



**ARE YOU LOOKING TO:**

- Reduce your electricity bills?
- Reduce your costly maintenance expenses?
- Reduce your electricity consumption and CO2 emissions?

**Middy's Energy Smart** specialists in partnership with your local electrician will audit your commercial premises, providing you with an energy saving solution with anticipated return on investment.

**Your Energy Saving solution will include everything from:**

- Lighting
- Sensors & Timers
- Solar Systems
- Automation

# YOU'VE GOT THE POWER!

THE EYES OF SOUTHWEST BUSINESS OWNERS ARE BEING TURNED TO THE SKY IN PURSUIT OF A DOUBLE WIN: RELIEF FOR THE HIP POCKET AND ENVIRONMENTAL SUSTAINABILITY....



Southwest residents with a keen eye may have noticed some new additions at Warrnambool's Callaghan's Motors recently – and that's not just of the four-wheeled variety.

A total of 120 solar panels have been installed on the roof of the Fairy Street dealership as part of a progressive business move that will save the organisation thousands of dollars in electricity costs annually, while also making a significant and positive environmental impact.

"It's been amazing how quickly this was able to happen," Callaghan's Motors dealer principal Steve Callaghan explained.

"Obviously in this day and age every business is trying to keep costs down, and when we sat down and did the maths it all added up.

"We pride ourselves on having the best technology and the best people and this project was certainly in alignment with our values."

The 30kw grid-connected solar system is one of the largest in the region

and was developed by Warrnambool-based privately-owned independent electrical wholesaler Middy's, in conjunction with Warrnambool-based Hotker Electrical.

Callaghan's Motors also doubled its energy-saving attack by having its workshop lighting updated to an environmentally-friendly energy-efficient LED system.

The entire lighting and solar panel project took less than a week to install and business continued without interruption. In just four-and-a-half-years the solar panels will have achieved total cost payback, while the return on the lights is due in just two-and-a-half years. The aim is to deliver "zero" electricity costs – a marvellous feat in times of rapidly rising electricity bills.

Mr Callaghan said the dealership – which celebrated 80 years in business this year – had a firm commitment to environmental accountability and had achieved the highest environment recognition available from the VACC – a "Green Stamp" – in its latest audit.

In addition to the solar and lighting projects, the business installed a water recycling system 18 months ago.

It also has cutting-edge technology electric cars on display, including the Holden 'Volt' (which has a 600km range) and the Mitsubishi 'i-MiEV' which has access to the free charging station in the dealership – a further benefit of the solar installation.

"It's great to be environmental and it's great to drive costs down while building a sustainable future," Mr Callaghan said.

Middy's Energy Smart representative Leigh Stacey said Callaghan's Motors was just one of a number of businesses in the southwest, including a number of wineries, that had taken advantage of the "double-edged" benefits of solar.

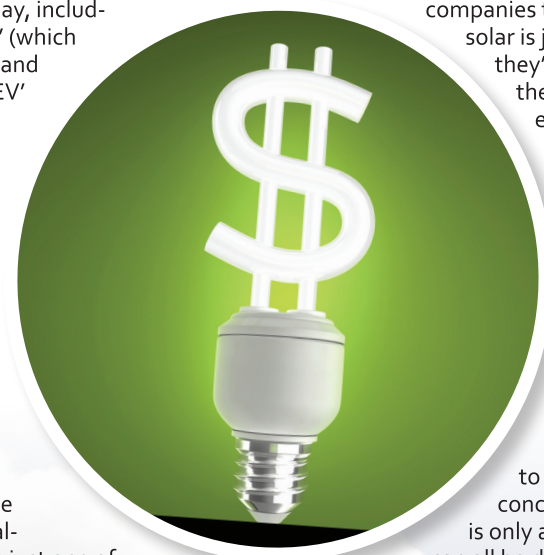
He said Middy's was pleased to work with

electrical contractors and their clients to outline the savings and benefits of solar projects and develop specialised, individual systems.

"The feedback we are getting from companies that have embraced solar is just amazing; they're telling us that their clients really endorse what they have done and we're thrilled that it works with people's world views and ethics. Obviously it also works with their hip-pocket too, with great cost savings able to be achieved.

"It's also great to know that from concept to installation it is only a matter of weeks. It can all be done very easily and people are often very surprised to see how viable solar can be for them.

"Ultimately, the sun is a free resource – it's just a matter of capturing it, and that's what we can help people to do."



**Below, from left: Leigh Stacey, Middy's Energy Smart, Steve Hotker, Hotker Electrical, Steve Callaghan, Callaghan's Motors dealer principal, and Steve Ellery, Callaghan's Motors financial controller, are happy with the outcome of a team effort to install solar panels at Callaghan's Motors.**



**WHAT ARE THE BENEFITS OF BEING ENERGY SMART?**

• See a direct reduction on energy bills

• Pro-actively help the environment

• Deal directly with your trusted local electrician

• Increase value of your premises

• Protect your business against future rising electricity costs

**Middy's Energy Smart**

To discuss how we can assist you with a range of energy smart solutions contact your local Middy's Warrnambool branch on (03) 5560 5677 or email [warrnambool@middys.com.au](mailto:warrnambool@middys.com.au)

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