

Reverse cycle heating & cooling

Rooftop solar

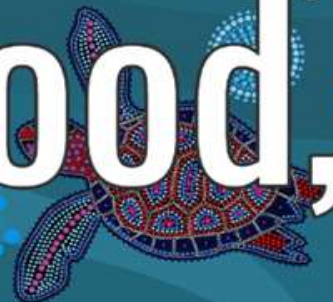
Heat pump hot water

Solar battery

Electric car



Let's make Country good, together



About Geelong Sustainability

Not-for-profit Community Organisation & Registered Charity

- Our Vision: 'For people and our planet to thrive within sustainable limits'
- Established in 2007
- Regional leader and change agent
- Positive solutions focus

geelongsustainability.org.au



Electric Homes Program

The Electric Homes program can help you with:

- Solar panels and battery storage
- Heat pump hot water systems
- Split system heating and cooling
- Electric vehicle charging

Region wide program supported by local councils and community groups



Quality products



Local suppliers



Community donation





ELECTRIC HOMES program

Led by:



Delivered by:



Major supporter:



Supported by:



Our why....

- Transition the region away from fossil fuels
- Supporting the community to navigate this complex environment and overcome barriers
- Education and empower our community
- Expanding previous programs including the Geelong+ Community Solar Program concluded in late 2021
 - 276 households and businesses installed solar and battery systems saving 54,740 Tons CO₂e emission reduction over 25 years



The process

- Expression of Interest for Key Delivery Partners
- Shortlist of EOI, interviews & selection of key delivery partners
- Develop packaged offerings
- Community donation
- Website, marketing and messaging
- Council partnerships & community partnerships
- Launch program
- Event roadshow
- Media & Marketing approach implemented
- EOI closing final push
- Rolling installations



Results

- 927 Expressions of Interest
- 1,500 Event Registrations
- Over 300 installations so far
- Installations still in process

Led by:



Delivered by:



Some things to consider

- Start with one/two interest areas
- Allow time to engage partners and do the selection process
- Simple website with automations
- Coordinator capacity if possible
- Partner as much as possible
- Simplify prices, packages and messages
- Trust and information
- Case studies and personal stories
- Timeframe and special prices



Questions?

SCAN TO GET STARTED



Thank you

Visit ElectricHomes.com.au.

karina@geelongsustainability.org.au

Led by:



Delivered by:

