Windsocks Australia <info@windsocksaustralia.com.au>

RE: Moma | Windsocks | Fixed, Concrete Blocks and Pop Up Bases

Date: Friday, 7 November 2025 at 15:23:38 GMT+8
From: Courteney | MOMA Solar <courteney@momasolar.com.au>
To: Windsocks Australia <info@windsocksaustralia.com.au>
Cc: Michael Jarvis <michael@momasolar.com.au>

Hi Steve,

Thank you for your time today, it was great to see you again.

This information is a great start!

I have quickly put together a data sheet for our base and pole with more of the selling points we discussed today (safety, aus made, rapid deployment etc).

We will work on a more comprehensive list of factors why our portable base is beneficial, especially compared to the concrete blocks.

Early next week I will send through a price list, including any bulk discounts.

Could we please place an order for a Hi-Vis Windsock? Let us know how much this costs and we'll get it sorted.

Could you also please let us know who your wind certification company if you are comfortable sharing?

Looking forward to discussing further, we are very excited and see lots of potential working together 😊

Kind Regards,

Courteney Eaton
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We acknowledge and pay our respects to the Traditional Owners of the land in which we work and live.
Learn more about our Reconciliation Action Plan.

Key Metrics Comparison Table

Criteria	Fixed Pole	Concrete Blocks	Mobile Pop-Up Unit
COST ANALYSIS			
Installation cost	$2,000–$5,000+	$1,500–$3,000	$600–$1,200
Equipment cost	$800–$2,000	$1,200–$2,500	$3,500–$5,500 (one-time)
Annual maintenance	$300–$500	$200–$400	$100–$200
Total 5-year cost	**$6,500–$13,500**	**$4,700–$9,500**	**$4,000–$6,500**
Cost per site (10+ locations)	Not viable	$4,700–$9,500 × 10	**$400–$650**
TOTAL COST ADVANTAGE	—	—	**3× LESS EXPENSIVE**
INSTALLATION & SETUP			
Setup time (first visit)	4–8 hours	2–4 hours	**15–30 minutes**
Cure/set time required	**7–14 days (concrete footing)**	**None (pre-cast blocks)**	**None**
Total time to operational	**7–14 days**	**2–4 hours**	**15–30 minutes**
Number of site visits	**2+ visits**	**1 visit**	**1 visit**
Equipment required	Auger, excavator	Forklift, crane	None (2-person carry)
Permits required	Yes (Dial Before You Dig)	Possibly (depends on site)	**No permits**
Installation personnel	2–3 skilled staff	2–3 trained staff	**2 unskilled staff**
Site disruption	High	Medium	**Minimal**
PORTABILITY & FLEXIBILITY			

Criteria	Fixed Pole	Concrete Blocks	Mobile Pop-Up Unit
Relocatable	No (permanent)	Difficult (4-tonne weight)	**Highly portable**
Transport method	Fixed	Heavy machinery	**Vehicle or van**
Transport weight	N/A	**4,000 kg**	**~60 kg**
Deployment locations	1 permanent	Limited	**Unlimited (10+)**
Setup time per new site	N/A	2–4 hours	**15–30 minutes**
SAFETY & WHS CONSIDERATIONS			
Installation risk level	**HIGH**	**VERY HIGH**	**VERY LOW**
Manual handling hazards	Medium–High	**VERY HIGH**	**VERY LOW**
Excavation hazards	**Yes (Dial Before You Dig)**	No	No
WHS training required	Skilled installer	**Forklift, rigging, manual handling certification**	Basic induction only
Injury risk (manual handling)	Medium–High (equipment)	**High (4-tonne blocks)**	**Minimal**
Site safety clearance	Standard + permits	**Extensive (machinery, pedestrian control)**	Standard
Permits/sign-offs	Multiple (Dial Before You Dig, council)	**Multiple (WHS, equipment operation)**	**None**
Personnel qualifications	Skilled/certified installer	**Certified operators + riggers**	Any fit person
ENGINEERING & COMPLIANCE			
Wind Region rated	Depends (often not certified)	**GENERALLY NOT engineered for Regions C&D**	✅ **YES – Engineered for C&D**

Criteria	Fixed Pole	Concrete Blocks	Mobile Pop-Up Unit
Compliance certification	Variable	**Typically inadequate for high-wind regions**	✅ **Full compliance C&D**
Regulatory risk	Medium–High	**HIGH (non-compliance)**	**LOW**
Insurance validity	May require verification	**Likely VOID in high-wind regions**	✅ **Full coverage**
RISK PROFILE			
Installation risk	**HIGH**	**VERY HIGH**	**VERY LOW**
Operational risk	Medium–High	Medium	**Very low**
Environmental risk (weather)	Medium–High	Medium	**Very low (mobile)**
Relocation risk	N/A	High	**Very low**
Regulatory compliance risk	**Medium–High**	**VERY HIGH**	**VERY LOW**
TOTAL RISK SCORE	**8/10**	**10/10**	**2/10**
Risk Reduction vs. Fixed Pole	—	—	**75% RISK REDUCTION**
Risk Reduction vs. Concrete	—	—	**80% RISK REDUCTION**
SUITABILITY			
Permanent sites	✅ Ideal (if compliant)	⚠️ Risky (non-compliance)	❌ Not ideal
Remote/harsh terrain	⚠️ High installation risk	❌ Poor (no concrete)	✅ Excellent
High-wind regions (C&D)	⚠️ Risky (verification needed)	❌ **NOT RECOMMENDED**	✅ **RECOMMENDED**
Temporary/seasonal	❌ Not ideal	⚠️ Acceptable	✅ Ideal

