



Productive Future-ready Businesses



Market Acceleration

Plan

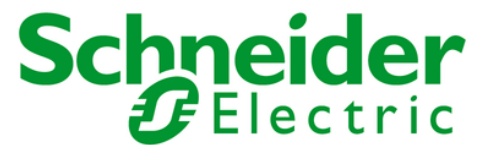
**ACCELERATING GROWTH IN THE MARKET FOR
EFFICIENT, ELECTRIC TECHNOLOGIES AND SERVICES**

AUGUST 2026

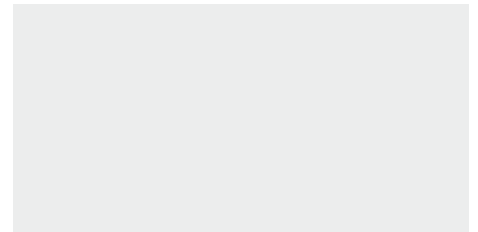
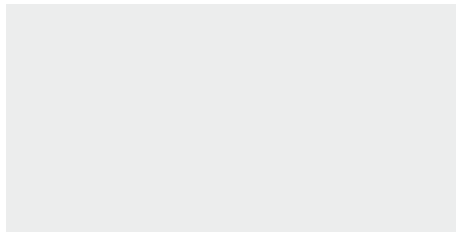


The *Productive Future-ready Businesses: Market Acceleration Plan* is made possible through the support and voluntary contribution of our Business Partners – organisations committed to driving outcomes for productive future-ready businesses.

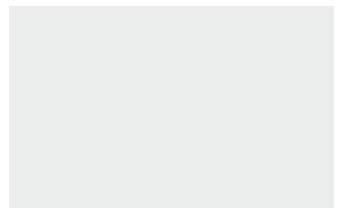
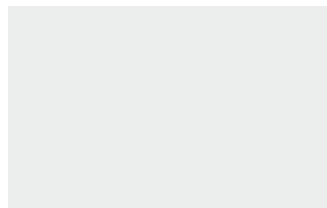
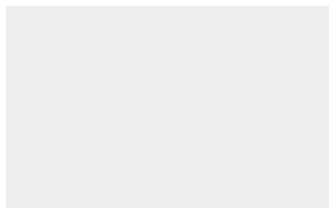
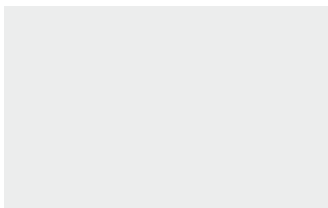
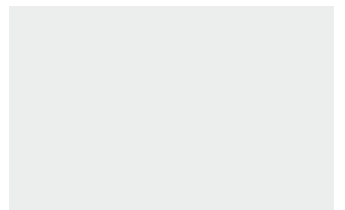
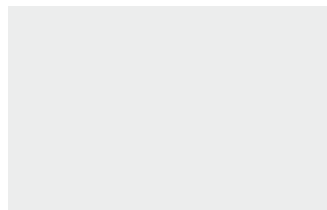
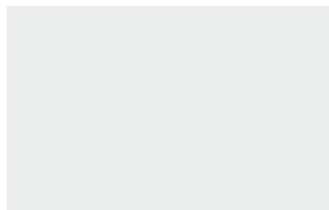
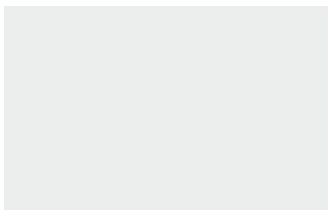
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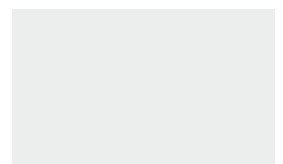
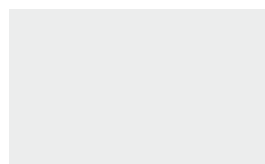
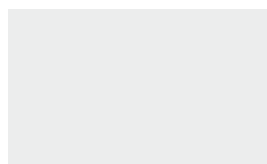
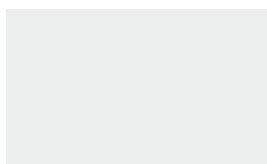
SIEMENS



SWITCHED ON



PLUGGED IN





SETTING UP AUSTRALIAN BUSINESSES FOR SUCCESS

We all have an interest in ensuring Australian businesses are ready for whatever the future holds. When global energy markets turn tumultuous – which is happening all too often these days – businesses can be insulated from those shocks through investments in clean, flexible technologies powered by renewables. And of course, those investments also boost energy productivity and help ensure our industries are set up to thrive in a prosperous, net-zero economy.

