



sunrise
INNOVATIONS



**CLEAN ENERGY
STARTS HERE**





"I started Sunrise Innovations because I was tired of seeing Victorian families let down by 'cheap' solar.

My promise to you is a system built with precision and a partnership that lasts a lifetime."

A handwritten signature in black ink that reads "Paul Dodds". The signature is written in a cursive style with a large, stylized "P" and "D".

Paul Dodds
Director & Owner Sunrise Innovations



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INNOVATIONS

Our Energy Solutions

Solar PV

Battery Storage

Heat-Pump Hot Water

HVAC

EV Charging

Led by CEO Paul Dodds, Sunrise Innovations delivers a premium, "stress-free" energy experience designed for those who value quality over the cheapest price. We treat your home as a long-term investment, replacing low-grade hardware with elite, high-performance systems and world-class battery storage that lasts in the Australian sun.

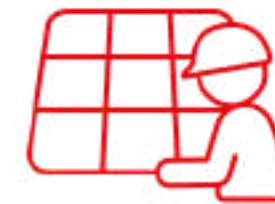
As a trusted CEC accredited installer, our team handles the entire headache for you from messy government paperwork to final safety checks ensuring your system is optimized to slash your bills from day one.

With Sunrise Innovations, you aren't just buying solar panels, you are buying the peace of mind that comes from a **professional installation, premium technology**, and a **leadership team** that stands personally behind every watt produced.



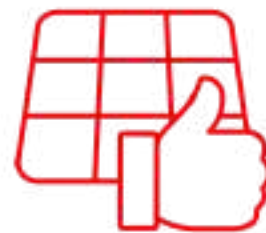
23,109+

Successfully Completed Energy Upgrades across Victoria.



97%

of installations are delivered right the first time, with no follow-up needed. A result of premium workmanship and strict quality control.



516+

4.9 Star Verified Google Reviews across Victoria.



100%

Australian Owned and based here in Melbourne.



20

Top Battery & Solar Specialists in Victoria.



9+

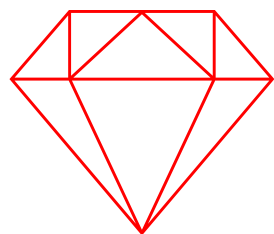
Years of experience delivering energy solutions across Victoria

The Sunrise Standard

Our 4 Pillars of Excellence

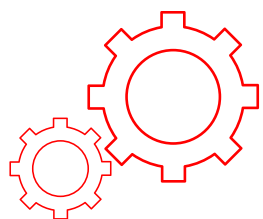
At Sunrise Innovations, we recognize that the Australian solar industry has become a "race to the bottom", a landscape of cut corners, faceless corporations, and budget hardware that fails long before it pays for itself.

We believe that a home's energy ecosystem should be a high-performance asset characterized by elite hardware, surgical engineering, and professional accountability.



Radiance ⚡ *The Quality Standard*

We focus on Radiance. We exclusively source elite, marine-grade hardware and high-efficiency panels. Whether we are installing solar or upgrading your home's energy efficiency, we ensure every watt is used brilliantly. We don't just meet industry standards; we curate high-performance systems that maintain their output and aesthetic value for 25+ years.



Zenith ⚡ *The Engineering Standard*

Our execution is the Zenith of the industry. With a 97% "Right First Time" delivery rate across 23,000+ upgrades, our process is surgical. From the initial energy audit to navigating complex Victorian rebates, we handle the intricacies with total rigour, providing a "white-glove" experience that respects your time and your property.



Horizon ⚡ *The Independence Standard*

We look toward the Horizon. We engineer sophisticated residential "micro-grids" and VPP-ready ecosystems. By combining renewable generation with smart efficiency, we move you beyond simple savings to total Energy Sovereignty. We give you the power to generate, store, and trade your own energy turning a monthly cost into a sustainable credit.



