



# ELECTRIFY 2545

## community pilot



# ELECTRIFY 25<sup>+</sup>5

community pilot

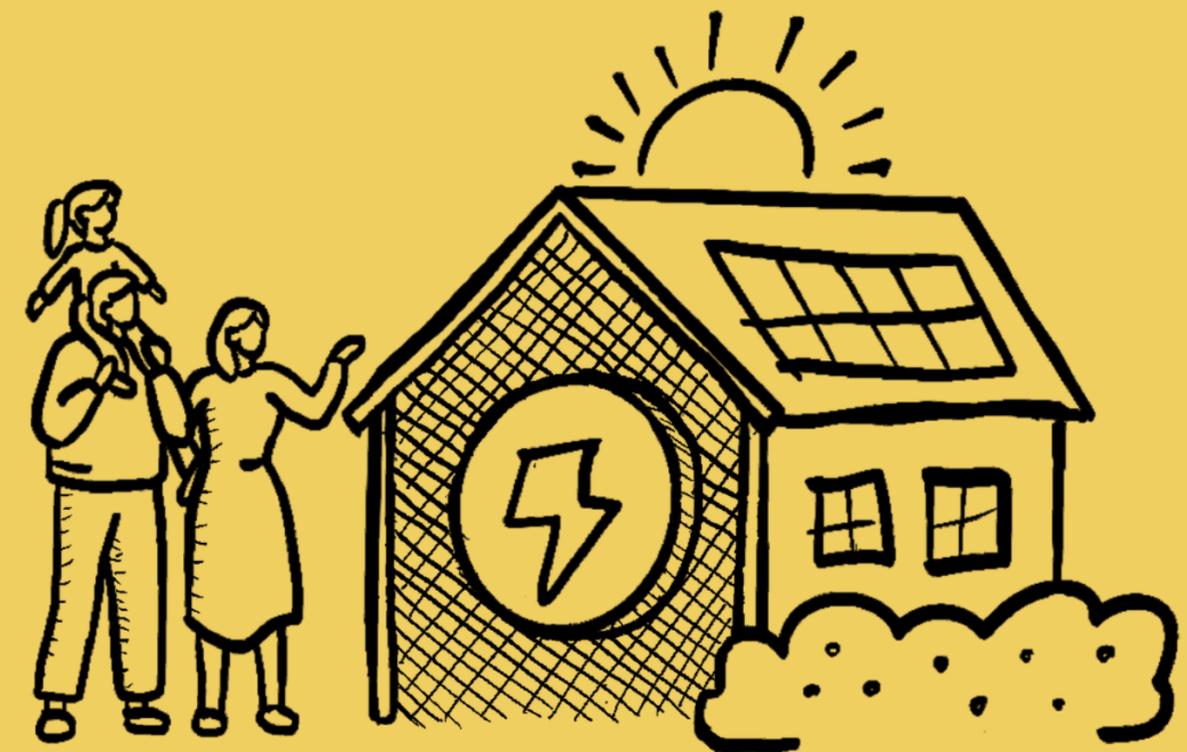


# THE ALL-ELECTRIC HOUSEHOLD EXPERIENCE

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CALUM HARVEY-SCHOLES  
RESEARCH LEAD

2 OCTOBER 2025



# Agenda

01

**ELECTRIFY**  
**25<sup>+</sup>5**  
**community pilot**

02 People



03 Installers



04 Interface





**ELECTRIC VEHICLES**  
ELECTRIC VEHICLES USE 1/4-1/3 THE ENERGY OF A GAS VEHICLE TO TRAVEL THE SAME DISTANCE.  
THE COST OF SERVICING IS TYPICALLY LESS THAN GAS VEHICLES BECAUSE ELECTRIC VEHICLES HAVE FEWER PARTS NEEDING MAINTENANCE AND REPLACEMENT.

**HEATING**  
INVERTER-DRIVEN AIR CONDITIONERS USE 1/3 TO 1/4 THE ENERGY OF TRADITIONAL GAS HEATERS AND IMPROVE AIR QUALITY IN THE HOME.  
THE COST OF SERVICING IS TYPICALLY LESS THAN GAS HEATERS BECAUSE INVERTER-DRIVEN AIR CONDITIONERS HAVE FEWER PARTS NEEDING MAINTENANCE AND REPLACEMENT.

**HOT WATER**  
HEAT PUMP WATER HEATERS USE 25-33% OF THE ENERGY OF A GAS ALTERNATIVE.  
HEAT PUMPS ARE AN EXCELLENT CHOICE WHEN COMBINED WITH SOLAR AS YOU CAN HEAT WATER DURING THE DAY WITH FREE ELECTRICITY FROM YOUR SOLAR PANELS TO USE LATER.