Momentum towards a more productive, future-ready economy is building, but we need to accelerate. The EEC, in collaboration with its members through the *Productive Future-ready Businesses Taskforce* and with support from our inaugural *Productive Future-ready Businesses Partners*, has developed a plan that will unlock the benefits of efficiency, electrification and energy flexibility for businesses right across Australia.

The technology and know-how are here – we just need to deploy them at scale. The **Productive Future-ready Businesses: 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.

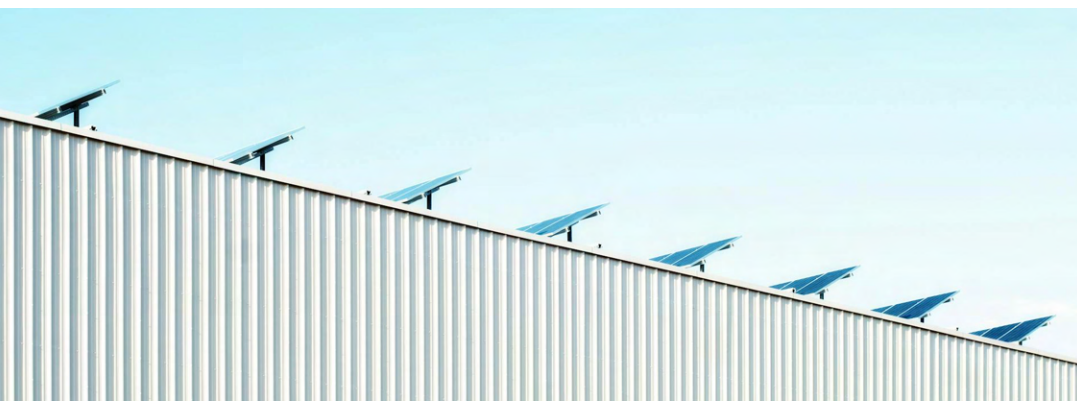
It's a roadmap and a call to action – to work together so that businesses see the benefits of the energy transition in terms of driving down costs, boosting productivity and raising the quality and reliability of the energy services they rely on.

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

Luke Menzel
CEO, Energy Efficiency Council

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THE EEC'S PLAN FOR ACCELERATING GROWTH OF PRODUCTIVE FUTURE-READY BUSINESSES



Productive Future-ready Businesses



Market Acceleration Plan

2035 MISSION

A mature market for energy technologies and services supporting business productivity and resilience.

2050 VISION

Australian businesses are thriving in a prosperous net-zero economy.

OUTCOMES

2035 GROWTH TARGETS

PRODUCTIVITY



50% increase in energy productivity

ELECTRIFICATION



43% of business energy use electrified

DECARBONISATION



38% reduction in direct energy related emissions

MARKET ATTRIBUTES

- High energy market literacy & participation
- Transition plans driving investment
- Access to world-class technology
- A mature energy services sector

ENABLING POLICIES

- Access to targeted advice and financial support
- Set a national energy sovereignty strategy
- Revamped Safeguard Mechanism

- World-leading codes and standards for buildings and equipment
- Streamlined grid connections for electrification
- Establish productive future-ready networks

ANALYSIS

One-off flagship reports

Electrification progress tracker

Energy-smart commercial buildings market report

Annual policy scorecard on demand side policies for business

ADVOCACY

Submissions, in-person advocacy and joint policy campaigns

Diversifying industry partners beyond demand side advocates

Proactive multi-jurisdictional advocacy efforts

Dedicated ministerial roundtables

WORKFORCE

EEC Professional Development

EEC Professional Certifications

Careers for Net Zero expansion

Demand side workforce projections and tracking

COLLABORATION

EEC National Conference: Businesses Stream

Businesses Taskforce

Businesses Summit

Future-ready Business Awards

Future-ready Business Networks

COMMUNICATION

Core media engagement

Enhanced proactive and reactive media engagement

Future-ready Business Sector Guides

Case study library

DELIVERY PROGRAM

Established activities

New or future activities

BACK IN THE PLAN TODAY

1 Become an EEC member and join the Productive Future-ready Businesses Taskforce

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

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



2035 GROWTH TARGETS

ENERGY PRODUCTIVITY

50% INCREASE IN ENERGY PRODUCTIVITY



Boosting energy productivity means producing more with the same or less energy. Through energy efficiency and fuel switching, Australian businesses can cut their energy use in absolute terms by around 8% between 2025-2035, while expanding economic output by 35%. This represents a 50% increase in economic output for every GJ of energy used.

