



Productive Net-zero Businesses



Market Acceleration

Partner

**PARTNER
PROSPECTUS**

APRIL 2026



ACCELERATING GROWTH IN THE MARKET FOR NET-ZERO PRODUCTS AND SERVICES FOR BUSINESSES

It is a tumultuous time in global energy markets. Many Australian businesses are doing it tough. And during periods of uncertainty and disruption, it can be easy to lose sight of the fundamentals.

The good news is that those fundamentals are strong. We have a dynamic, advanced economy, rich in the resources we need to prosper in the twenty-first century. There is every reason to be optimistic about the economic opportunity before Australia. However, unlocking this opportunity requires two things:

- First, we need to ensure Australia's energy systems are clean, affordable and reliable. There is a lot of work underway on this front.
- Second, we need to give businesses the confidence to invest in the clean, efficient, flexible technologies that will power the next wave of Australia's economic development.

We have the technology

Efficiency, electrification and flexible demand are the workhorses of this transition. Renewable gases and clean liquid fuels will also play a role. The exact mix of solutions will differ depending on sector; needs are different in commercial buildings, manufacturers, food processors, transport, resources and agriculture. But in every sector the goal is the same: leveraging the strength of Australia's renewable energy resources to drive down costs, improve energy security and power **productive, net zero businesses**.

We need to deploy it

The challenge is not technology. **It is deploying it at scale.** Some businesses are investing, but they are not getting the clear signals, support and information they need. We need the policy, the programs, the finance, the business models and the boots on the ground to get this technology into commercial and industrial businesses across Australia.

That is where the EEC's **Productive Net-zero Businesses: 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 for businesses.

The Productive Net-zero Businesses: Market Acceleration Plan will set out the market growth and opportunity outcomes we want to achieve by 2035, 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 **Productive Net-zero Businesses Taskforce**.

We're also enabling members to directly support this Plan as a **Productive Net-zero Businesses: 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 a **Productive Net-zero Businesses: Market Acceleration Partner**.

Luke Menzel

Chief Executive Officer
Energy Efficiency Council

ABOUT THE PRODUCTIVE NET-ZERO BUSINESSES PLAN

Maintaining momentum towards net-zero means ensuring Australian businesses see the benefits — in terms of driving down costs, boosting productivity and raising the quality and reliability of the energy services they depend on.

That's why the *Productive Net-zero Businesses: Market Acceleration Plan* stakes out a bold vision that Australian businesses are thriving in a prosperous net-zero economy.



A SHARED PLAN FOR ACCELERATING DEPLOYMENT

The *Productive Net-zero Businesses Plan* will set 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 *Productive Net-zero Businesses 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.

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

Delivering the *Productive Net-zero Businesses Plan* will require coordination and resourcing. Our *Productive Net-zero: Market Acceleration Partner* program helps enable us to rapidly scale our impact and deliver greater outcomes.



BACK IN THE PLAN: BECOME AN EEC MEMBER

EEC membership supports the core staff resources delivering the *Productive Net-zero Businesses: Market Acceleration Plan*.

Importantly, EEC members can join the *Productive Net-zero Businesses: Market Acceleration Taskforce* which coordinates industry effort in support of the *Productive Net-zero Businesses Plan*. As part of the *Businesses*

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 A PRODUCTIVE NET-ZERO BUSINESSES 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, flexible demand and decarbonisation in commercial and industrial businesses.

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 a **Productive Net-zero Businesses: Market Acceleration Partner**. Becoming a *Productive Net-zero Businesses 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 productive net-zero businesses

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 Businesses Plan landing page Be recognised as a Partner on Businesses Plan communications (i.e. EDMs & social media) Be recognised as a sponsor of the Businesses Summit Use the Businesses Partner logo in your communications 		
Deepen your engagement	<ul style="list-style-type: none"> Join dedicated online Partner briefings on Businesses Plan implementation Receive special invitation to exclusive in-person events 		
Additional benefits	Receive a dedicated company profile page linked from the Businesses 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 Businesses Plan			
N/A	N/A	YES	
Attend an annual 1:1 Partner check-in to ensure close collaboration on the Businesses Plan			
N/A	N/A	YES	
Join the conversation in our annual Productive Net-zero Businesses episode of the First Fuel podcast			
N/A	N/A	YES	
FY26 fee (ex GST)	\$2,500	\$5,000	\$10,000

