

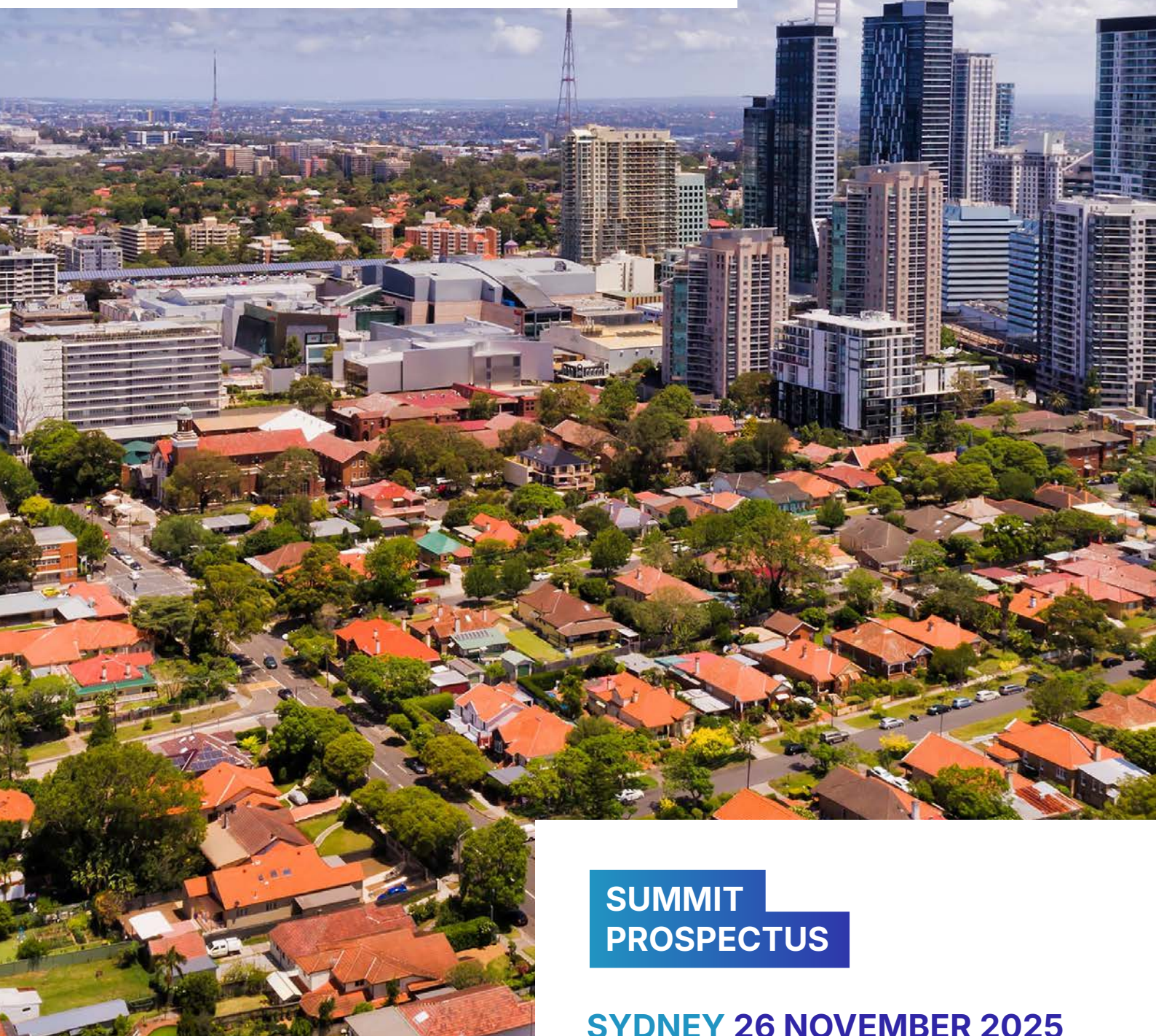


# Efficient Electric Homes



Market Acceleration

Summit



**SUMMIT  
PROSPECTUS**

**SYDNEY 26 NOVEMBER 2025**





## A MESSAGE FROM OUR CEO

### Unlocking the potential of efficiency, electrification and energy flexibility in homes

We need every Australian home to be efficient, electric, flexible and powered by renewable energy. Today that goal seems far away, but momentum is building to upgrade millions of existing homes.

