

MEDIA RELEASE
13 December 2010

Unique public art installation arrives in Belmont

A striking and unique art installation has been erected in the City of Belmont as part of a Perth Solar City educational promotion.

The tree-like structures are located outside the City of Belmont Administration building where they will be on display for 12 weeks.

This eye catching art installation designed by a local artist, includes five 'trees', three by two metres in size. The installation includes an educational message encouraging residents to turn off their standby power. This simple action is the equivalent of planting five trees each year.

This latest installation is part of Perth Solar City's Collective Impact campaign which has been promoted in Perth's Eastern region for the last 12 months.

Perth Solar City's Program Manager Andrew Blaver said the artwork was designed to be eye-catching and highlight the City of Belmont's participation in the Perth Solar City initiative.

"We worked closely with the local community who told us that they wanted something representative of the positive impact that simple changes in behaviour can have," Mr Blaver said.

"They told us that they wanted something unique in their community that would attract attention and encourage discussion.

"Perth Solar City's Collective Impact campaign is all about showing residents that their individual actions, however small, are part of something greater - a *collective impact*. It's the same message from our advertisement featuring the voice of Melissa George, currently running in local cinemas."

Throughout the coming year, the artwork will be rotated between the six Local Government Authorities that make up the East Metropolitan Regional Council.

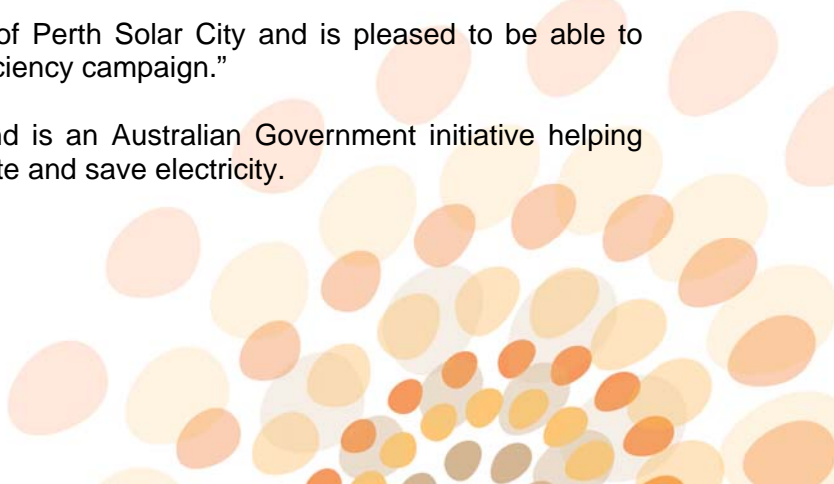
Old Perth Road in Bassendean will be the next location to host this fun, eye-catching artwork. It will also be displayed at locations in the City of Bayswater, City of Belmont, Shire of Kalamunda, Shire of Mundaring and City of Swan.

Belmont City Mayor Glenys Godfrey said the artwork was a welcome addition to the streetscape and would provide an interesting and educational focal point to pedestrians.

"The City of Belmont is proud to be part of Perth Solar City and is pleased to be able to highlight our involvement in this energy efficiency campaign."

Perth Solar City launched in late 2009 and is an Australian Government initiative helping residents change the way they use, generate and save electricity.

(ENDS)



A photo opportunity has been arranged for Tuesday 14 December at 9am with the City of Belmont Mayor Glenys Godfrey and Perth Solar City representative Andrew Blaver.

Background: Perth Solar City

Perth's Eastern Region is home to Perth Solar City and includes the Shire of Kalamunda, Town of Belmont, Shire of Mundaring, City of Swan, Town of Bassendean and Town of Bayswater.

Perth Solar City is part of the Australian Government's \$94 million Solar Cities program.

As part of Perth Solar City, residents in Perth's Eastern Region have access to free eco-consultations, valuable discounts off solar hot water systems and solar energy systems and can take part in unique energy saving trials.

Western Power is leading the Perth Solar City program and is supported by a Consortium of industry experts including the Botanic Gardens and Parks Authority, Mojarra, EMRC, Prospero Productions, SolaHart, SunPower, and Synergy.

Residents can call 1300 993 268 or visit perthsolarcity.com.au for more information.