ELECTRIFICATION

43% OF BUSINESS ENERGY USE ELECTRIFIED



There are viable fuel switching opportunities to increase the percentage of business energy demand met by electricity from around 22% today to 43% in 2035¹. Over the same period, biofuels, biogas and green hydrogen could increase from around 1% today to nearly 15% of final demand.

DECARBONISATION

38% REDUCTION IN DIRECT ENERGY-RELATED EMISSIONS



Fossil fuels like gas and diesel that are used by businesses in buildings, vehicles and industrial equipment are responsible for around 98 Mt CO₂-e today. By improving energy efficiency and switching to electricity and low carbon fuels, Australian businesses could collectively achieve a 38% reduction² in energy-related emissions by 2035 (about 8.5% of Australia's net emissions today).

2050 VISION

Australian businesses are thriving in a prosperous net-zero economy.

2035 MISSION

A mature market for energy technologies and services supporting business productivity and resilience.

A NOTE ON THE TARGETS

1) EEC analysis of Climateworks Centre modelling results provided to the EEC for a scenario consistent with limiting global temperature rises to 1.5°C. Excludes businesses operating in the electricity and gas supply and export sectors and parts of transport that were unable to be clearly allocated to business (i.e. air transport).

Different levels of electrification are possible across different sectors. For example, commercial buildings could achieve an electrification rate of nearly 85% of final demand by 2035 (up from 73% today). Conversely, manufacturing of cement and other non-metallic minerals could feasibly reach 21%, up from about 15% today. Food and beverage manufacturing, spread over hundreds of facilities that mainly use lower temperature heat, could nearly double the use of electricity, reaching around 20% of final demand in 2035.

2) Only includes direct fuel combustion emissions and excludes emissions associated with electricity savings. Savings are an average between abatement under a well below 2 scenario and a 1.5 degrees scenario.

MARKET ATTRIBUTES

Key characteristics the market must exhibit by 2035 to support Australian businesses boost productivity and thrive in a prosperous net-zero economy.

HIGH ENERGY MARKET LITERACY AND PARTICIPATION

Businesses have the right mix of internal capability and trusted advice to engage with energy markets with confidence. As well as managing operational costs, businesses are identifying and leveraging opportunities in demand side participation, including flexible demand markets and other emerging revenue streams.

TRANSITION PLANS DRIVING INVESTMENT

Businesses have dedicated energy and climate risk management capabilities. Their efforts to reduce energy-related emissions are led by senior leadership and supported by robust transition plans that are deeply integrated into business strategy, operations and investment pipelines.

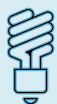
ACCESS TO WORLD-CLASS TECHNOLOGY

Businesses are leveraging efficient, electric technologies that are high quality and backed by trusted advice, support and maintenance. These include industrial heat pumps, chillers and heat recovery devices, high efficiency motors and motor driven systems, thermal storage and connected platforms that enhance productivity and smart energy management.

A MATURE ENERGY SERVICES SECTOR

The energy services market is large, sophisticated and a source of trusted advice and support in every economic sector right across the country. All businesses have access to guidance on technology, innovative financial products and implementation support so they can boost energy productivity and cut their emissions.

Businesses are not all the same. The EEC's *Productive Future-ready Businesses Plan* adopts the industry groupings used in the Sector Plans released in 2025 by the Australian Government to underpin Australia's 2035 emissions reduction target. Given the different challenges and opportunities facing each sector, some of our advocacy will apply economy wide, while at other times, it may be specific to one or more sectors.



