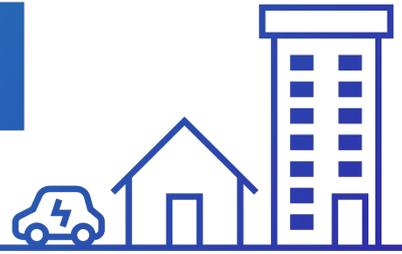




# Efficient Electric Homes



Market Acceleration Plan

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

NOVEMBER 2025

# HOMES PARTNERS

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 EFFICIENT, ELECTRIC HOMES

Every Australian deserves to live in a home that's healthy, comfortable and affordable to run — and powered by renewable energy. But the reality is that millions of homes across Australia are still inefficient, expensive to run and unprepared for a changing climate.

Momentum towards efficient, electric homes is building, but we need to accelerate. The EEC, in collaboration with its members through the *Efficient, Electric Homes: Market Acceleration Taskforce* and with support from our inaugural *Efficient, Electric Homes: Market Acceleration Partners*, has identified what needs to happen to do just that, and ensure we unlock the benefits that retrofits can bring to households right across the country.

The technology is here — we just need to deploy it at scale. The ***Efficient, Electric Homes: Market Acceleration Plan*** sets out the outcomes we want to achieve by 2035, and a program of work to get us there: expanding trusted products, services and finance; building a skilled workforce; supporting harder-to-reach markets; engaging the public; and removing barriers to entry.

It's a roadmap and a call to action — to work together to upgrade millions of homes and make efficient, electric living the new normal across Australia.

A handwritten signature in black ink that reads "Menzel".

**Luke Menzel**  
Chief Executive Officer  
Energy Efficiency Council



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



**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	ADVOCACY	WORKFORCE	COLLABORATION	COMMUNICATION	DELIVERY PROGRAM
<ul style="list-style-type: none"> <li>One-off flagship reports</li> <li>Insulation market report</li> <li>Heat pump market report</li> <li>Flexibility market report</li> <li>Electrification progress tracker</li> </ul>	<ul style="list-style-type: none"> <li>Submissions, in-person advocacy and joint policy campaigns</li> <li>Increased capacity to support 'six state' advocacy strategy</li> <li>Capacity building for allied advocates</li> <li>Annual policy scorecards</li> </ul>	<ul style="list-style-type: none"> <li>EEC Professional Certifications</li> <li>EEC Online Professional Development</li> <li>Industry-led workforce roadmap</li> </ul>	<ul style="list-style-type: none"> <li>Industry-led technology roadmaps</li> <li>EEC National Conference: Homes Stream</li> <li>Homes Taskforce</li> <li>Dedicated ministerial roundtables</li> <li>Annual Market Acceleration Summit</li> </ul>	<ul style="list-style-type: none"> <li>Core media engagement</li> <li>Enhanced proactive and reactive media engagement</li> <li>Public communications campaigns</li> </ul>	

Established activities
New or future activities

**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](http://eec.org.au)

# PLAN OUTCOMES

## Growth targets

### ELECTRIFICATION

#### 2.4 MILLION HOMES ELECTRIFIED BY 2035



Under AEMO's *Step Change scenario*, residential consumption of natural gas and LPG is projected to fall by over 40% by 2035, or the equivalent of over 2.4 million fully electrified homes in addition to moderate efficiency gains. Achieving this target requires fully electrifying over 600 homes per day across Australia to 2035, or the commensurate reduction of gas consumption from homes still

## 2050 VISION

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

## 2035 MISSION

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

### EFFICIENCY

#### 25% IMPROVEMENT IN RESIDENTIAL ENERGY EFFICIENCY BY 2035



Energy efficiency plays a critical role in managing demand on the electricity system as homes, vehicles and businesses electrify. We can improve the efficiency of residential electricity & gas use through upgrades to building fabric (such as insulation, window treatments and draught sealing) and the installation of appliances such as heat-pump space and water heaters. Achieving deployment rates consistent with AEMO's *Step Change scenario* would see residential energy use across electricity & gas reduce by 25%.

### FLEXIBLE DEMAND

#### 100% OF MAJOR ELECTRIC APPLIANCES SOLD FLEXIBILITY-CAPABLE BY 2030



Aligning electric loads with the availability of renewables delivers big benefits for households and the electricity system. Achieving these benefits requires all major household electric appliances sold in Australia (such as air conditioners, water heaters, pool pumps and whitegoods) to be flexibility-capable by 2030.

## A NOTE ON THE TARGETS

EEC targets for the efficient electrification of homes have been set in line with energy system projections and in consultation with the *Efficient, Electric Homes: Market Acceleration Taskforce (Homes Taskforce)*. Further opportunities exist to develop more granular metrics and tracking for the deployment of energy efficient, all-electric and flexible demand products and services. The development of these detailed metrics will be supported by measures to address existing data gaps; for example, as the database of NatHERS-rated homes expands, it will offer insights into the baseline state of the Australian housing stock, and how it is improving over time.

