



Efficient Electric Homes



Market Acceleration

Partner



**PARTNER
PROSPECTUS**

SEPTEMBER 2025

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WHO WE ARE AND HOW YOU CAN GET INVOLVED

Who we are

The EEC is a membership association for organisations working to harness the power of efficiency, electrification and energy flexibility to deliver a prosperous, net-zero future.

Our mission is to catalyse action from government and industry that delivers efficient, electric homes; productive, net-zero businesses and an optimised energy system powered by renewable energy.

Our role in the energy transition

We work with our members, governments and other experts to accelerate the deployment of efficient, electric and flexible products and services.

We deliver practical change by building the evidence base, making the case, informing policy, supporting skill and literacy, and shaping market outcomes.

How you can get involved





ACCELERATING THE MARKET FOR EFFICIENCY AND ELECTRIFICATION IN EXISTING HOMES

Every Australian deserves to live in a home that is healthy, comfortable, affordable to run, and powered by renewable energy.

It is a bold vision, isn't it? A vision that can seem a long way away. The quality of Australia's older housing stock is very poor by global standards. New homes built in Australia today need to meet a minimum standard of seven stars NatHERS; homes built before 2006 didn't need to meet any efficiency standards and have an average rating of around two stars. That is millions of Australians living in homes that are cold in winter, hot in summer and incredibly expensive to run.

And that is before you get to electrification – as of June 2025 there were 4.4M homes connected to gas networks in Australia. Getting all those homes off gas and onto efficient electric appliances is a massive win for affordability and emissions reduction, but a big logistical challenge.

We have the technology

However, we have all the technology we need. **Insulation and draught proofing** to improve thermal performance. Efficient, electric appliances like **heat pump hot water systems, reverse cycle air conditioners** and **induction cooktops** that heat our water, our living spaces and our food better than ever before. **Batteries** and **solar PV** that help homes self-supply much of the energy they need. **Home energy management systems, smart EV chargers** and **virtual power plants** that make sure it all works seamlessly together, and with the electricity system more broadly.

We need to deploy it

The challenge is not technology. **It is deploying it at scale.**

We need the policy, the programs, the finance, the business models and the boots on the ground to get this technology into people's homes.

The market is moving, but it is not moving quickly enough. We need to accelerate the deployment of efficient, electric and flexible technologies. That is where the *Efficient Electric Homes: Market Acceleration Plan* comes in.

A plan to accelerate market development, and a program to deliver it

The EEC works to deliver outcomes for its members day in, day out. However, we have more opportunity to drive change than capacity to take advantage of it. That means that while momentum is building, there is more our industry can do to grow the market for efficiency, electrification and energy flexibility in homes.

The Efficient Electric Homes Plan will set out the market growth and maturity outcomes we want to achieve by 2030, and a program of work to deliver them.

The Plan will give EEC members – current and prospective – a clear explanation of our goals, and a way to directly contribute to the achievement of those outcomes through a new *Efficient Electric Homes: Market Acceleration Taskforce*.

The Plan will also provide the option for members to support this work as an *Efficient Electric Homes: Market Acceleration Partner*. The additional financial contributions from Efficient Electric Homes Partners will underpin an expanded program of work — deeper government engagement, amplifying sector voices, building the evidence base, coordinating action and leaning into the public conversation.

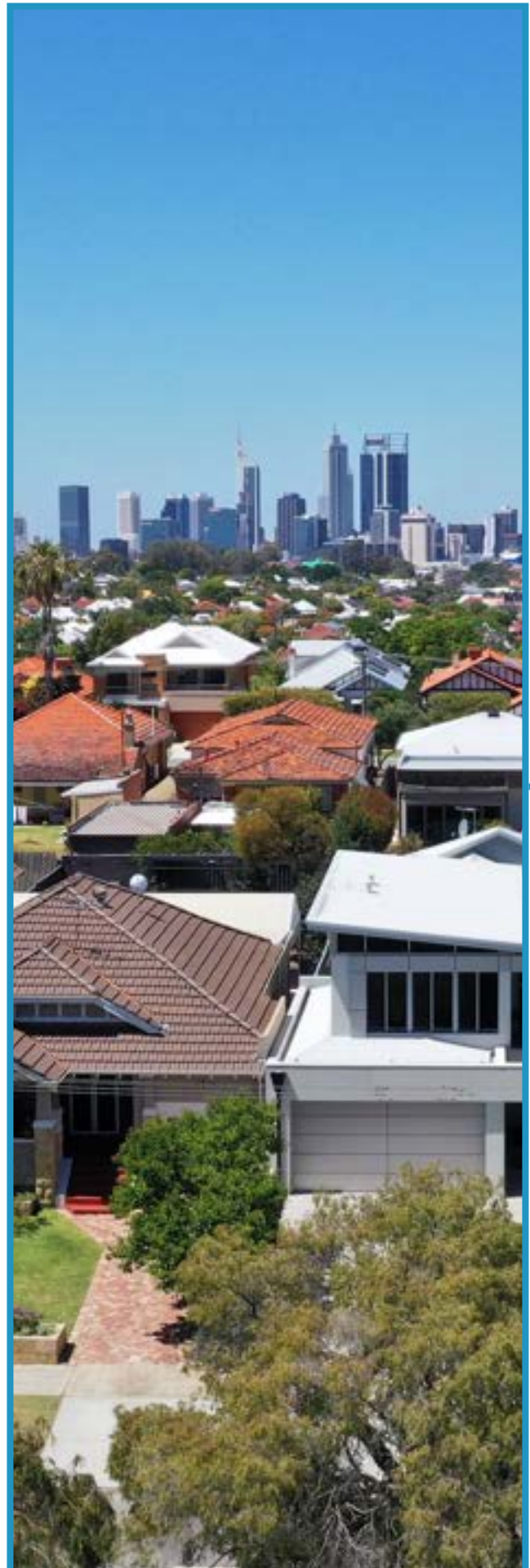
In return, Efficient Electric Homes Partners receive a range of benefits including increased visibility and a leadership role supporting the delivery of better market outcomes for the entire sector.



Making every home in Australia healthy, comfortable, affordable to run, and powered by renewable energy. It is a bold vision, but it is a vision that we can deliver by working together.

Thank you for your ongoing support of the EEC, and for considering becoming an *Efficient Electric Homes: Market Acceleration Partner*.

Luke Menzel
Chief Executive Officer,
Energy Efficiency Council



ABOUT THE EFFICIENT ELECTRIC HOMES PLAN

BUILDING THE MARKET THAT WILL DELIVER EFFICIENT, ELECTRIC HOMES

A shared plan for accelerating deployment

Maintaining momentum towards net-zero means ensuring that Australian households see the benefits, both in terms of the bills landing on the kitchen table and the quality and reliability of the energy services they rely on every day.

That's why the *Efficient Electric Homes: Market Acceleration Plan* stakes out a bold vision: every Australian living in a home that is healthy, comfortable, affordable to run, and powered by renewable energy.

The Efficient Electric Homes Plan will set out the market growth and maturity outcomes we want to achieve by 2030, and a program of work to deliver them. This includes:

- Rapidly expand the ecosystem of trusted products, services and finance so that our industry can scale;
- Supporting the skilled workforce of trades and professionals on the front line of the transition;
- Targeted support for the hard-to-shift parts of the market, including rentals and apartments;
- Coordinating public messaging and engagement; and
- Expanding market opportunities and reducing barriers to market entry.

The Efficient Electric Homes Plan will be structured around real-world outcomes. Policy and programs can help drive change, but ultimately we need to deliver high quality outcomes on the ground. Through targeted advocacy, gathering evidence and data, driving workforce development, and leading engagement campaigns and public storytelling, we'll be ensuring our industry plays its full role in the next decade of the transition.

Delivering the Efficient Electric Homes Plan will require coordination and resourcing. Our new Efficient Electric Homes Partnership program is a mechanism to rapidly scale our impact and deliver greater outcomes.



EFFICIENT ELECTRIC HOMES: MARKET ACCELERATION SUMMIT

We are bringing the key players together to launch the Plan at the *Efficient Electric Homes: Market Acceleration Summit* on Wednesday 26 November 2025 in Sydney. This one-day, in-person event will host leaders shaping the future of the homes market, including the Director of the Renovate Europe Campaign, Adrian Joyce, who is joining us in person along with product manufacturers, installers, energy retailers, services and flexibility providers, finance, government, not-for-profits and researchers for a day centred on momentum.

Read on to find out how to get access and profile at the Efficient Electric Homes Summit by becoming a Efficient Electric Homes Partner. There are a small number of other Homes Summit sponsorship opportunities available. See the **Efficient Electric Homes: Market Acceleration Summit Prospectus**.

BACK IN THE PLAN: BECOME AN EEC MEMBER



EEC membership supports the core staff resources delivering the *Efficient Electric Homes: Market Acceleration Plan*.

Importantly, EEC members can join the *Efficient Electric Homes: Market Acceleration Taskforce* which coordinates industry effort in support of the Efficient Electric Homes Plan. As part of the Taskforce, you'll feed into strategy and

tactics, be kept in the loop on critical policy and market developments in the home efficiency, electrification and flexibility market, and feed your insights and expertise into the EEC's policy, workforce and engagement efforts.

EEC membership also comes with a raft of other benefits. See the full rundown of [membership benefits](#).

STEP UP YOUR SUPPORT: BECOME AN EFFICIENT ELECTRIC HOMES PARTNER

There is a huge opportunity – right now – to set our industry up for the next decade and beyond. The primary constraint we face is capacity. We need the right people, in the right rooms, right across the country to ensure our industry is heard on the big issues – policy, programs, standards, workforce development and engagement – that are critical to accelerating the market for efficiency, electrification and energy flexibility in homes.