Energy &
Electricity



Land &
Agriculture



Built
Environment



Industry



Resources



Transport



Economy
Wide

ENABLING POLICIES

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

ACCESS TO TARGETED ADVICE AND FINANCIAL SUPPORT

Many businesses want to improve their energy performance but are unclear on opportunities or lack confidence to invest in the upfront costs of new equipment. Access to advice should be complemented by a diverse suite of financial support to help businesses install energy metering, sub-metering and monitoring systems and upgrade equipment and processes where cost effective opportunities exist. This should include:

- Energy coaching and advisory services and support for implementing Energy Management Systems (EnMS);
- New policies and reforms aimed at boosting commercial and industrial energy upgrades supported through state and federal schemes and programs;
- Access to low- or no-interest finance;
- Tax incentives for decarbonisation, efficient electrification and demand flexibility investments; and
- Grants where warranted to pilot new technologies or help with complex upgrades.

Relates to:



A NATIONAL ENERGY SOVEREIGNTY STRATEGY

A national energy sovereignty strategy aimed at reducing exposure to volatile global energy markets and lowering consumer bills would help drive effort on efficiency, electrification and other forms of fuel switching. This may include setting targets in areas including electrification and low carbon fuels. The strategy would provide a clear policy framework for whole-of-government action, and a signal to businesses on the specific technology pathways that are relevant to them.

Relates to:



STREAMLINED REGULATIONS FOR ELECTRICITY NETWORK CONNECTIONS

Electrifying energy intensive businesses often stacks up but is stymied by costly and time-intensive processes for obtaining grid access. Indeed, distribution networks often place their own bespoke requirements on top of specifications under the National Electricity Rules. Regulatory streamlining and greater consistency across networks would speed up C&I electrification.

Relates to:



STRATEGIC INDUSTRIAL ELECTRIFICATION TO MAXIMISE NETWORK UTILISATION

In some parts of Australia, our electricity networks are underutilised, providing significant headroom for electrification. Leveraging gas-use and network utilisation data, governments should target support for industrial electrification projects that improve utilisation of existing electricity network capacity. This can reduce connection costs, improve network efficiency and lower the network component of energy bills for all consumers.

Relates to: 

A STRONG AND CONSISTENT BUILDING CODE

The energy efficiency provisions of the National Construction Code for commercial buildings must be continually strengthened to encourage efficient electric new buildings that leverage their assets (including vehicle chargers) for flexible demand. States and territories should minimise unnecessary deviations from the NCC that lead to higher compliances costs for industry.

Relates to: 

GRANULAR DATA ON BUSINESS ENERGY USE

Better data is essential to identify cost effective energy savings opportunities, target policy interventions and track progress. Australia should invest in more comprehensive and granular datasets on business energy use, including a modern, digital-twin-style national buildings database and improved sector-level energy data across industry, agriculture, transport, and resources.

Relates to: 

RATINGS, DISCLOSURE & MEPS FOR COMMERCIAL BUILDINGS

The National Australian Built Environment Rating System (NABERS) is a world-leading rating scheme for commercial buildings, and underpins the Commercial Building Disclosure (CBD) program. The Australian Government should accelerate expansion of CBD to new sectors and to the disclosure of the percentage of building energy use sourced from renewables.

Governments should also establish minimum NABERS ratings – starting with all office buildings above a certain size – to support performance improvements in the 'long tail' of buildings whose NABERS rating have not changed for years. NABERS Energy ratings should evolve to incorporate time-of-use electricity data and indicate flexible demand capacity through ratings.

Relates to: 

MEPS FOR KEY COMMERCIAL AND INDUSTRIAL EQUIPMENT

Equipment such as motors and motor-driven systems, found throughout commercial buildings and industrial facilities, are a major source of energy use. Australia's minimum energy performance standards (MEPS) for many of these technologies should match our competitors', ensuring Australia doesn't become a dumping ground for inefficient equipment that can't be sold elsewhere.

Relates to:



DIESEL FUEL TAX CREDIT REFORMS FOR MINING

Australia's resources sector is one of the largest consumers of diesel, raising the sector's exposure to volatile global supply chains and resulting in a steady growth in mining sector emissions. The current diesel fuel tax credit (FTC) regime disincentivises large miners to electrify or improve efficiency. The Australian Government should exclude Australia's largest miners from claiming FTCs, and some of the savings from this measure should be used to support electrification across all current FTC recipients.

Relates to:



ESTABLISH FUTURE-READY BUSINESS NETWORKS

In leading jurisdictions such as Germany, governments have helped establish networks of businesses that receive expert support to build literacy, share information, set joint targets and support project implementation. In some cases, participation in such groups unlocks access to government incentives, and the model has been shown to achieve strong improvements in energy performance and emissions reductions.

