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# Beyond freebies - selling energy savings to households

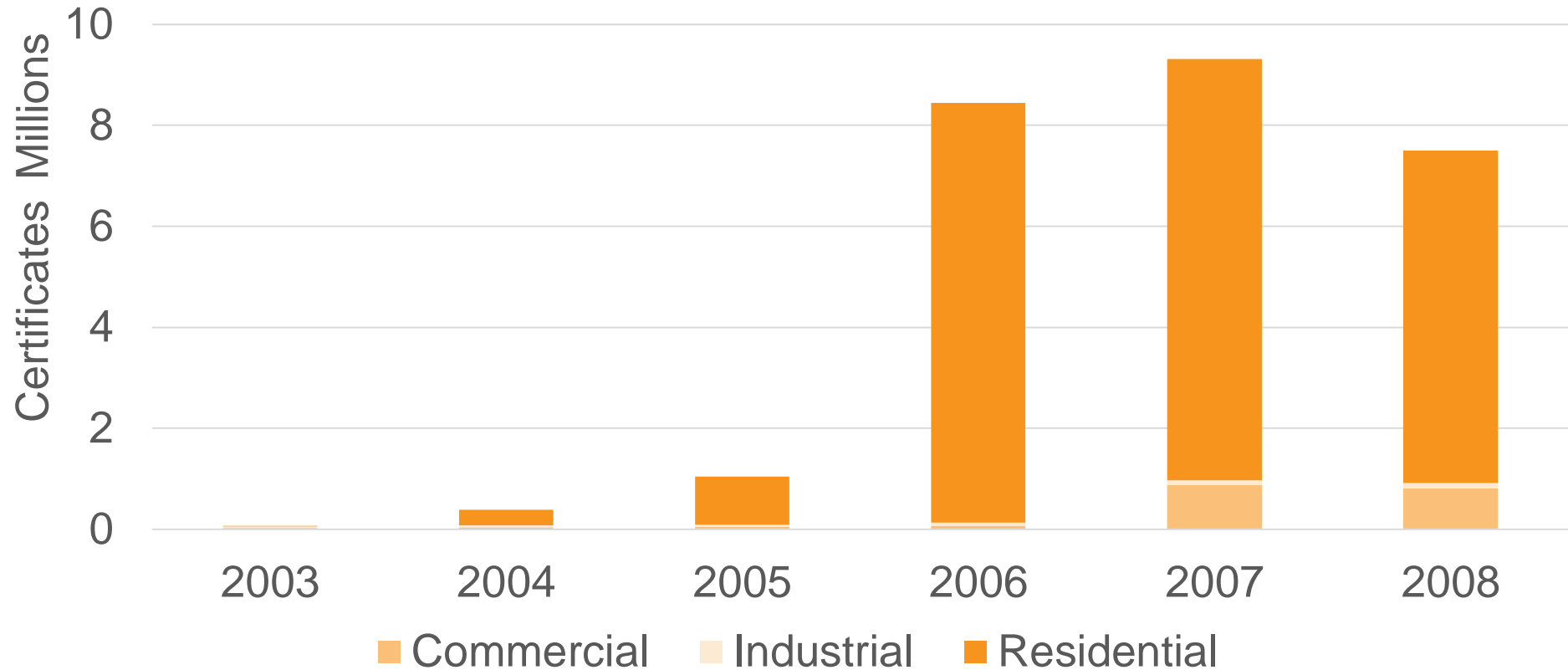
## A NSW perspective

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## Outline

- NSW Government “freebies” – a short history
- Beyond freebies with the Energy Savings Scheme
  - Home Energy Efficiency Retrofits
- Complementary measures and programs

## GGAS Certificates created under Demand Side Abatement Energy Efficiency projects



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## Freebies and mass rollout programs

- Success of state based schemes key enabler in incandescent bulb phase out
  - estimated to be saving 2.6 TWh year
- Key learnings
  - boom and bust cycles aren't good for anyone
  - consumer buy-in is key
  - achieving long term savings