In addition, as part of our delivery program for the *Homes Plan* (see below), the EEC aims to publish 'market reports' for key products. The data collected as part of these reports will help us track progress towards our current targets and will support the setting of product deployment targets for key demand-side technologies in the future.

# PLAN OUTCOMES

## MARKET ATTRIBUTES

*Key characteristics an efficient electrification market must exhibit by 2035 to enable home retrofits at scale.*

### **MATURE ECOSYSTEM OF RETROFIT PROVIDERS**

A mature market of retrofit providers and established supply chains in every state and territory, delivering retrofits at scale and supporting households throughout their whole retrofit journey.

### **GROWING, CAPABLE WORKFORCE**

A capable workforce with the skills and knowledge to support home efficiency and electrification, enabled by high-quality training and certification.

### **HIGH DEMAND FOR FINANCIAL PRODUCTS**

High consumer demand for home retrofit services and financial products, built on an understanding of the benefits of efficient electrification, clear consumer offers and the availability of trusted retrofit partners.

### **PARTICIPATION IN AN OPTIMISED ENERGY SYSTEM**

High uptake of energy flexibility and aggregation opportunities, ensuring all households benefit from the energy transition.

## ENABLING POLICIES

*Key government policy measures that support the acceleration of the market for efficient, electric products and services.*

### **REVAMPED INCENTIVE PROGRAMS**

Well-targeted and accessible financial incentives to assist with the upfront cost of home efficiency and electrification and promote flexible demand. Incentive programs can take a variety of forms – rebates, integrated retrofit finance or retailer obligation schemes, for example – but should:

- i) be nationally available;
- ii) avoid ‘boom and bust’ cycles in the market and prioritise quality and safety;
- iii) be delivered through simple and coordinated retrofit services that connect households to trusted retrofit providers; and
- iv) cover technologies for energy efficiency, electrification and demand flexibility.

## **INCLUSION AND SUPPORT**

Many parts of the community need extra support for efficiency and electrification, including social housing tenants, low-income households, apartments and regional, remote and First Nations communities. Policy priorities include targeted funding for retrofits with a focus on thermal comfort, community-led programs, consumer protections and an equitable transition to renewables.

## **MANDATORY DISCLOSURE**

Mandatory disclosure of home energy performance ratings at the point of sale and lease will provide households with the information they need to choose an efficient, electric home and drive improvements across the housing stock.

## **RENTAL STANDARDS**

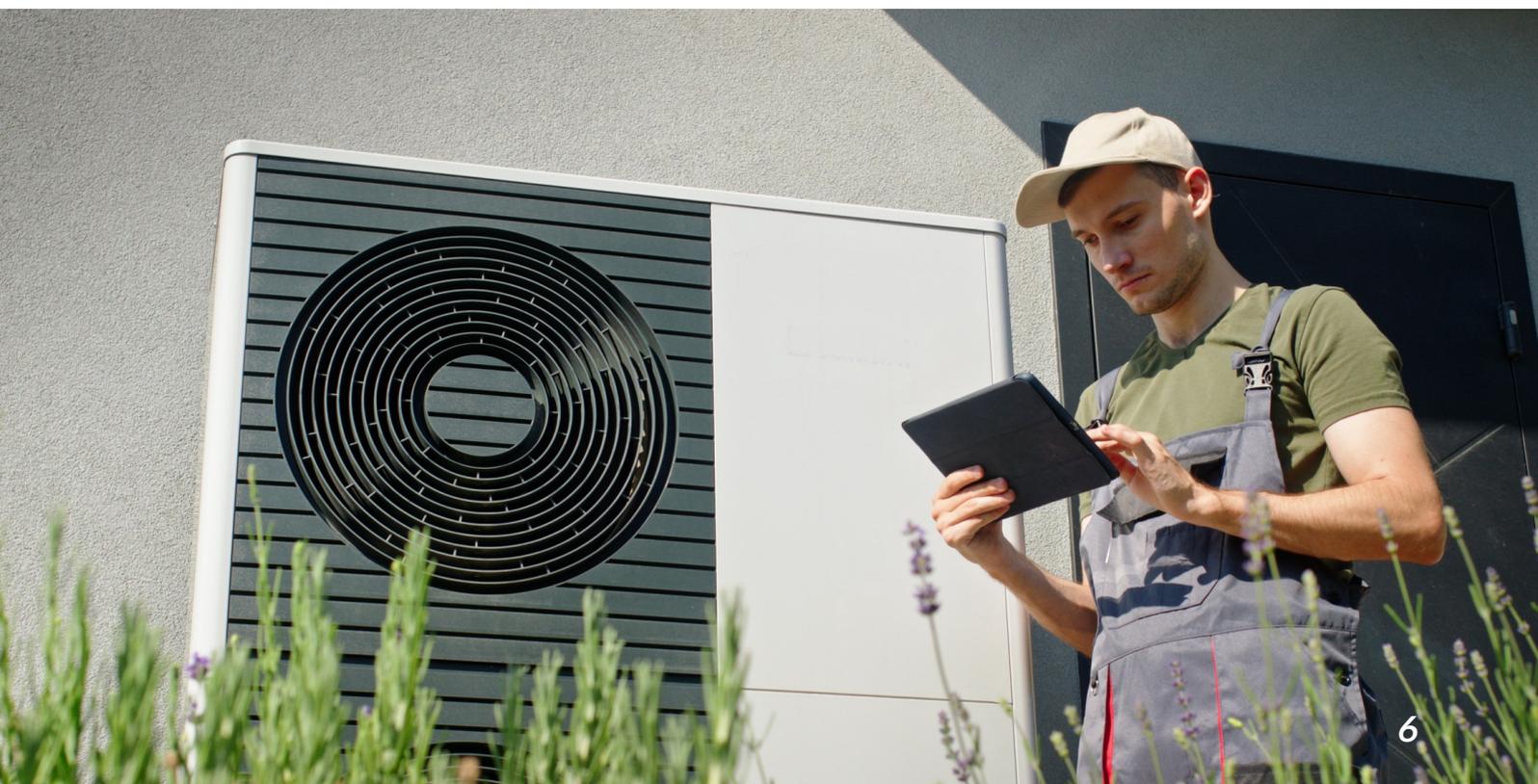
All states and territories should introduce standards like those in place in Victoria and the ACT requiring energy-efficient electric features in rental homes, such as insulation and efficient, electric appliances.

## **GAS APPLIANCE PHASEOUTS**

The most cost-effective way of electrifying the Australian housing stock is phasing out gas appliances and replacing them with efficient, electric alternatives at end of life, which can be achieved efficiently and at scale using regulation. State building and planning regulations that prevent households from removing gas connections in existing homes should be revised as soon as possible.

## **MODERNISED APPLIANCE STANDARDS**

Appliance standards should ensure all major electrical appliances sold in Australia meet minimum energy performance levels equivalent to or better than other leading countries. Standards should also include requirements that appliances are enabled for optimisation in homes and with the grid.



# DELIVERY PROGRAM

The *Homes Plan* delivery program outlines the established activities the EEC is already doing, as well as the future activities we aim to deliver with the support of our members and *Homes Partners*, to accelerate the market for efficient, electric homes.

## ANALYSIS

The EEC's expert policy and research team conducts analysis that builds the evidence base for policy changes and tracks the development of Australia's market for efficient, electric products and services.

ESTABLISHED  
ACTIVITIES

### One-off flagship reports

We will continue to deliver impactful flagship reports that combine evidence, data, analysis and case studies to show what's working and what more is needed.

NEW / FUTURE  
ACTIVITIES

### Market reports for key technologies

These reports will track and report on the deployment of key efficient, electric technologies, including insulation, heat pumps and flexible demand technologies such as home energy management systems. We will measure the progress of deployment against national targets in regular public reports, providing key insights to industry and policymakers.

### Electrification progress tracker

This regular tracker will maintain public focus on efficient electrification by reporting progress in electrifying homes. It will report against key metrics such as the number of gas disconnections, the ratio of gas to electricity prices, electric appliance sales and electrification at the local, state and national levels.

## ADVOCACY

As a leading national voice on efficiency and electrification, the EEC advocates on behalf of our members for robust policy solutions that accelerate the market for efficient, electric products and services by engaging directly with government, building coalitions and leading campaigns to accelerate policy change.

ESTABLISHED  
ACTIVITIES

### Submissions, in-person advocacy and joint policy campaigns

We will continue to influence policy development by providing quality, detailed submissions to policy consultations, engaging in person with government decision-makers and participating in joint policy campaigns.

**A 'six state' advocacy strategy**

Most of the EEC's recent advocacy has focused on the eastern states and the federal government. A 'six state' strategy will allow the EEC to resource advocacy and ongoing direct engagement with decision-makers across all states and territories, which have a critical role in setting home retrofit policy.

**Capacity building for allied advocates**

The EEC works closely with advocates in the community sector and industry. We will hold targeted training sessions and provide information-sharing on key technical and policy issues to allow allies to build their capacity to advocate in this complex policy space.

**Annual policy scorecards**

The EEC will produce a 'scorecard' that reviews and ranks Australian state and territory policies targeted at the demand side, including energy efficiency, electrification and demand flexibility. The scorecard will spur policy action by increasing transparency and enable the public to compare and contrast jurisdictions' actions over time.