State or Federal Governments should establish such networks, starting with sectors with high potential to electrify low temperature heat and boost energy productivity.

Relates to:



REGULATIONS AND FINANCIAL INCENTIVES TO ACCELERATE ELECTRIFICATION OF TRUCKS

Light commercial vehicles and heavy vehicles are the next frontier for road transport electrification, promising lower operational costs for businesses and new opportunities for flexible demand. A range of policies are needed: from changes to vehicle mass limits and curfews at the state level, to financial support for depot charging infrastructure and the expansion of the New Vehicle Emissions Standard to trucks.

Relates to:



REVAMPED SAFEGUARD MECHANISM AND NGERS REPORTING

The Safeguard Mechanism (SGM) requires meaningful and substantive reform, not minor adjustments. The scheme should more effectively incentivise on-site emissions abatement and support the clean energy and industrial investments needed to modernise Australia's economy and unlock emerging green export opportunities.

Safeguard thresholds should be lowered gradually to ensure that facilities currently covered by the mechanism continue to be covered as they reduce their emissions.

The National Greenhouse and Energy Reporting System (NGERS) has been a critical driver of improvements in energy and emissions management by illuminating how our largest businesses use energy. Lowering the thresholds for inclusion to 10,000t CO₂-e per annum will bring more businesses into the scheme, helping improve our understanding of where opportunities exist to drive energy performance.

Relates to:



DELIVERY PROGRAM

The Businesses 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 Businesses Partners, to accelerate growth in the market for the efficient, electric technologies and services supporting Australian businesses.

ANALYSIS

The EEC's expert policy and research team conducts analysis that builds an evidence base for policy changes and tracks the development of Australia's market for efficient, electric technologies 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	Electrification progress tracker
	This regular tracker will maintain public focus on efficient electrification by reporting progress on business electrification. It will report against key metrics such as the number of gas disconnections, the ratio of gas to electricity prices, electric equipment sales and electrification at the local, state and national levels. Establishing the tracker will also help identify critical data gaps, and allow us to advocate for efforts to address them.
	Energy-smart commercial buildings market report
	Australia's commercial building energy rating and disclosure framework is world leading, however, energy performance varies significantly across different building types. This new market report will aim to shine a spotlight on leaders and laggards across the commercial building stock. The analysis will draw on NABERS and Green Star data, Australian Energy Statistics and the Commercial Building Baseline study to assess annual progress on commercial building energy performance and compare Australia's commercial building stock against international benchmarks.
	Annual policy scorecard on demand side policies for business
	The EEC's Demand Side Policy Scorecard, which reviews and ranks Australian state and territory policies for energy efficiency, electrification and demand flexibility, is currently limited to households and small businesses. The EEC will expand the Scorecard to rate policies that address medium and large businesses. The Scorecard will spur policy action by increasing transparency and enable the public to compare and contrast jurisdictions' actions over time.

ADVOCACY

As a leading national voice on efficiency, electrification and energy flexibility, 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 influencing policy development by providing quality, detailed submissions to policy consultations, engaging in person with government decision-makers and participating in joint policy campaigns.

Diversifying industry partners beyond demand side advocates

The EEC already works closely with advocates in industry associations, unions, environmental groups and others, however, there are a number of influential groups representing Australian businesses who have limited expertise on demand side policies. We will work to grow our networks, proactively share information on key technical and policy issues and find opportunities for joint advocacy to increase the number of voices advocating for critical policies.

