



Efficient Electric Homes



Market Acceleration

Partner

**PARTNER
PROSPECTUS**

JULY 2026

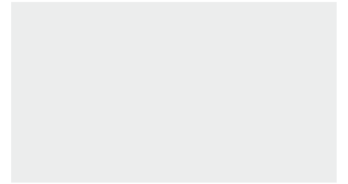
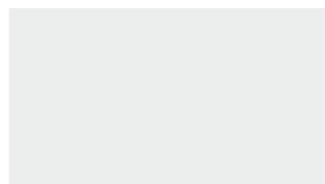


The *Efficient, Electric Homes: Market Acceleration Plan* is made possible through the support and voluntary contribution of our Homes Partners – organisations committed to driving outcomes for the efficient, electric homes market.

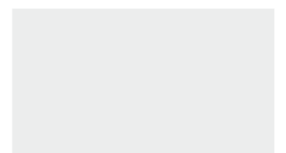
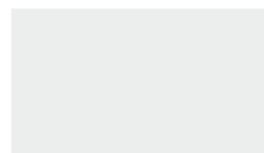
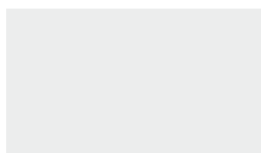
FULLY OPTIMISED



SWITCHED ON



PLUGGED IN





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 huge 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 grid 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 is not moving quickly enough. We need to accelerate the deployment of efficient, electric and flexible technologies.

That is where the EEC's *Efficient, Electric Homes: Market Acceleration Plan* comes in.

A plan to accelerate market development

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 industry can do to grow the market for the products and services that enable efficiency, electrification and flexible demand in homes.

The Efficient, Electric Homes: Market Acceleration Plan sets out the market growth and opportunity outcomes we want to achieve by 2035, and a program of work to deliver them.

The Plan gives EEC members – current and prospective – a clear explanation of our goals, and a way to directly contribute to the achievement of those outcomes through an *Efficient, Electric Homes Taskforce*.

We're also enabling members to directly support this Plan as an *Efficient, Electric Homes: Market Acceleration Partner*. The additional financial contribution from 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, Partners receive a range of benefits including increased visibility and a leadership role supporting the delivery of better market outcomes for the entire sector.

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

Maintaining momentum towards net-zero means ensuring Australian homes see the benefits, both in terms of the bills landing on the kitchen table 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.



A SHARED PLAN FOR ACCELERATING DEPLOYMENT

The *Efficient, Electric Homes Plan* sets out the market growth and maturity outcomes we want to achieve by 2035, and a program of work to deliver them.

This includes:

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

The *Efficient, Electric Homes Plan* is 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.

The Plan also signals to government, tertiary institutions, NGOs and other stakeholders the direction industry is wanting to head in, together.

Delivering the *Efficient, Electric Homes Plan* will require coordination and resourcing. Our *Efficient, Electric Homes: Market Acceleration Partner* program helps enable us to rapidly scale our impact and deliver greater outcomes.



THE EEC'S PLAN FOR ACCELERATING GROWTH IN THE MARKET FOR EFFICIENT, ELECTRIC HOMES



Efficient Electric Homes



Market Acceleration Plan

2035 MISSION

Establish a mature market for efficient electric retrofits right across Australia.

2050 VISION

Every Australian lives in a home that is healthy, comfortable and affordable to run.

OUTCOMES

GROWTH TARGETS

ELECTRIFICATION



2.4 million homes electrified by 2035

EFFICIENCY



25% improvement in residential energy efficiency by 2035

FLEXIBLE DEMAND



100% of major electric appliances sold are flexibility-capable by 2030

MARKET ATTRIBUTES

- Mature ecosystem of retrofit providers
- Growing, capable workforce
- High demand for financial products
- High participation in energy flexibility and aggregation markets

ENABLING POLICIES

- Revamped incentive programs
- Extra support for households that need it
- Mandatory disclosure and rental standards
- Modernised appliance standards
- Gas appliance phase outs

ANALYSIS

- One-off flagship reports
- Insulation market report
- Heat pump market report
- Flexibility market report
- Electrification progress tracker