Governments are leaning in, business models are evolving, the workforce is skilling up and exciting new products are coming to market. Most importantly, more and more Australians are demanding homes that are healthy, comfortable and affordable to run.

The direction of travel is clear: our task is to accelerate market development so we can deliver the wins on affordability and emissions reduction we know are there for the taking.

That's why, on Wednesday 26 November 2025, the Energy Efficiency Council (EEC) will host the inaugural *Efficient Electric Homes: Market Acceleration Summit* in Sydney. This one-day, in-person event will bring together leaders shaping the future of the market for efficient electric homes — product manufacturers and installers, energy service and flexibility providers, retailers, financiers, governments, not-for-profits and researchers.

### Leveraging global insights

I am delighted to announce that **Adrian Joyce**, Director of the Renovate Europe Campaign, will be joining us in person at the Homes Summit.

Renovate Europe has spent the last decade building public support for its ambition to reduce the energy demand of EU building stock by 80% by 2050. It has helped catalyse broad based support for putting a 'renovation wave' at the heart of the EU's transition to net zero emissions,

and has played a crucial role in driving a strong EU policy focus on efficiency and electrification through the Energy Performance in Buildings Directive.

I can't think of anyone better placed to share their insights and expertise as we embark on this next, big push to upgrade millions of Australian homes.

### Accelerating market development

**The Homes Summit will coincide with the launch of the *Efficient Electric Homes: Market Acceleration Plan*, which will set out a program of work for driving market development between now and 2030.**

We need targeted policy, a skilled workforce, a sophisticated industry and a trusted ecosystem of products and services. The Efficient Electric Homes Plan will set out the EEC's role as a catalyst for realising this vision, in partnership with our members, government and the broader sector.

All this will require a big step up in effort. EEC members are being invited to back in the Plan by becoming a Market Acceleration Partner, which will help support the additional resourcing required to make the Plan a reality.

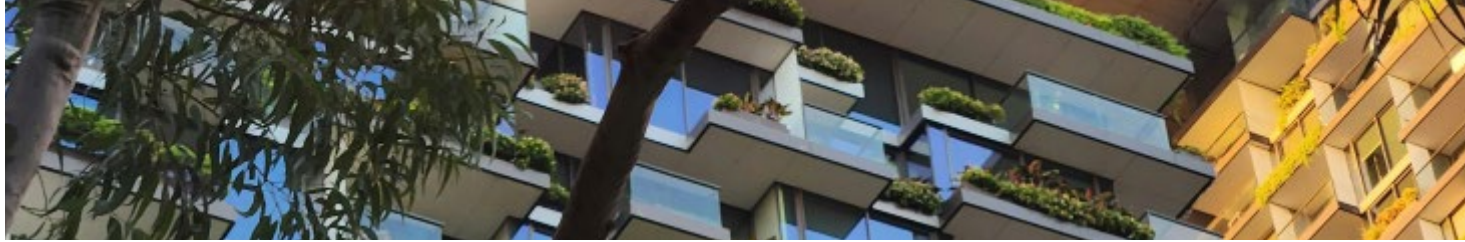
Some Partner tiers include a Silver Sponsorship of the annual Homes Summit; for more information see page 5.

### Partner with us

We're offering a small number of partnership and sponsorship opportunities for organisations looking to take a role in this conversation. As with all EEC events, our partnerships are focused on long-term value and authentic positioning.

I look forward to discuss how we can work with you on this landmark event.

**Luke Menzel**  
CEO, EEC



# SUMMIT AT A GLANCE



The *Efficient Electric Homes: Market Acceleration Summit* is a new EEC flagship event focused on driving collaboration, insight and action. The Homes Summit will convene leaders from industry, government and the community to explore how to scale up our industry to upgrade millions of Australian homes so they are healthier, comfortable and affordable to run.