Solace ⚡ *The Director's Standard*

We provide Solace through accountability. Sunrise Innovations is 100% Melbourne-owned and led directly by our Director, Paul Dodds. Paul treats every installation as a reflection of his professional legacy. You aren't just a transaction; you are entering a lifelong partnership backed by a local leader who is personally committed to your system's success for the next 30 years.

From Sun to Socket , We Handle It All.

We don't just sell components, we design, install, and manage your entire home's sustainable ecosystem, saving you time, stress, and energy.

Rooftop Solar

Hot Water Electric Heat Pump

EV Charger

Solar Battery Storage

Heating and Cooling System





Dedicated Delivery, Powered by Expertise



With a hands-on model led by CEO Paul Dodds and our team of in-house specialists, Sunrise Innovations delivers premium home solar solutions that protect your household budget and drive long-term energy independence.

We don't just put panels on your roof; we engineer a custom power plant for your home that delivers real, measurable savings from day one.

Building Reliability into Your Home

We believe your home deserves more than a "standard" installation. From your initial energy audit to the final safety check, our team uses a structured, "white-glove" delivery process.

This ensures your system is safe, meets every Australian standard, and performs exactly as we promised. By controlling our own equipment and highly-skilled installers, we guarantee a clean, professional job that is finished on time and within budget.

A Hands-On Approach That Works

The Sunrise innovation model combines national-scale buying power with local, friendly expertise. Because we manage our own people and processes, we eliminate the "middleman" and the risks that come with it.

You'll have peace of mind knowing exactly who is on your roof and that every wire and bolt is installed to the highest standard of workmanship.

Engaged Locally, Committed to Your Results

Based right here in Victoria, we are deeply committed to the communities we serve. We leverage strong local networks to ensure you get the best materials and fastest service possible.

This approach doesn't just support local jobs, it ensures that if you ever need us, we are just a phone call away.

At Sunrise Innovations, we aren't just installing solar, we're helping our neighbours build a more sustainable and affordable future.



At Sunrise Innovations, we don't just install solar we engineer high-performance energy ecosystems. We have moved away from the "budget solar" race to focus exclusively on premium reliability, asset longevity, and elite customer experience.

Feature	Budget Solar ("The Quick Fix")	Sunrise Premium Solution
Durability	Prone to "hot spots" and weather fatigue, up to 3x higher failure rate in coastal or extreme heat areas within the first 5 years.	Marine-grade durability, engineered to withstand extreme wind loads (up to 2400 Pa) and certified for severe hail and salt-mist resistance.
Efficiency	Rapid performance drop-off, often loses up to 20% of its power output within the first 5 to 7 years (high degradation rate).	High-yield glass technology, guaranteed to retain over 85% of its original performance power even after 25 years .
Service	"Install and disappear" model; industry averages show budget warranty claims can take 60 to 90+ days to resolve, if at all.	Dedicated Concierge Support, 25-year comprehensive warranty with local accountability and typical response times under 48 hours .
Financials	High hidden costs, replacing a failed budget inverter out-of-warranty can cost \$1,500 to \$2,500+ every 3–5 years.	Cash-flow positive from day one, typical system pays for itself in 4 to 6 years , delivering decades of near-zero maintenance overhead.
Safety & Fire Risk	Uses generic DC isolators and components, which account for roughly 20% to 30% of all reported solar-related roof fires.	Superior Safety Standards, advanced rapid-shutdown features reduce electrical fire risks by up to 99% , utilizing premium "cool-run" inverter tech.
Battery Integration	Often strictly "string" systems, retrofitting a battery later can incur \$2,000+ in unnecessary rewiring and hardware costs.	Future-Ready, 100% hybrid-ready out of the box, seamlessly pairing with elite battery storage for total energy independence at zero extra integration cost.
Property Value	Can look messy, aging budget tech adds negligible value and is increasingly viewed as a liability by home inspectors.	Asset Appreciation, data shows a premium, certified solar installation can increase average home resale value by up to 4% (or approx. \$30,000 on a standard home).
Environmental Impact	Short 7 to 10-year lifespan significantly increases early landfill contribution and electronic waste (e-waste).	True Sustainability, 25 to 30-year operational lifespan slashes your carbon footprint by an estimated 100+ tonnes of CO2 over the system's life.