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## Energy Savings Scheme design principles

Accessibility

Simplicity

Quality

Transformative

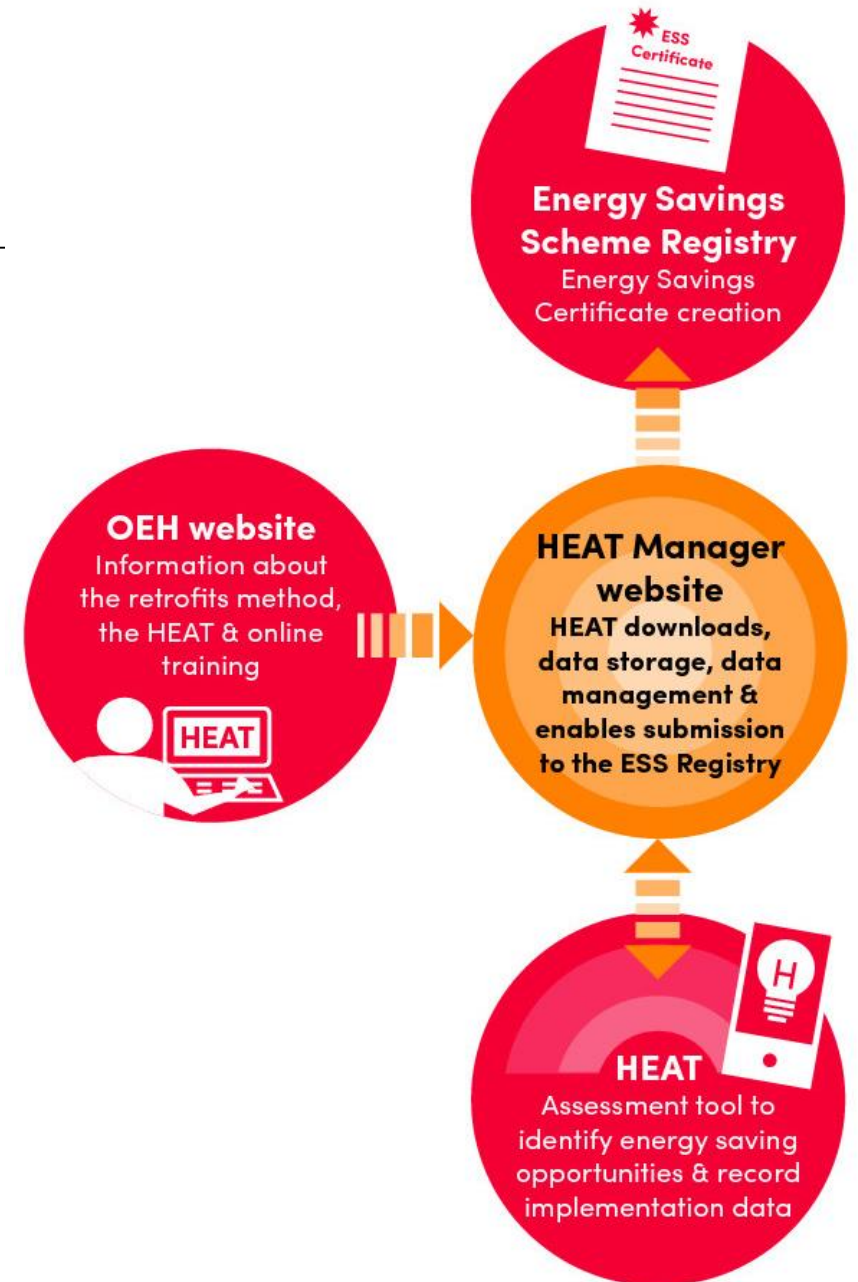
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## Home Energy Efficiency Retrofits