# ELECTRIFY 2545

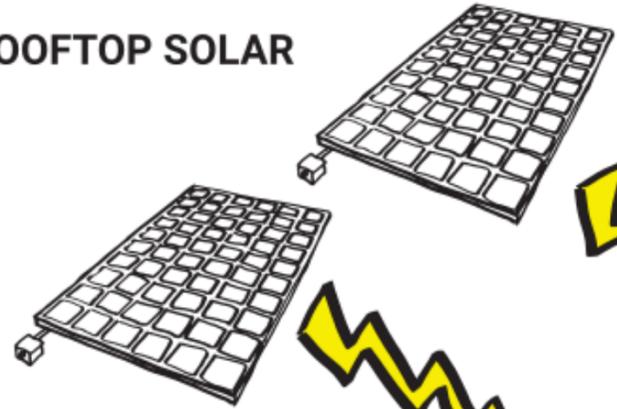
## community pilot

 **Brighte**

 **Rewiring Australia**

 **Endeavour Energy**

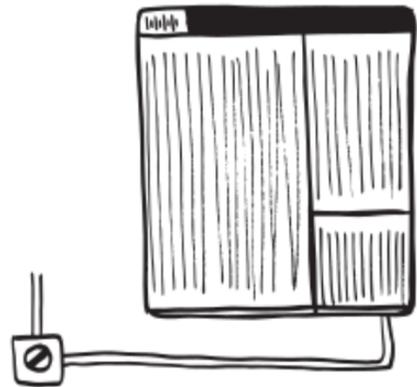
ROOFTOP SOLAR



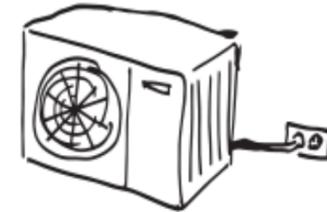
COOKING



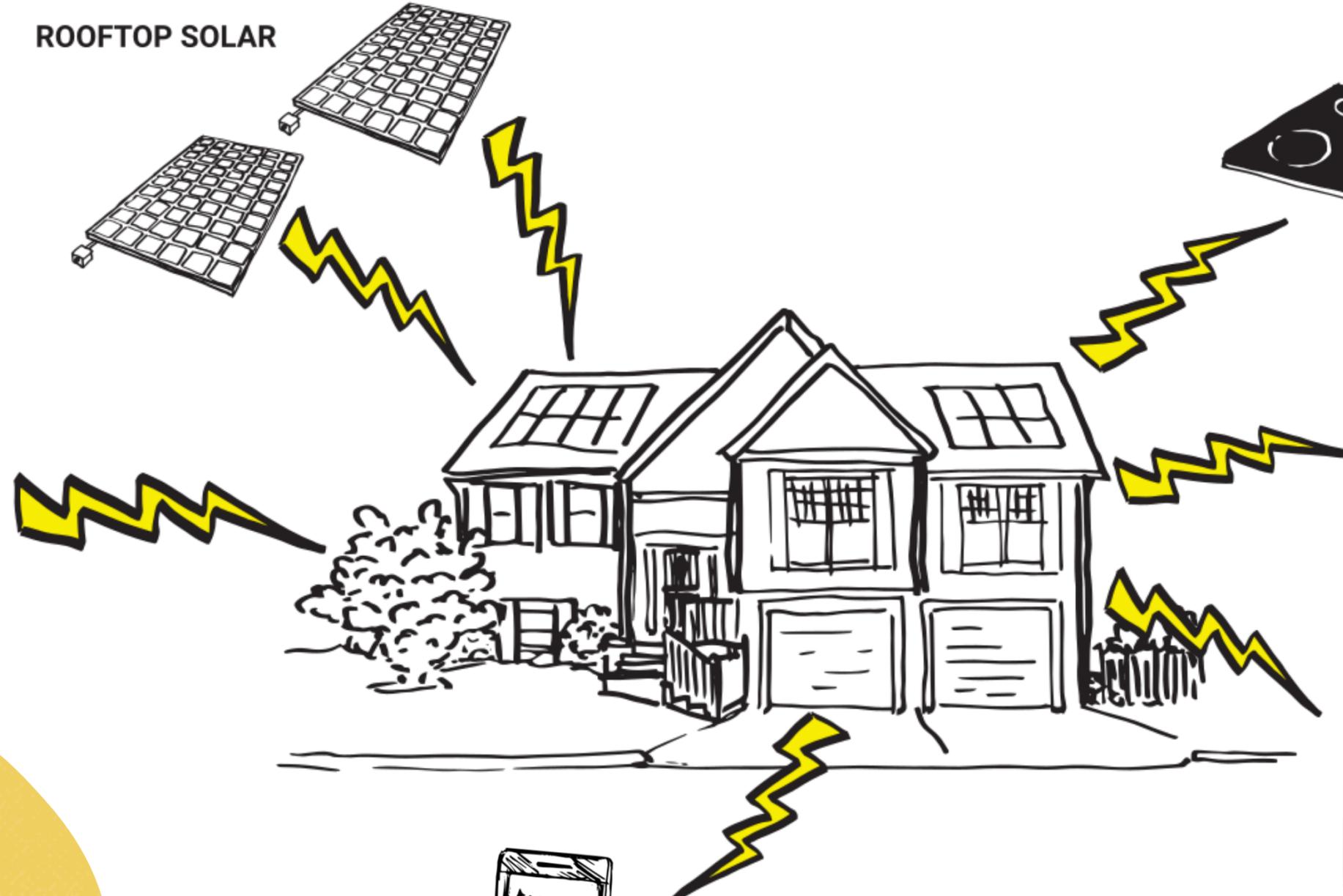
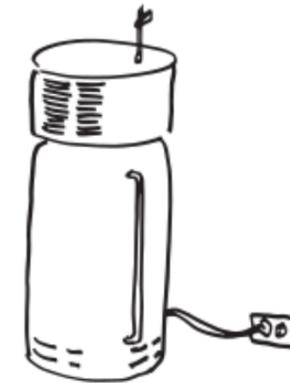
HOME BATTERY



HEATING YOUR HOME



HOT WATER



**500  
HOMES**

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# Stage 1 is complete

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**60** households



**13** installers



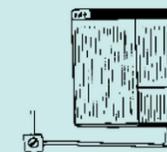
**30** hot water pumps installed



**28** induction cooktops installed



**17** reverse cycle air conditioners installed



**3** home batteries installed

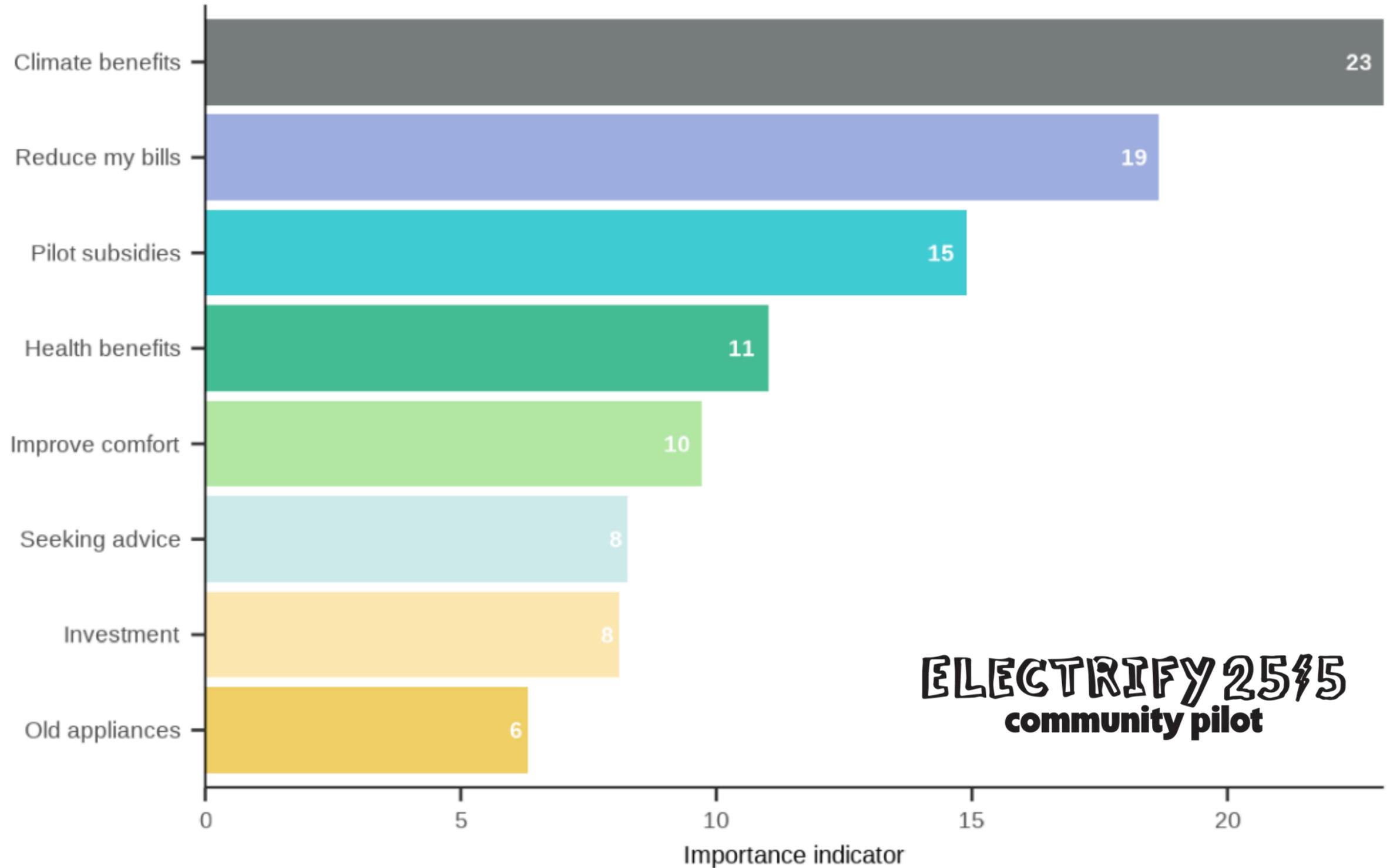