BECOME A PARTNER TODAY

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

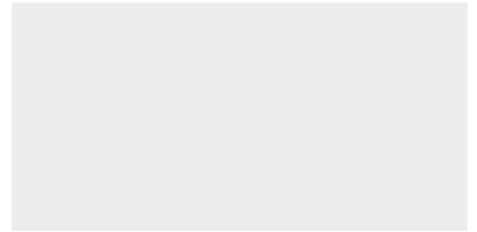
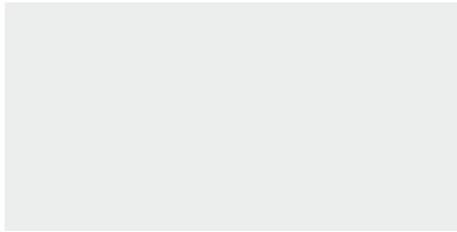
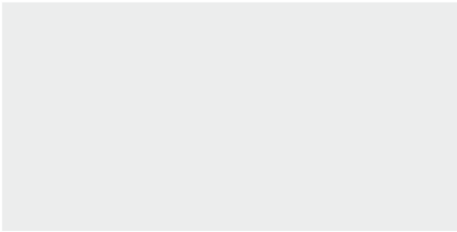
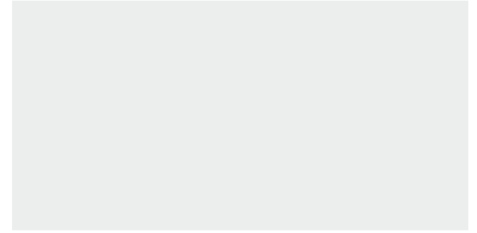
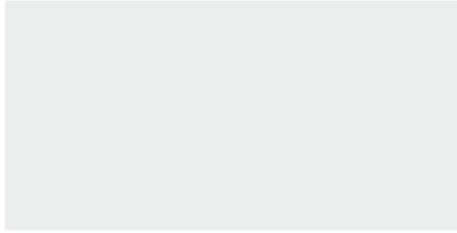
Want to learn more? Get in touch with Acting Partnerships Manager, James Pound (james.pound@eec.org.au), to organise a conversation.

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

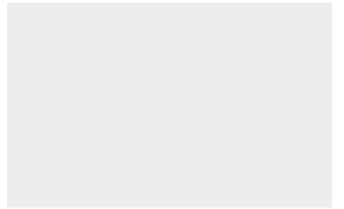
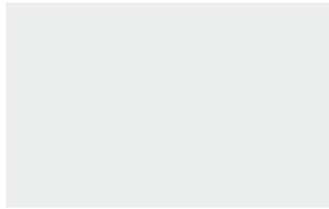
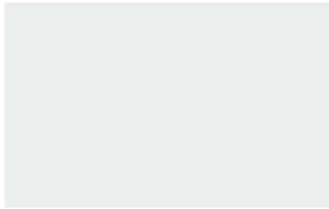
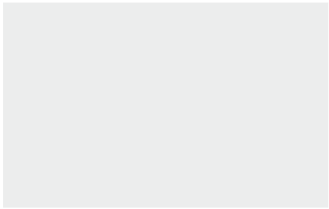
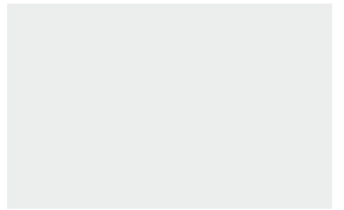
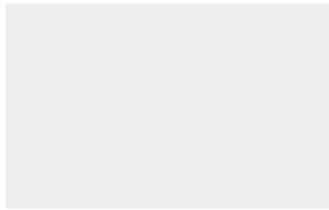
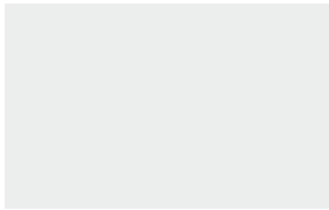
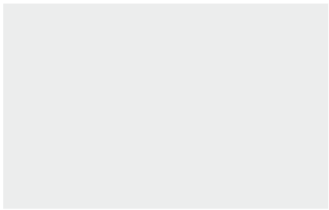


The *Productive Net-Zero Businesses: Market Acceleration Plan* is made possible through the support and voluntary contribution of our Business Partners – organisations committed to driving outcomes for the productive net-zero businesses market.

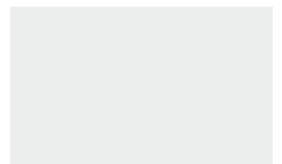
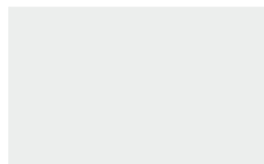
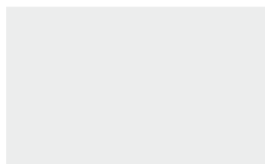
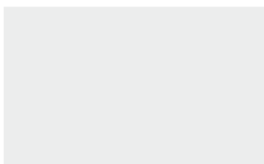
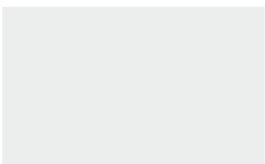
FULLY OPTIMISED



SWITCHED ON



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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

The graphic features the EEC logo at the top left. Below it, the text "Efficient Electric Homes" is displayed in a white box. To the right of the text are icons for a car, a house, and a tall building. At the bottom, a blue box contains the text "Market Acceleration Plan". Below the graphic is the URL eec.org.au/for-homes.

The graphic features the EEC logo at the top left. Below it, the text "Optimised Energy Systems" is displayed in a white box. To the right of the text are icons for a house, a wind turbine, and a sun. At the bottom, an orange box contains the text "Market Acceleration Plan". Below the graphic is the URL eec.org.au/for-energy-systems.