KEILOR EAST VICTORIA

98%
ANNUAL SAVINGS

100%

**Electricity Costs
Before Sunrise
Innovations**

2%

**Electricity Costs
After Sunrise
Innovations**



19.95KW
Solar System Capacity



21,890KWh
Annual System Generation



49KWh
Battery System Capacity



18.1
Tonnes of CO2 Saved per year

The solar solution located in Keilor East Victoria is a sophisticated "micro-grid" designed for near-total energy independence. By pairing with a 19.95 kW solar array with an extensive 49.92 kWh battery storage bank, the system is engineered to satisfy most of the the home's energy demands internally.

Through the strategic application of government incentives including Solar Victoria rebates and substantial Battery STCs, the initial gross cost was reduced by approximately 38%. When including the interest-free loan, the immediate upfront requirement was lowered by a total of 43% from the original quote.

This high-capacity installation is projected to deliver a staggering 96% reduction in annual electricity costs during its first year, effectively insulating the household against future utility price hikes while offsetting roughly 18.1 tonnes of CO2 annually.

CLYDE NORTH VICTORIA

106%
ANNUAL SAVINGS

100%

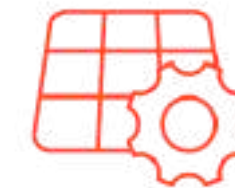
Electricity Costs
Before Sunrise
Innovations

+6%

Electricity Costs
After Sunrise
Innovations



6.65KW
Solar System Capacity



9,146KWh
Annual System Generation



15KWh
Battery System Capacity



7.96
Tonnes of CO2 Saved per year

The high-efficiency energy solution located at Clyde North VIC features a 6.65 kW solar array paired with a 15 kWh battery storage system. Designed to operate at an 87% system efficiency, this configuration generates an estimated 9,146 kWh of clean energy annually, effectively neutralizing the property's dependence on the grid.

The installation delivers an immediate and total reversal of utility costs, achieving a 106% reduction in the annual bill and transitioning the household into a credit-earning position. By integrating the "ZeroHero" Virtual Power Plant (VPP) program, the property significantly boosts its financial performance, increasing the annual credit from a base level to a figure that is over 530% higher.

This strategic setup not only maximizes monthly cash flow but also provides a substantial environmental contribution by offsetting approximately 7.95 tonnes of every year.

HIGHETT VICTORIA

88%
ANNUAL SAVINGS

100%

Electricity Costs
Before Sunrise
Innovations

12%

Electricity Costs
After Sunrise
Innovations



9.9KW
Solar System Capacity



11,914KWh
Annual System Generation



15KWh
Battery System Capacity



10.4
Tonnes of CO2 Saved per year

The optimized energy solution located in Highett VIC is a robust residential "micro-grid" featuring a 9.975 kW solar array and 15 kWh of dedicated battery storage. Operating at a high 87% efficiency, the system is designed to generate 11,914 kWh of clean energy annually, effectively insulating the home from rising utility costs.

While the standard solar configuration delivers an immediate 88% reduction in annual electricity costs, the integration of the "ZeroHero" Virtual Power Plant (VPP) program transforms the property into a significant revenue generator, shifting the annual bill from a cost to credit. This strategic upgrade represents a 323% improvement in financial performance compared to self-consumption alone, accelerating the system's payback period by nearly 30% and offsetting approximately 10.4 tonnes.

Address

24 Drummond Street, Carlton, VIC, 3053

Email

service@sunriseinnovations.com.au

Phone Number

1300 291 002

ABN

32 621 378 023



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