**WORKFORCE**

*The EEC delivers targeted training and certification, working closely with partners to develop a skilled workforce comprised of the various roles needed, in sufficient numbers, to deliver millions of high-quality residential retrofits.*

**EEC Professional Certifications**

We will continue to work closely with industry to deliver trusted professional certifications for workers in strategic skills for the retrofit market, such as insulation installation.

**EEC Online Professional Development**

We will provide ongoing learning and professional development to ensure Australia's housing and energy workforce is equipped with the skills needed for efficiency and electrification retrofits.

**Industry-led workforce roadmap**

Working closely with industry, the EEC will develop Australia's workforce roadmap for efficient, electric homes and use it as the basis of our advocacy with industry and policymakers.

# COLLABORATION

The EEC catalyses collaboration between industry, researchers, government and NGOs that results in new business relationships, research projects and policy ideas through industry-led initiatives, engaging networking events and stimulating public forums.

ESTABLISHED ACTIVITIES	<b>Industry-led technology roadmaps</b>
	The EEC will consult industry and coordinate policy roadmaps for the deployment of strategic technologies, including reverse-cycle air conditioners.
NEW / FUTURE ACTIVITIES	<b>EEC National Conference: Homes Stream</b>
	The EEC’s annual National Conference will include a dedicated homes stream, giving visibility to the program of work contained in the <i>Homes Plan</i> and broader industry.
	<b>Homes Taskforce</b>
	The EEC coordinates member engagement through the <i>Homes Taskforce</i> , keeping participants across critical policy and market developments and providing opportunities to contribute to our policy, workforce and engagement efforts.  The <i>Homes Taskforce</i> will meet online twice a year for strategic engagement on the <i>Homes Plan</i> , and on ad hoc occasions when timely (such as in response to policy submissions).
<b>Dedicated ministerial roundtables</b>	
Exclusive roundtables will connect <i>Homes Partners</i> directly with government decision-makers. These sessions will enable <i>Homes Partners</i> to influence policy priorities, share evidence, and highlight opportunities and challenges facing the sector.	
<b>Annual Market Acceleration Summit</b>	
Our flagship homes event – <i>Efficient, Electric Homes: Market Acceleration Summit</i> – will convene industry, government and community leaders to accelerate deployment of the technology, products and services that enable efficient, electric homes. The <i>Homes Summit</i> program will reflect the <i>Homes Plan</i> and highlight the latest evidence, showcase solutions and provide a platform for collaboration and leadership.	

## COMMUNICATION

The EEC uses its persuasive and authoritative voice to build understanding and support for the measures needed to accelerate the efficient, electric homes market via a range of online and traditional media, in addition to communications activities associated with our events program and projects.

ESTABLISHED ACTIVITIES	<h3>Core media engagement</h3> <p>The EEC coordinates an active media program that targets both industry outlets and mainstream national media, leveraging our trusted peak-body voice to speak with authority and authenticity. This extends our strong government-facing advocacy into public contexts, building durable media relationships and sector capability to tell positive, evidence-based stories.</p>
NEW / FUTURE ACTIVITIES	<h3>Proactive and reactive media engagement</h3> <p>A well-resourced media strategy will be developed to ensure the EEC is positioned for proactive storytelling and response to critical issues. We will work with a media relations agency to further strengthen our voice in the public debate.</p>
	<h3>Public communications campaigns</h3> <p>Guided by the <i>Homes Plan</i> outcomes and delivery program, we will undertake coordinated public campaigns to build awareness and support for efficient, electric homes, reaching households, policymakers and industry with clear, evidence-based messages.</p>

## BACKING IN THE HOMES PLAN

The *Efficient, Electric Homes: Market Acceleration Plan* is being delivered with the support of EEC members and *Homes Partners* across Australia. To get involved:

**1 BECOME AN EEC MEMBER**  
Becoming an EEC member and joining the *Homes Taskforce* allows you to collaborate with peers, inform the *Homes Plan* and stay across critical policy and market developments.

**2 STEP UP AS A PARTNER**  
Members can provide an additional contribution to help resource and amplify the work outlined in the *Homes Plan*. In exchange, *Homes Partners* gain further visibility and recognition as leaders accelerating Australia's energy transition.

Benefits of becoming an *Efficient, Electric Homes: Market Acceleration Partner* include:

- Elevated brand positioning, including recognition of support on *Homes Plan* collateral
- Where appropriate, opportunities to contribute customer case studies, site visits and other assets to strengthen the narrative
- Dedicated briefings on *Homes Plan* implementation
- Invitations to exclusive, in-person roundtables with relevant ministers and senior leaders

You can learn more about the benefits of becoming an EEC member by heading to [eec.org.au/membership](https://eec.org.au/membership). If you're already an EEC member, you can find more details about stepping up your support as a *Homes Partner* at [eec.org.au/for-homes](https://eec.org.au/for-homes).



## 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.