The Homes Summit will anchor and amplify the *Efficient Electric Homes: Market Acceleration Plan* which aims to activate the market, support delivery partners, build trust, and guide the energy transition with an ecosystem of high-quality products and services.

This is a critical moment for the homes market as we approach 2030. The Homes Summit will be a rallying point for businesses, governments, not for profits and researchers to clarify what we are looking to achieve, and activate around a plan to get us there.

## AUDIENCE

We anticipate over 300 highly engaged participants from across the efficient, electric homes market. This includes product and service providers critical to the task of electrifying and improving the energy performance of homes (i.e. heat pumps, insulation, reverse cycle air conditioners, and demand flexibility solutions).

We'll be joined by financiers, energy retailers, and energy service businesses working to reduce the cost of energy bills for consumers who own, invest, rent, or are part of low-income households. We anticipate strong attendance from policy experts, decision makers at all levels of government, industry associations, community groups, and researchers.

## AIMS

The Homes Summit is designed to accelerate collaboration, expand market opportunities and facilitate policy delivery to harness efficiency, electrification and energy flexibility in homes. It will:

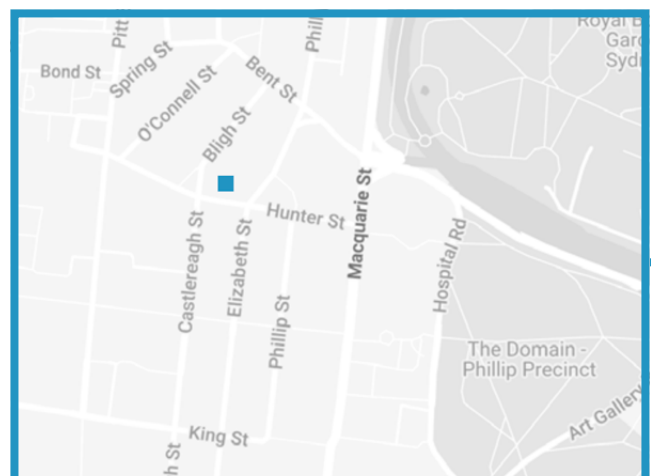
- Share practical insights, case studies and best-practice policies that drive efficiency, electrification and energy flexibility;
- Explore the role of finance, standards, incentives and workforce development in delivering affordable and scalable home upgrades;
- Strengthen cross-sector collaboration by bringing together decision-makers, product and service providers, delivery partners, and community;
- Build shared understanding of the barriers to scale and the opportunities to align industry, government and community effort to achieve a fairer system; and
- Provide a platform for launching initiatives and positioning organisations as leaders of impact in the homes market.

## WHEN

Wednesday 26 November 2025

## WHERE

Illumina, 1 Elizabeth St, Sydney NSW 2000



# SPONSORSHIP OPPORTUNITIES



## SPONSORSHIP ESSENTIALS

To maximise branding before, during and after the Homes Summit, all Headline and Networking Sponsors will receive:

- Brand recognition – Sponsor logo featured on:
  - All pre- and post-Summit email communications;
  - Summit website; and
  - Summit presentation slides.
- Chair acknowledgment in opening and closing sessions;
- Post-Summit access to registration list (subject to registrant permission);
- Access to brand promotion and lead capture opportunities through event app;
- Complimentary registrations and 20% discount on additional registrations; and
- Access to professional photos featuring Sponsor brand.

Please note:

- The number of complimentary registrations and brand exposure opportunities are determined by sponsorship level; and
- All prices are GST exclusive.

## HEADLINE SPONSORSHIPS

These top-tier sponsorships position your organisation as a leader in the industry. Some include speaking opportunities, and all provide prominent brand positioning across event collateral.

### Principal Partner \$ by negotiation

The top-tier, bespoke opportunity to lead the partnership with the efficient electric homes market, progress policy and program goals, and work closely with the EEC on the event.

### Keynote Roundtable \$ by negotiation

An exclusive opportunity to partner with the EEC on a roundtable event with international keynote, Adrian Joyce. Provide your clients or stakeholders with intimate access to deep insights in either Sydney, Melbourne, Canberra or Brisbane during the week of the Homes Summit.

**Read more about Adrian Joyce, Director of the Renovate Europe Campaign**

**Only 1 available**





## Platinum

**EEC member Standard** **\$18,000**  
**\$24,000**

A premium sponsorship including a high-profile speaking opportunity in one of three plenary sessions, the Platinum Sponsor receives high profile thought-leadership and brand-positioning opportunities. Intended for Australia's leaders in home efficiency, electrification and energy flexibility, Platinum Sponsors shape the conversation, position their company, people and brand out front, and build deeper working relationships and collaboration.

In addition to the Sponsorship Essentials, inclusions are:

- 1x branded plenary session including speaking opportunity;
- 8x registrations;
- Banner (supplied by Sponsor) displayed on stage during the session;
- 1x pre-Summit, dedicated plenary session LinkedIn post focused on the plenary session exclusively acknowledging Sponsor support; and
- 1x inclusion in First Fuel Podcast post-Summit Wrap episode, released by the EEC and available to the Sponsor for further distribution.

**Only 3 available**

## Silver

**An inclusion in some Homes Acceleration Partner packages** **\$7,000**

Alongside the launch of the *Efficient Electric Homes Market Acceleration Plan*, EEC members are being invited to become a Market Acceleration Partner. Partners help support the additional resourcing required to make the outcomes set out in the Plan a reality.

Among a range of other benefits, the top two Market Acceleration Partner tiers – *Switched On* and *Fully Optimised* – include a Silver Sponsorship of the annual Homes Summit.

Silver Sponsorship provides an opportunity for Market Acceleration Partners to demonstrate their leadership, raise brand visibility, and build collaborative partnerships.

See the **Efficient Electric Homes: Market Acceleration Partner Prospectus**

In addition to the Sponsorship Essentials, inclusions are:

- 2x registrations; and
- 1x pre-Summit LinkedIn post collectively acknowledging all Silver Partners.

**Homes Partner inclusion**

## NETWORKING SPONSORSHIPS

These low-ask, high-reward sponsorships maximise brand awareness during the Homes Summit's dedicated networking periods, which include one break, lunch and networking drinks.



### Networking Lunch

<b>EEC member</b>	<b>\$5,000</b>
<b>Standard</b>	<b>\$7,000</b>

Take to the stage and deliver a three-minute address to the plenary audience prior to breaking for a networking lunch.

In addition to Sponsorship Essentials, inclusions are:

- Pre-lunch speaking opportunity;
- Logo and branding prominently displayed before and during lunch; and
- 2x registrations.

**Only 1 available**

### Networking Drinks

<b>EEC member</b>	<b>\$5,000</b>
<b>Standard</b>	<b>\$7,000</b>

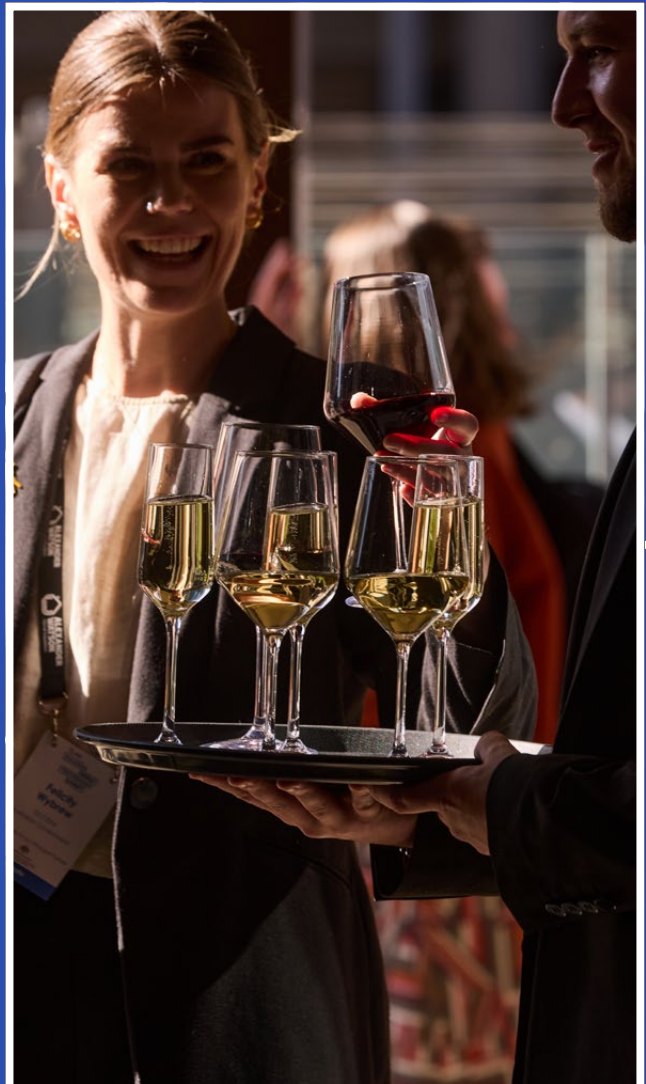
Take to the stage and deliver a three-minute address to the plenary audience prior to breaking for networking drinks.