- Two categories of activities
  - General
  - Low cost
- Co-contribution
- Site assessment to encourage comprehensive retrofits
- Bundling to achieve greater savings

## Home Energy Assessment Tool

- Approved assessment tool for HEER
- Mobile application (tablet, touch screen)
- Collects all information required from householder
- Integrates directly with registry for certificate creation



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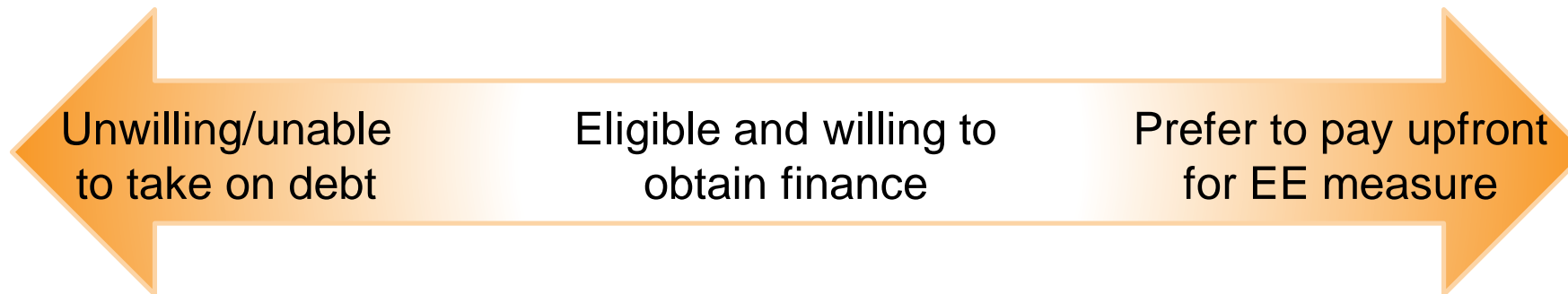
## HEER and HEAT are a work in progress

- No accreditations yet
- Stakeholder feedback helped identify proposed improvements
  - Bundling
  - Site assessment
- New activities to cover gas savings and fuel switching
- Trials under development



## Complementary measures

- We know the Energy Savings Scheme isn't the silver bullet
- Other measures needed to address different barriers and motivations
- Investigating options to enable households to finance energy efficiency upgrades if they desire



# HOME POWER SAVINGS PROGRAM DELIVERED

The **Home Power Savings Program** has delivered market leading support to **225,000** NSW low income households, helping them to reduce energy use and **spend less money** on their power bills.



 **225,000**  
**LOW INCOME NSW HOMES**  
*enjoying benefits*

**59%**  
of participants live in  
**REGIONAL NSW LOCAL GOVERNMENT AREAS**

**10%** NSW HPSP  
**LESS POWER USE EVERY YEAR**  
*and often more*

Community support  
Over **200** LOCAL COMMUNITY CENTRES  
+ **100** CENTRELINK OFFICES

**533** kWh/household  
**LESS POWER**  
EVERY YEAR

**30,000**  
**HOMES**  
*where English is a second language*

DELIVERING BILL SAVINGS OF  
 **36 Million**  
EACH YEAR

 **120,000**  
**MEGAWATT**  
HOURS PER YEAR

*It all adds up*

**THOUSANDS OF HAPPY CLIENTS**



*"When we leave the house each morning, the kids now switch off the TV and the power point – even my 3 year old does it".  
Rita, Liverpool*

 **DRIVING DOWN**  
THE COST OF LIVING

## Complementary measures

- Collaborative Sustainable Housing Initiative
- Home Energy Action
  - Subsidised appliances for vulnerable households
  - Partnerships with Community Housing Providers
- Smarter Choice
- Solar Finance Guide



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## Thank you

- For more information on Home Energy Efficiency Retrofits, contact our ESS Team at [ess.info@environment.nsw.gov.au](mailto:ess.info@environment.nsw.gov.au)