

QUESTION ON NOTICE

No. 1071

asked on Friday, 17 June 2011

MR DICKSON ASKED THE MINISTER FOR ENERGY AND WATER UTILITIES (MR ROBERTSON)—

QUESTION:

Will the Minister advise how much has been spent to date on Do the Bright Thing promotional signs?

ANSWER:

The Bligh Government is proud to encourage Queenslanders to make the switch to solar energy and save money on their electricity bills. For example, installing a solar hot water system can save the householder 25 per cent on their electricity bill.

Solar signs are part of the government's long-running Bright Thing campaign to help Queensland double its solar energy use over five years and save Queenslanders money on their energy costs.

The signs are attached to a letter from the Premier which are sent to all recipients of the government's Solar Hot Water Rebate Scheme. The scheme provides rebates to householders that replace their existing electric hot water system with a solar hot water system or heat pump. Rebates available are \$1000 for pensioners and low income households and \$600 for other eligible Queenslanders.

Since payments commenced in July 2010, we have paid more than 19,900 rebates equating to over \$14.8 million.

The recipient is under no obligation to display the sign. It is their choice. This is an extra initiative to help spread the word about solar as a significant energy saving alternative.

A total of 51,800 signs have been produced at a cost of just over a \$1 each.

The total cost of producing and distributing the signs to date is \$80,640.20. This represents 0.5 per cent of the cost of delivering the rebate scheme which is a small investment when you consider the results that have been achieved by thousands of Queenslanders who have taken up solar hot water and solar photovoltaic (PV) systems.