In addition to Sponsorship Essentials, inclusions are:

- Pre-drinks speaking opportunity;
- Logo and branding prominently displayed before and during networking drinks; and
- 2x registrations.

**SOLD**

**Only 1 available**







## Cafe

EEC member	\$5,000
Standard	\$7,000

Maximise promotion with prominent brand exposure in key lunch and networking spaces throughout the day.

- Prominent cafe signage; and
- 2x registrations.

**Only 1 available**



**SOLD**

## Lanyard

EEC member	\$5,000
Standard	\$7,000

Be the brand at the front of all conversations with your logo printed on eco-friendly recycled PET, reusable lanyards that you can take with you at the end of the day.

- Branded, full-colour, double sided lanyards for use with registrant name badges; and
- 2x registrations.

**Only 1 available**

# SPONSORSHIP BOOKING FORM

Please complete and return this form to [events@eec.org.au](mailto:events@eec.org.au).

## COMPANY DETAILS

Company name (for marketing purposes):

Company name (for invoicing purposes):

Address:

City:

State:

Postcode:

ABN:

## MAIN CONTACT DETAILS (for liaising with the EEC)

Name:

Position:

Email:

Phone:

Additional contacts to be CC'd in partnership-related communications:

## SPONSORSHIP PACKAGES

Please select your preferred option(s) below. Packages are subject to availability and may be reserved for up to three business days.

EEC Member  
(Ex. GST)

Standard  
(Ex. GST)

**Principal Partner**

Contact EEC

**Keynote Roundtable**

Contact EEC

**Platinum**

☐ \$18,000

☐ \$24,000

**Silver**

*See the [Efficient Electric Homes: Market Acceleration Partner Prospectus](#)*

**Networking Lunch**

☐ \$5,000

☐ \$7,000

**Networking Drinks**

☐ \$5,000

☐ \$7,000

**Cafe**

☐ \$5,000

☐ \$7,000

**Lanyard**

☐ \$5,000

☐ \$7,000

## PAYMENT OPTIONS

A 50% deposit is required to confirm your booking. Final payment must be made prior to the commencement of the Summit.

Payment method:

VISA ☐

Mastercard ☐

EFT ☐

Payment option:

50% deposit ☐

Full amount ☐

## CREDIT CARD DETAILS AND AUTHORISATION

Your credit card details are required as a guarantee but will not be charged unless you have indicated this as your preferred method of payment. All credit card payments incur a 2.4% service charge.

Name on card:

Authorised by:

Card number:

Position:

Expiry date:

 / 

CCV:

Date:

☐ I AGREE to the terms & conditions for participation in the Summit.

Signature:



# SPONSORSHIP TERMS AND CONDITIONS

This is an agreement between you (the 'Sponsor') and the Energy Efficiency Council (the EEC) (the 'Event Organiser') with respect to Sponsorship of the Market Acceleration Summit (the 'Event'). You must accept without modification all of the terms and conditions and information contained in this Sponsorship Agreement.

Prices listed in this document are exclusive of GST.  
All artwork and logos as included in the sponsorship package must be supplied by the Sponsor.

The following conditions apply to all Sponsorship packages.  
Please read the Sponsorship terms and conditions carefully.