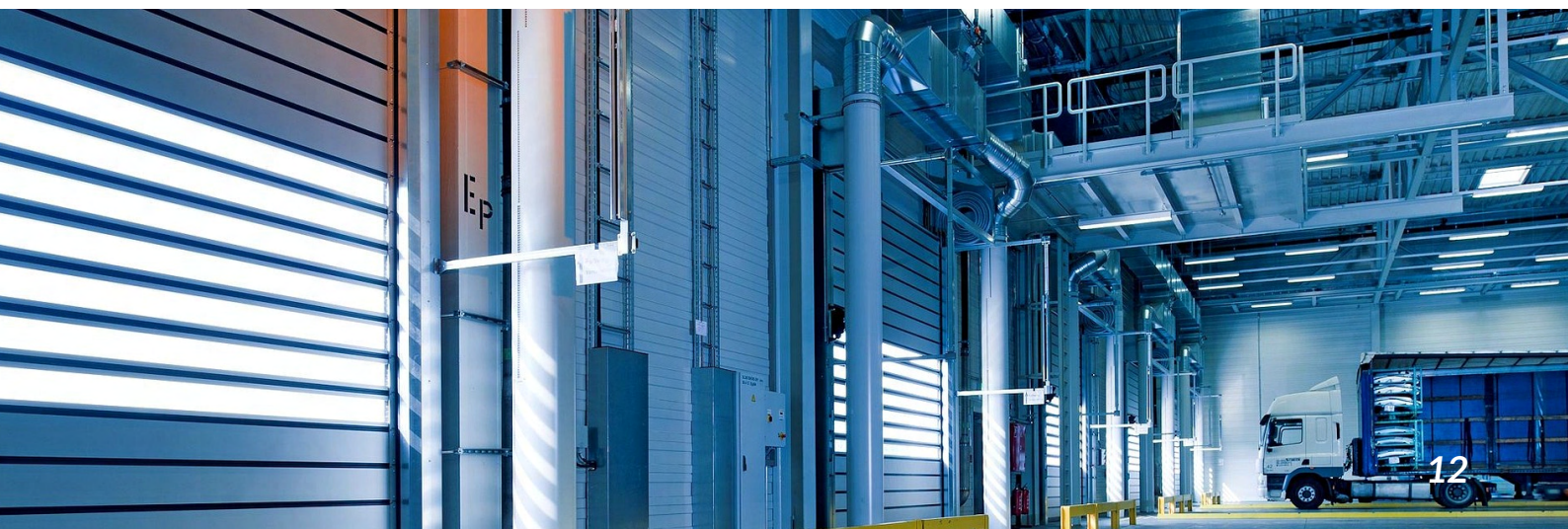
NEW/FUTURE ACTIVITIES

Proactive, multi-jurisdictional advocacy efforts

Most of the EEC's recent advocacy has focused on Australia's eastern states and the Federal government. The EEC will aim to expand its advocacy reach with decision-makers in other states and territories, where energy performance has had less attention.

Dedicated ministerial roundtables

Exclusive roundtables will connect *Businesses Partners* directly with government decision-makers. These sessions will enable *Businesses Partners* to influence policy priorities, share evidence and highlight opportunities and challenges facing the sector.



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 ensure businesses can deploy the technological and process upgrades they need to unleash productivity.

ESTABLISHED ACTIVITIES

EEC Professional Development

We will provide ongoing learning and professional development to ensure Australia's workforce is equipped with the skills needed to facilitate energy upgrades for businesses.

EEC Professional Certifications

We will continue to work closely with industry to deliver trusted professional certifications for workers with strategic skills in the energy management market, such as performance measurement and verification and energy auditing.

NEW/FUTURE ACTIVITIES

Careers for Net Zero Expansion

Australia's net-zero transition has the potential to create meaningful career opportunities across the economy, but many people still do not see themselves in these roles. Building upon our existing Careers for Net Zero resources, we will help change that by showcasing relatable career stories, clarifying pathways and demonstrating the breadth and long-term value of net-zero jobs. By making these opportunities easier to understand and pursue, the initiative can help build the skilled, diverse workforce needed to accelerate the transition.

Demand side workforce projections and tracking

The EEC will participate in a research project to develop workforce projections for energy supply, electrification and energy efficiency. The project will develop indicators for energy sub-sectors not currently characterised, develop a labour supply model for critical occupations, produce holistic projections for the energy sector from Australia's major energy scenarios and allow progress to be tracked over time.



