Expo, 2014

In 2012, Regional Development Australia ACT – SERREE secured Federal Department of Industry funding: *To map and scope the renewable energy industry in the southeast NSW-ACT region.* A Project Officer was employed in March 2013 to consult with the region's renewable energy stakeholders and build a comprehensive picture of the local industry.

A SERREE Project Steering Committee was formed – including representation from RDA ACT, RDA Southern Inland and RDA Far South Coast, and across the tiers of government including the ACT – Economic Development Directorate, NSW – Office of Environment and Heritage, and the Federal Department of Industry.

During the Project, the SERREE Network grew exponentially, including representation from:

- Across the range of renewable energy technologies – solar, wind, hydro, bio, geothermal, wave, and related technologies including energy storage, electric vehicles, and micro and smart grids
- Across (and beyond) the southeast NSW-ACT region, and
- Reflecting the diversity of the sector's stakeholders to include business and industry, allied business, financiers, education and research institutions, the three tiers of government and community organisations.

A key recommendation of the SERREE Project was to transition the burgeoning SERREE Network to form a SERREE Industry Cluster and present a paradigm for developing renewable energy industry excellence on a regional scale, with a global footprint.

THE SERREE INDUSTRY CLUSTER

Thus, Regional Development Australia ACT, in collaboration with SERREE Project partners, applied to the Australian Renewable Energy Agency (ARENA) for funding to support the establishment and development of a SERREE Industry Cluster in the southeast NSW-ACT region.



Launch of the SERREE Industry Cluster, National Arboretum, 11 November 2014

On 6 August 2014, ARENA signed a three-year Funding Agreement with RDA ACT to establish and model a best-practice Regional Renewable Energy Industry Cluster. Additional financial support was provided by the NSW Government, ACT Government, RDA Southern Inland, and SERREE Corporate and Premium Members.

RDA ACT is the SERREE Industry Cluster funding administrator and SERREE Initiative lead on behalf of these partner organisations.

THE SERREE VALUE PROPOSITION

- The SERREE 'brand' has earned the respect, trust and engagement of the ACT and southeast NSW region's renewable energy sector.
- SERREE has built the largest database of renewable energy and allied sector stakeholders in the region with a current membership base of over 1000 members – with the majority representing industry, but also the three tiers of government, investors, research and education institutions and community organisations.
- SERREE has demonstrated success in bringing the industry together – facilitating collaborative linkages and partnerships, and delivering popular industry-relevant events to underpin business development and capacity building.
- SERREE has demonstrated the engagement of the industry with SERREE communications platforms – website, network directory and weekly Industry Update (e-newsletter) – the primary source of regionally-relevant renewables information.
- SERREE has demonstrated capability in identifying projects to further develop the renewable energy industry in the region, and then to manage and lead these initiatives – bringing together relevant and collaborative networks to support and fund projects that present strong outcomes.
- SERREE has provided input to develop effective renewable energy policy, to productively engage industry with that policy, and to profile this region as an exemplar of renewable energy leadership and excellence – policy, innovation and investment.
- SERREE has forged global linkages through diplomatic relationships, resulting in Industry Roundtables organised between the region and Denmark, the European Union, Morocco, the United States, France, Vietnam and Kazakhstan.
- SERREE works at a strategic level to grow the renewable energy industry in the region as a powerful driver of regional economic development outcomes – new jobs, business growth and diversity, environmental benefit, social engagement and regional liveability.
- SERREE works on the Industry Cluster philosophies of collaboration and information sharing to grow the industry through fostering strategic cooperation between small and large business, the three tiers of government and research organisations.



ROLES & OBJECTIVES

The SERREE Industry Cluster, has worked to:

- Facilitate collaboration and knowledge sharing amongst stakeholders by:
 - » Hosting regular industry forums, roundtables and networking events
 - » Providing information through the SERREE Industry Cluster Web Portal including a weekly e-newsletter and lively website
 - » Developing projects such as the Renewable Energy Trail.
- Increase local business capacity and content in renewable energy infrastructure projects within the region;
- Facilitate the optimisation of benefit from renewable energy business, investment and market development opportunities identified across the region;
- Identify challenges and barriers to increased uptake of renewable energy across the region and develop strategies to overcome these; and
- Identify training and skills that are needed in the renewable energy sector within the southeast NSW-ACT region, ensuring that courses to be delivered are appropriate to meet the current and future needs of the local industry.