**12** switchboard upgrades

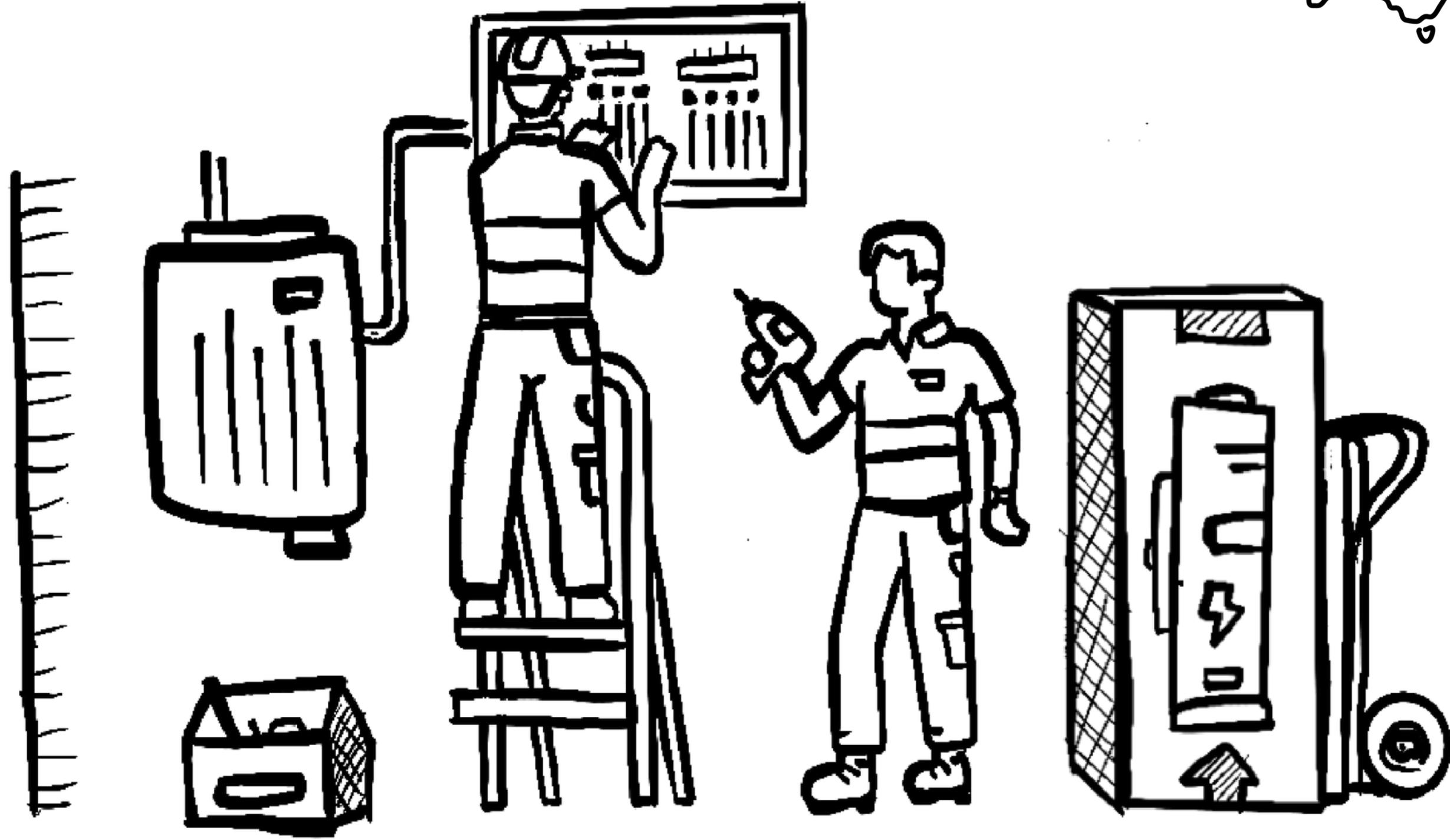


**60** smart energy devices

## What are your most important reasons for electrifying your home?



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# Installers

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# User interface

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**Putting householders in control**