ADVOCACY

- Submissions, in-person advocacy and joint policy campaigns
- Increased capacity to support 'six state' advocacy strategy
- Capacity building for allied advocates
- Annual policy scorecards

WORKFORCE

- EEC Professional Certifications
- EEC Online Professional Development
- Industry-led workforce roadmap

COLLABORATION

- Industry-led technology roadmaps
- EEC National Conference: Homes Stream
- Homes Taskforce
- Dedicated ministerial roundtables
- Annual Market Acceleration Summit

COMMUNICATION

- Core media engagement
- Enhanced proactive and reactive media engagement
- Public communications campaigns

Established activities

New or future activities

DELIVERY PROGRAM

BACK IN THE PLAN TODAY

1 Become an EEC member and join the Homes Market Acceleration Taskforce

2 Step up your support by becoming a Homes Market Acceleration Partner

Read the Plan in full: scan the QR code or go to eec.org.au



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 *Homes Taskforce*, you'll participate in

strategic thinking and tactical interventions, be kept in the loop on critical policy and market developments for commercial and industrial businesses and feed your insights and expertise into the EEC's policy, workforce and engagement efforts.

Learn more about the benefits of becoming an EEC member at eec.org.au/membership/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 that are critical to accelerating the market for efficiency, electrification and flexible demand in homes.

We've heard our members are:

- Looking for a clear vision and a plan to get there
- 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 for members to support the EEC: coming on board as an **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 advocacy efforts nationally and in states & territories
- Generate insights through data gathering, analysis and market reports
- Boost our workforce development advocacy
- Lean into the public conversation about the benefits of efficient, electric homes

WHAT YOUR PARTNERSHIP GIVES YOU

Partner tier	PLUGGED IN <i>Show your commitment to the Plan</i>	SWITCHED ON <i>Build momentum and boost visibility</i>	FULLY OPTIMISED <i>Lead from the front and maximise impact</i>
Raise your profile	<ul style="list-style-type: none"> • Be recognised as a Partner on the Homes Plan landing page • Be recognised as a Partner on Homes Plan communications (<i>i.e. EDMs & social media</i>) • Use the Homes Partner logo in your communications 		
Deepen your engagement	<ul style="list-style-type: none"> • Join dedicated online Partner briefings on Homes Plan implementation • Receive special invitation to exclusive in-person events 		
Additional benefits	Receive a dedicated company profile page linked from the Homes Plan landing page		
	N/A	YES	YES
	Opportunity to contribute case studies to media campaigns		
	N/A	YES	YES
	Opportunity to host in-person EEC events		
	N/A	YES	YES
	Be included on our speaker registry to present at events		
	N/A	YES	YES
	Receive a partnership framework to ensure strategic alignment with the Homes Plan		
	N/A	N/A	YES
	Attend an annual 1:1 Partner check-in to ensure close collaboration on the Homes Plan		
	N/A	N/A	YES
	Join the conversation in our annual Efficient, Electric Homes episode of the First Fuel podcast		
	N/A	N/A	YES
FY27 fee (ex GST)	\$2,500	\$5,000	\$10,000

BECOME A PARTNER TODAY

The **Efficient, Electric Homes: Market Acceleration Plan** is one of three *Market Acceleration Plans* the EEC is developing, alongside plans for *Productive Net-zero Businesses* and *Optimised Energy Systems*.

If you're an EEC member, you can [sign up](#) at any time during the year to become a Partner on one, two or all three Plans.

If you're not yet an EEC member, you'll need to [apply for membership](#) first before signing up as a Partner.

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 annual contribution.

Want to learn more? Get in touch with the Partnerships Team (members@eec.org.au), to organise a conversation.

Read the [Terms & Conditions](#) for the *Market Acceleration Partner* program.



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.

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.

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.

LEARN ABOUT OUR OTHER MARKET ACCELERATION PLANS

Productive Net-zero Businesses

Market Acceleration Plan

eec.org.au/for-businesses

Optimised Energy Systems

Market Acceleration Plan

eec.org.au/for-energy-systems