A knowledge-sharing component of the Cluster work has been to establish and document a replicable best practice model for renewable energy industry development that can be adopted to form Industry Clusters in other regions of Australia.

Could a Renewable Energy Industry Cluster work in your region?

Pathway:

1. Scope feasibility, if feasible:
2. Establish the Industry Cluster framework
3. Develop Cluster functionality



Could a Renewable Energy Industry Cluster work in your region?

Pre-qualification Checklist:



You:

Do you have a priority to stimulate a range of meaningful economic development outcomes for your region?

☐

Do you have an interest in developing your region's renewable energy industry to deliver new local jobs, and regional business growth and investment?

☐

Your Region:

Does your region have existing and/or planned utility-scale renewable energy generation facilities?

☐

Does your region include regional businesses with renewable energy industry capabilities and/or the capacity to expand into the sector?

☐

Do you consider that a renewable energy industry development initiative would have the support of your region's key stakeholder groups?

☐

Does your region have a regional organisation that could lead such an initiative?

☐

**If you've answered YES to the above questions
– please continue along the SERREE pathway!**

Renewable Energy Industry Cluster Development Pathway:

1. Scope feasibility, if feasible:
2. Establish the Industry Cluster framework
3. Develop Cluster functionality

We're here to help: serree@rdaact.org.au

THE SERREE MODEL PATHWAY



1. DETERMINE FEASIBILITY

- a. Define the region
- b. Identify the region's comparative advantages
- c. Map the region's renewable energy infrastructure and project pipeline
- d. Identify a lead organisation and key stakeholders
- e. Scope the engagement and support of the local region's:
 - » Business and Industry
 - » Educators and Researchers
 - » Governments
 - » Community

- Engage with Cluster members – build trust, keep informed, exemplar value
- Establish a Network Directory

EVENTS

- Host regular Regional Renewable Energy Business Forums
- Networking opportunities
- Organise ad hoc meetings and events in response to Industry needs
- Engage the community – host an annual Renewable Energy Day

COMMUNICATIONS/ CONNECTIVITY

- Establish and maintain a dynamic cluster website
- Publish weekly e-newsletters
- Broker linkages and partnerships
- Profile the region's renewable energy capability and capacity
- Promote the regional economic development benefits derived from industry



2. ESTABLISH THE CLUSTER

- a. Form a Management Committee to lead the formation of the new Cluster
- b. Set up an Industry Cluster Advisory Board
- c. Determine the Cluster's Vision
- d. Determine the Cluster's Objectives
- e. Develop the Cluster's Membership
- f. Identify the region's unique opportunities and challenges
- g. Identify and showcase benefits for all stakeholders
- h. Identify funding sources

PROJECTS

- Establish working links into the global cleantech community
- Foster innovation and start-ups, business development
- Supply Chain Mapping – identify new business opportunities
- Workforce development – skills training
- Establish a Renewable Energy Trail



3. DEVELOP CLUSTER FUNCTIONALITY MEMBERSHIP

- Grow, Diversify and Connect Members

Are you interested in stimulating regional economic development outcomes for your region?

Developing your region's renewable energy industry can deliver new local jobs, regional investment and business growth opportunities – here's how...

The SERREE Model – A Renewable Energy Industry Development Resource Kit will soon be available for download.

The Resource Kit presents a model that can be used by regional leaders interested in developing their region's renewable energy industry, and thereby stimulating the resulting regional economic development benefits.

The Resource Kit is based on learnings taken from the SERREE Renewable Energy Industry Cluster initiative 2014-17, led by Regional Development Australia, ACT.

If you'd like to hear more, please provide your contact details so we can let you know when the Kit is available for complimentary download.

Regional Development Australia ACT respects your privacy and your details will only be used for the above stated purpose.

First Name

Last Name

Email

Organisation Name

Please email your information to serree@rdaact.org.au or complete the digital form via <http://www.serree.org.au/projects/the-serree-model>

MEET THE TEAM



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Key Industry Partners (Financial Contributors):



The image features a central circular map of New South Wales, Australia, surrounded by four icons representing renewable energy sources: a sun, a wind turbine, a water drop, and a leaf. The map is color-coded by region and includes labels for major cities and shires. The text "of Renewable" is visible on the left and "Excellence" on the right, suggesting a focus on sustainable development.