

ELECTRIFY 2515

community pilot



Groundbreaking trial is a critical step towards electrifying all households

Tuesday October 15, Thirroul, NSW: A groundbreaking pilot to electrify 500 homes in the Illawarra region of NSW was announced today after a two-year campaign led by the local community.

The Electrify 2515 Community Pilot is an \$11.8 million partnership between Rewiring Australia, Brighte, and Endeavour Energy with \$5.4 million in federal funding through the Australian Renewable Energy Agency (ARENA). The project is a major step towards electrifying all Australian households to reduce energy bills and emissions.

It will provide real-world data on a concentrated and rapid electrification of a community, measuring consumer behaviour, attitudes and energy bill savings.

"The pilot aims to create the electric future in a real community today," said Dr Saul Griffith, Rewiring Australia Co-founder and Chief Scientist.

"Incentives and information will support households to make wise energy choices and coordination of tradespeople will facilitate the process. Our research will uncover any barriers that make electrification harder than it should be and highlight market reforms required to make the transition economically efficient. Australia is the leading rooftop solar nation. Pilots like these will allow us to invent the clean consumer energy model for the whole world."

Under the pilot, residents of the 2515 postcode can apply for subsidies of up to \$1,000 off electric hot water systems, reverse cycle air conditioners, induction cooktops, and up to \$1500 off home batteries. Each household will also have a free smart energy device installed to optimise their energy use, and switchboard upgrades to support the new appliances. Additional incentives will be available for lower income households to make the program accessible to a diverse range of people.

Katherine McConnell, CEO of Brighte, which offers green finance and administers energy programs, said: "This pilot will help us understand how to scale and commercialise home electrification, including how best to overcome economic and practical challenges faced by tradies and homeowners in electrifying their homes."

“Tradespeople are key to the neighbourhood transition to electric homes. Brighte’s platform and processes bring everything together, connecting customers with accredited local installers, approved products and competitive finance. Brighte is ready to support communities around the country to help them rapidly electrify.”

Electricity distribution network operator, Endeavour Energy, will be assessing and monitoring the local grid during the pilot, generating insights about how to best utilise the network for all customers as we manage the smart energy transition.

Endeavour Energy CEO Guy Chalkley said “This is our opportunity to work with community partners and the federal government to help decarbonise the electricity grid and electrify homes with efficient appliances, electric hot water systems, solar and batteries. We are excited and confident that this will help create clean, green communities that show the way for others to follow.

Dan Cass, Rewiring Australia Co-founder and Executive Director said: “The world is moving towards electrification - it’s cheaper for householders and better for the environment. The technology is ready and the way this community has campaigned so hard for this pilot shows Australians are ready too.”

“Federal government funding to demonstrate the electric future will help Australia innovate new technologies, business models and policies that can bring forward tens of billions of dollars in savings for all households,” he said.

For interviews or more info, contact:

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[Link to images/video:](#)

Link to website with more detail about project: **<https://electrify2515.org/>**

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