



Solar Energy in Australia: Trends and Forecast

Not to Be Missed Special One Day Event!

Sydney 29th March 2010 – Marriot Sydney Harbour

Brisbane 31st March 2010 – Marriot Hotel

Melbourne 10th May 2010 – Langham Hotel



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Register 3
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10%

Solar Technology Overview
Government & Industry
Solar Investment Analysis
Solar Research & Development
Industry Perspectives
Solar Policy Review
Solar Energy Market Analysis





Why Should I Attend?

The Australian Solar Energy Society proudly presents this special event. Drawing on our expertise in Solar Energy in Australia (stretching back to 1954), this one day seminar, to be led by Australia's foremost Solar Experts, will give participants an informative 'snapshot' of solar energy in Australia, highlighting emerging trends and opportunities.

Bringing together the best solar analysts and commentators, this event is perfect for anyone wanting to get a concise, credible, and informative insight into Solar Energy in Australia.

Whether you are coming to do business, network, be informed by industry leaders, or explore specific solar related themes, this event is not to be missed.

Who Will Attend?

Industry Analysts, Venture Capital Organisations, Solar PV Companies, Solar CSP Companies, Component Suppliers, Energy and Energy Efficiency Consultants, Government & Policy Makers, Local Government Sustainability Managers, Installers, Architects, Energy Utilities, International Companies, Solar Flagships Applicants, Insurers, Bankers

Conference Program

8:30 Welcome coffee and Registration

9:00 Opening Remarks from the Chair

The Current State of Solar Technology

9:10 **Photovoltaic's Pushing the Efficiency Curve**

PV, an introduction to the technology

The state of global PV research

The role Australia's research institutions are playing

The value of licensing PV research

–**Associate Professor Alistair Sproul**, University of New South Wales



Conference Program Continued

9:50 **Solar Thermal – The Waking Giant**

The global state of CSP
Different technology approaches
Review of major global projects
What Solar Flagships means for Australia's CSP industry
– **Dr Keith Lovegrove**, IT Power

10:30 Morning Tea

Market Trends

11:10 **PV Uptake in Australia: Trends and Analysis**

State of the Australian PV Market
Market segmentation by size and application
Market growth projections
The role of Policy in Shaping the PV market
– **Dr Muriel Watt**, Chair, Australian Photovoltaic Association

11:50 **Renewable Energy Certificate Price Analysis**

State and forecast of REC pricing
Trends and analysis of the current REC market
Likely changes to the RET and their impact on REC pricing
– **Ric Brazzale**, Director, Green Energy Trading

12:30 Lunch

1:30 **Australia's Solar Research & Development Capability**

State of PV R&D in Australia
Solar PV Manufacture overview
State of Australia's Solar Thermal R&D
Government solar programs
– **Mark Twidell**, Australian Solar Institute



PV on the Ground

2:10 Domestic and Industrial Trends

Market segments, and analysis of demand in each segment

Current pricing , and the outlook for PV pricing

The economics of PV

Emerging ownership and other financial models in mid and large scale PV applications

- **Grant Egerdie**, General Manager Commercial, Solar Shop Australia

Solar Policy

2:40 Solar Hot Water

State of the market for Solar Hot Water

Current pricing and efficiency analysis

Sector projections

Regulations and a strong solar hot water market

- **Stephen Cranch**, Solahart

3:10 Australian Solar Policy Overview

Federal government solar policy review

State government solar incentive programs

Key issues currently facing the industry

The need for strong, united industry action in the solar sector

- **Wayne Smith**, Renewable Energy Consultant

3:40 Afternoon Tea

Panel Discussion

4:30 Topic – ‘What role will solar play in Australia in 2020?’

All presenters will participate in this important debate

5:30 Close

Program is subject to change without notice



Register Now

Solar Energy in Australia: Trends and Forecasts 2010

1 Day Seminar Pass \$495 including GST

Send 3 Delegates and save 10%

Send 6 Delegates and save 20%

Which event are you attending (please circle):

Your Details

Sydney 29th March 2010

Brisbane 31st March 2010

Melbourne 10th May 2010

Delegate Name.....

Organisation.....

Job Title.....

Postal Address.....

Phone Number.....

Email Address.....

Invoice Me Bank Transfer Credit Card

Card Number - - - Expiry Date:/.....

Cardholders Name:..... Cardholders Signature:.....

Bank Transfers: Australian Solar Energy Society Limited **BSB:** 032-044 **Account Number:** 713041

Multiple Registrations Total Cost after 10% discount and including GST 3 Registrations \$1,336.50

Total Cost after 20% discount and including GST 6 Registrations \$2,376.00

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