COLLABORATION

The EEC catalyses collaboration between industry, government, researchers 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	EEC National Conference: Businesses Stream
	The EEC's annual National Conference now includes a dedicated businesses stream, giving visibility to the program of work contained in the <i>Businesses Plan</i> and broader industry.
NEW / FUTURE ACTIVITIES	Businesses Taskforce
	The EEC coordinates member engagement through the <i>Businesses Taskforce</i> , keeping participants across critical policy and market developments and providing opportunities to contribute to our advocacy and engagement efforts.
	The <i>Businesses Taskforce</i> meets at least once a year in an online Forum to engage at a strategic level on the <i>Businesses Plan</i> . Ad hoc Workshops are held when timely to consult on relevant matters (such as in response to policy submissions).
	Productive Future-ready Businesses Summit
	A new flagship business-focused event – <i>Productive Future-ready Businesses Summit</i> – will convene industry, government and asset owners to accelerate deployment of the technology, products and services that enable businesses to boost productivity, lower costs and meet decarbonisation goals. The <i>Businesses Summit</i> program will reflect the <i>Businesses Plan</i> and highlight the latest evidence, showcase solutions and provide a platform for collaboration and leadership.
	Future-ready Business Awards
	Building on the established EEC Awards, we will develop the pre-eminent, economy-wide awards program that recognises businesses, teams and individuals leading on energy efficiency, electrification and demand flexibility. With categories spanning Australia's major economic sectors, the awards will showcase practical examples of productive, future-ready businesses, elevate leaders at the forefront of the energy transition and catalyse a race to the top.
	Future-ready Business Networks
	The EEC will advocate for durable government support for Future-ready Business Networks – with the EEC playing a key role in coordination and facilitation – to support commercial and industrial businesses accelerate their efforts on energy productivity.

COMMUNICATION

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

ESTABLISHED ACTIVITIES	Core media engagement 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.
	Enhanced proactive and reactive media engagement A well-resourced media strategy will be developed to ensure the EEC is positioned for proactive storytelling and response to critical issues. Leveraging case studies, op-eds and think pieces from appropriate spokespeople, along with media partnerships, will be key to amplifying the impact and reach of the stories we need to tell in order to keep up momentum for Australia's energy transition.
NEW/FUTURE ACTIVITIES	Future-ready Business Sector Guides The EEC will develop a refreshed suite of practical, business-focused guidance aligned to the six sector plans under the Net Zero Plan. Co-branded with key industry partners, and showcasing EEC member case studies, these guides will provide clear, accessible advice to help businesses (particularly SMEs) understand the commercial case for energy performance and decarbonisation. This business-facing offering will create a platform for ongoing advocacy, case studies and sector-wide collaboration.
	Case study library We will develop a library of accessible, industry-focused case studies showcasing practical examples of businesses improving energy performance, reducing costs, increasing productivity and lowering emissions. These case studies will highlight real-world challenges, lessons learned and practical solutions, providing relatable examples for businesses, while also creating a valuable evidence base for industry, governments and researchers.

BACKING IN THE BUSINESSES PLAN

The *Productive Future-ready Businesses: Market Acceleration Plan* is being delivered with the support of EEC members and *Businesses Partners* across Australia. To get involved:

1 BECOME AN EEC MEMBER

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

2 STEP UP AS A PARTNER

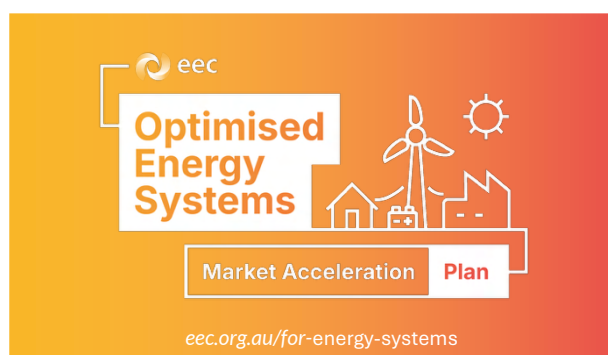
Members can provide an additional contribution to help resource and amplify the work outlined in the *Businesses Plan*. In exchange, Partners gain further visibility and recognition as leaders accelerating Australia's energy transition.

Benefits of becoming a *Productive Future-ready Businesses: Market Acceleration Partner* include:

- Elevated brand positioning, including recognition of support on Businesses Plan communications;
- Special invitation to exclusive in-person events and dedicated briefings on Businesses Plan implementation;
- Opportunities to showcase leadership through case study contributions, joining the conversation on the First Fuel podcast and hosting and/or speaking at events; and
- Deepened strategic alignment through a bespoke partnership framework and 1:1 check-ins.

You can learn more about the benefits of becoming an EEC member by heading to eec.org.au/membership. If you're already an EEC member, you can find more details about stepping up your support as a Businesses Partner at eec.org.au/for-businesses.

CHECK OUT OUR OTHER MARKET ACCELERATION PLANS





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, future-ready 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.