## General

1. The Event Organiser reserves the right to change the Sponsorship terms and conditions for the Event.
2. Sponsorship status is not secured until initial payment is received and approved by the Event Organiser.
3. The Event Organiser does not offer any guarantee of attendance numbers.
4. The Event Organiser does not accept liability for absent presenters but will endeavour to do everything within its power to replace the speaker.
5. The Event Organiser does not accept liability for the quality of presenters at the event.
6. The Event Organiser does not accept liability for the quality of the venue, catering, and audio visual.

## Event format and cancellations

7. The Event venue and format may be changed without prior notice at the sole discretion of the Event Organiser.
8. The EEC will be guided at all times by jurisdictional health advice. Should government restrictions impact Event delivery, the following steps may be taken:
  - A. Transition into an online event.
  - B. Event postponement.
  - C. Full event cancellation. In this case, a refund will not apply. The EEC will work with the Sponsor to develop a new partner package to take place in lieu of the Event.
9. In the event of cancellation of the Event by the Event Organiser, the Sponsor is entitled to a refund of 80% of Sponsorship funds paid.
10. If cancellation is due to point 2 above or is for a force majeure (1), no refund applies.  
(1) Force majeure includes without limitation, cancellation or other withdrawal by the suppliers, cancellation or failure of a venue, strike, act or reasonable apprehension of terrorism, war, destruction of facilities or materials, fire, flood, earthquake or storm, labour disturbances, epidemic or failure of public utilities or common carriers, without liability.
11. A cancellation fee of 50% will apply to the total Tax Invoice if the Sponsor wishes to withdraw support from the Event for any reason if written notification is submitted to the Event Organiser on or before 60 days prior to the Event. Monies already paid by Sponsor in excess of the cancellation fee will be refunded accordingly. Fees are payable within 7 days of written cancellation being received from Sponsor.

## Sponsor marketing materials

1. Any material for the Event must be provided to the Event Organiser to the set specification and by the due date or no later than 2 weeks from the initial request for material where a due date has not been stipulated. Failure to do so may result in the material not being displayed.
2. The Sponsor is responsible at its sole cost and expense for production of any Sponsor materials. The use and publication of any Sponsor materials that use the Event logo must be pre-approved by the Event Organiser.

## Sponsor responsibilities

3. The Sponsor will provide services and materials associated with the Event and onsite at the Event, of good quality and professional standard with an ethical approach in conduct, presentation, information, and services provided in association with Summit delegates, speakers, event personnel, the EEC and any other third party associated with the preparation and delivery of the Event.
4. The Sponsor is responsible for all occupational health and safety liabilities and obligations and any issues which may arise which relate to the Sponsor's occupation and use of the site at the Event. The Sponsor will comply with the requirements of the venue in relation to all matters pertaining to occupational health and safety requirements throughout the course of the Event, including preceding and post-event arrangements associated with the Sponsorship, and all liability is removed from the Event Organiser in relation to this obligation.
5. The Sponsor is responsible for organising and insuring all goods, products, and equipment provided and used by the Sponsor at the Event and is responsible for ensuring public liability and product liability insurance is maintained and current for the entire duration of the Event. Evidence of insurance cover must be provided to Event Organiser upon request.
6. The Sponsor must obtain written permission from the Event Organiser for any photography, filming or sound recordings of any person or speaker attending or activities undertaken at the Event.
7. The Sponsor will ensure on-site setup of Sponsor package inclusions at the Event are organised within the timeframes stipulated and make arrangements accordingly. At the conclusion of the Event, the Sponsor will remove all goods, products and equipment from the venue by the time stipulated.
8. The Sponsor will be financially responsible for any damage sustained or loss incurred, to the venue's property or persons sustaining injury or harm associated with Sponsor related conduct, equipment or activities, and all aspects associated with the venue's property through Sponsor's own actions or those invitees/employees/contractors or other third party attending the Event and venue on behalf of the Sponsor. All liability is removed from the Event Organiser in relation to this issue.
9. The Sponsor agrees to comply with the Sponsorship package stipulations and inclusions in accordance with this agreement.