

Case Study – The Uralla Wool Room



A business energy initiative of Z-NET Uralla - a project funded by the Murray-Darling Basin Regional Economic Diversification programme.



Business Story

The Uralla Wool Room has long held the reputation for being a consistent provider of quality superfine merino wool products, whilst also offering a wide variety of choice and style. Carrying an extensive range of *fine merino*, *possum fur - merino*, *cashmere - merino* and other *natural fiber* garments and accessories for men, women and children.

The Uralla Wool Room located at 38 Bridge Street trades 7 days a week and is open from 9am to 5pm

A high percentage of the products available at the Uralla Wool Room are made in Australia. These include garments and accessories from the following labels: Aklanda Knits, Hedrena, Humphrey Law Socks, Uimi Knitwear, MerinoSnug, Smitten Merino, Merino Gold, Mollydale Knits, Signatur Knits, Skibo Skivvies, Stockpile Socks, Walnut Hill, Woolerina and much more. Garments and accessories made from Australian super fine merino and New Zealand possum fur and merino blends are the Wool Room's speciality. The Uralla Wool Room also stocks an extensive range of yarns.

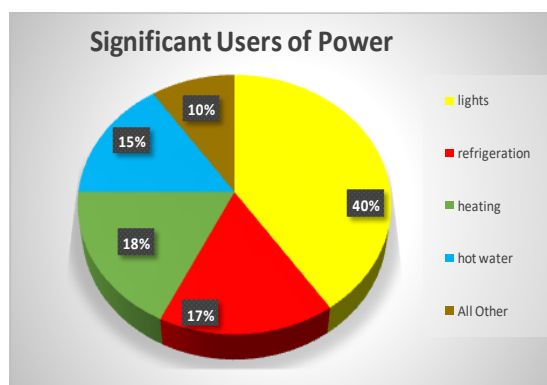
Key Energy Concerns / Issues for the Wool Room:

- Interested in ideas to reduce power consumption and also interested in Solar Power for the Business.
- The Shop is currently charged for 2 x supply charges as there was previously a shop and tenant at the rear of the premises with separate meters for each.
- The Wool Room is looking to replace its existing Kent Wood Fire with a reverse Cycle A/C unit.

Agreed Plan:

- Look at the pattern & size of the power bill and identify the size Solar PV system that will meet the daytime energy needs of the business and any associated issues
- Undertake Energy Monitoring and make suggestions to support energy savings.
- Facilitate quotes for suitable solar system for the Wool Room.

Significant Users of Power—The Uralla Wool Room	%
lights	40%
refrigeration	17%
heating	18%
hot water	15%
All Other	10%
Total power consumption	100%



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Solutions:	Done	Underway	Considering
Consider installing insulation under the office skillion roof		✓	
Consider installing thermally efficient curtains to the southern windows and the rear sliding glass door.			✓
Consider installing a Solar PV system and obtain quotes on a 10kW system to meet the majority of the Wool Rooms power needs during the day.		✓	
Consider installing a Reverse Cycle air-conditioning system to cover heating and cooling needs of the business			✓
Review energy supplier and shop around for best deals		✓	
Replace 6 x 150w metal-halide lamps with LED track lamp fittings and replace halogen downlights with LED's		✓	
Undertake draft proofing of vents, skirtings and architraves			✓
Combine two shop energy accounts onto one to avoid double supply charges for the business.	✓		

Power consumption can be managed. Whenever you save energy within your business you are also saving money. Energy costs contribute to your business's financial bottom line so the more energy you save in your business the more profitable your business can be.

INDUSTRY BENCHMARKING:

ATO Small Business Benchmark: Clothing Retail

Average % of Turnover

Gross Profit Margin	17%
Cost of Sales	51%
Labour *	17%
Rent *	13%
Other	2%

Every 1% saved in Energy costs (or other business expenses) contributes to an increased gross profit margin of up to 5.8% for this business.

RESOURCES:

Websites for Benchmarking and Assistance to reduce power bills.

** www.ato.gov.au/Business/Small-business-benchmarks

www.energycut.com.au/business

www.energymadeeasy.gov.au

zneturalla.org.au

<https://www.facebook.com/ZNetUralla/>