Criteria	Fixed Pole	Concrete Blocks	Mobile Pop-Up Unit
Multiple sites (5+)	❌ Not viable	⚠️ Expensive + risky	✅ **PERFECT**
Trial installations	❌ No	⚠️ Difficult	✅ Yes
LABOUR & COMPLIANCE			
Specialist skills needed	High	Medium–High	**None**
Training certification	Yes	Yes	**Basic only**
Ongoing compliance	Medium–High	High	**Low**
Insurance implications	Standard–increased	**Likely VOID**	Standard

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📊 Deployment to Multiple Sites (10 Locations)

Method	Total Setup Time	Days to Operational	Site Visits	WHS Risk Events	Compliance Risk	Total Cost
Fixed Poles (×10)	40–80 hours	**70–140 days**	**20+ visits**	High	Medium–High	$115,000
Concrete Blocks (×10)	20–40 hours	**0.1–0.2 days (2–4 hrs)**	**10 visits**	**Very High**	**VERY HIGH (generally non-compliant C&D)**	$87,500
Mobile Units (×10)	**2.5–5 hours**	**0.01 days (15–30 mins)**	**10 visits**	**Minimal**	**NONE (C&D compliant)**	**$52,500**

Concrete Blocks – Major Compliance Gap

Aspect	Reality
Engineering certification	**GENERALLY NOT certified for Wind Regions C & D**

Aspect	Reality
Common practice	Used on site due to cost/convenience, but GENERALLY NOT engineered
Regulatory status	**Non-compliant in high-wind zones**
Insurance implications	**LIKELY VOID if failure occurs in C&D regions**
Liability	Installer/operator liable for inadequate installation
Real-world consequence	If windsock fails in C&D region using concrete blocks → No insurance cover, full liability, potential civil action

Mobile Pop-Up Units – Full Compliance

Aspect	Reality
Engineering certification	✅ **Fully engineered for Wind Regions C & D**
Regulatory status	✅ **Compliant with all Australian standards**
Insurance implications	✅ **Full coverage – guaranteed**
Liability protection	✅ **Zero liability – manufacturer backed**
Deployment confidence	✅ **Deploy anywhere with confidence**

Concrete Blocks ❌ VERY HIGH RISK – NOT RECOMMENDED

Reason	Impact
Generally NOT engineered for C&D	Inadequate in high-wind zones – **insurance likely void**
4-tonne transport	WHS nightmare – multiple certifications required
Heavy equipment needed	Forklift/crane hazards, pedestrian safety concerns
Compliance gap	Often used despite being generally non-compliant
Regulatory liability	Installer/operator bears full risk

Business Case Summary

Metric	Winner	Advantage
Cost (single site)	Mobile Unit	$4,000–$1,500 savings
Cost (10 sites)	Mobile Unit	**$62,500 savings**
Installation speed	Mobile Unit	**99%+ faster than poles**
Days to operational	Mobile Unit	**15–30 mins vs. 7–14 days vs. 2–4 hours**
Safety profile	Mobile Unit	**75–80% risk reduction**
WHS compliance	Mobile Unit	**Minimal training/sign-offs**
Wind Region C&D compliance	Mobile Unit	✅ Certified; concrete blocks generally non-compliant
Insurance coverage	Mobile Unit	✅ Full; concrete blocks likely void in C&D
Scalability	Mobile Unit	**Scales infinitely**
Flexibility	Mobile Unit	**Deploy to unlimited sites**
Regulatory risk	Mobile Unit	**Lowest**
Immediate operational	Mobile Unit	✅ No cure/set delays

You think they're cheaper. They're not.

Factor	Hidden Cost
Equipment hire (forklift/crane)	+$500–$1,000 per install
Certified operators (HRWL, forklift, rigging)	+$300–$800 per install
Extended installation time	+$500–$1,500 per install
WHS compliance & sign-offs	+$200–$600 per install

Factor	Hidden Cost
Insurance void risk in C&D regions	**Unlimited liability**
Total hidden cost per site	**$1,500–$4,500+**

Quick Comparison

Metric	Fixed Pole	Concrete Blocks	Mobile Unit
Time to operational	7–14 days	2–4 hours	**15–30 mins** ✅
Cost (10 sites)	$115,000	$87,500	**$52,500** ✅
WHS compliance	Medium	Very high	**Minimal** ✅
Wind Region C&D certified	Variable	Generally NO	**YES** ✅
Insurance coverage	Standard	Likely void	**Full** ✅
Personnel needed	2–3 skilled	2–3 certified	**2 anyone** ✅
Permits required	Yes	Sometimes	**No** ✅

What Makes Them Different?

Aspect	Why It Matters
Fully engineered for C&D	No compliance gaps. No insurance void. Full liability protection.
15–30 minute deployment	Instant operational. No downtime. No waiting.
Two-person setup	Any fit person can deploy. No specialist training.
~60 kg weight	Fits in a vehicle. No heavy machinery needed.
Reusable across sites	Deploy to 10, 50, or 100 locations from one unit.
Turnkey operation	No permits, no Dial Before You Dig, no WHS burden.

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1 attachment

MOMA Solar Portable Base and Swivelpole (Windsocks).pdf - 259K