We've heard our members are:

- Looking for a clear vision and a plan to get there; and
- Seeking effort focused on actions that deliver tangible market outcomes for their businesses.

With these two things in place, many members have told us they would be willing to step up their support for the EEC. Indeed our most senior members, Industry Leaders, already volunteer to pay a higher membership fee as a contribution to the EEC's work.

We're building on that precedent with a new way to support the EEC: becoming a *Efficient Electric Homes: Market Acceleration Partner*. Becoming an Efficient Electric Homes Partner unlocks additional EEC capacity, raising the impact we can have in the market, while giving your organisation additional, tangible benefits.

Your support will allow us to staff up, skill up and seize this moment for our industry.



WHAT YOUR PARTNERSHIP ENABLES

Your financial support allows us to:

- Deepen internal subject expertise on key topics;
- Step up our proactive advocacy efforts nationally and in key states and territories;
- Generate insights through data gathering, analysis and market reports;
- Step up our advocacy on workforce development;
- Ramp up our engagement in the public conversation about the benefits of efficient, electric homes.

TIERS OF SUPPORT

<p>PLUGGED IN</p> <p>Show your commitment to the Efficient Electric Homes Plan.</p>	<p>SWITCHED ON</p> <p>Build momentum and and boost visibility.</p>	<p>FULLY OPTIMISED</p> <p>Lead from the front and maximise impact.</p>
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WHAT YOUR PARTNERSHIP GIVES YOU

Raise your profile	<ul style="list-style-type: none"> Recognition as a Partner on the Homes Plan landing page; Recognition on Homes Plan collateral, EDMs and social channels; Use of the Partner logo in your communications and channels; and Opportunities to contribute case studies for media campaigns. 		
Deepen your engagement	<ul style="list-style-type: none"> Dedicated briefings on Plan implementation; Invitations to exclusive, in-person roundtables with relevant ministers and senior leaders; and 1x Summit registration. 		
Partner tier	Plugged In	Switched On	Fully Optimised
FY26 fee (ex GST)	\$2,500	\$5,000	\$10,000
Additional benefits	<p>Silver-level partnership at the annual Efficient Electric Homes Summit (valued at \$7K)</p>		
	N/A	YES	YES
	<p>Dedicated company profile page linked from the Homes Plan landing page</p>		
	N/A	N/A	YES
	<p>Two digital advertisements (in EDM and EEC Weekly News Roundup) (valued at \$5K)</p>		
	N/A	N/A	YES

WHAT INDUSTRY LEADERS GET

The EEC is taking a phased approach to the development of our Market Acceleration Plans. Homes is launching first, Businesses will be launched in August 2026 and Energy Systems will come in early 2027.

The EEC's most senior members, **Industry Leaders**, receive one Fully Optimised Partnership per year. Partnership on additional Market Acceleration Plans will incur an additional contribution.

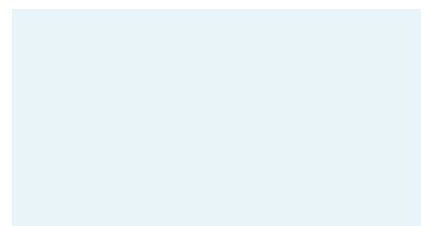
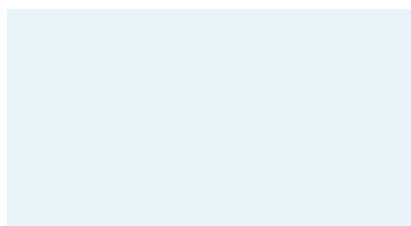
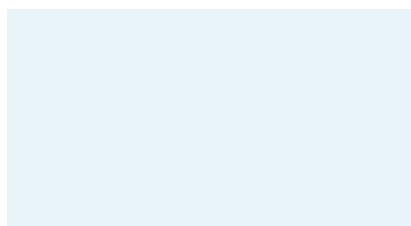
INAUGURAL PARTNERS

BE RECOGNISED AS AN INAUGURAL PARTNER

Sign on before November 2025 to be recognised as an Inaugural Efficient Electric Homes Partner.

JOIN THESE INAUGURAL PARTNERS

Partner logos will be displayed on this page as organisations sign up.





BECOME A PARTNER TODAY

Like what you've read? If you're an EEC member, you can **sign up now to be a Partner**.

If you're not yet an EEC member, **sign up now here** and then **sign up to be a Partner**.

Want to find out more? Organise a chat with our Head of Strategy and Partnerships, Sage Michaels by emailing sage.michaels@eec.org.au.

EEC members can sign up to be a Partner at any time during the year. As contributions are annual, we will check in ahead of your renewal date.

Read the **Market Acceleration Partner Agreement Terms and Conditions**.

Read the **Guidelines for use of the Partner logo**.



ABOUT THE EEC

The EEC is a membership association for organisations working to harness the power of efficiency, electrification and energy flexibility to deliver a prosperous, net-zero future.

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