

Final report

Geelong Electric Homes Pilot Final Research Report

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Project partners



Project Collaborators

- City of Greater Geelong
- Surf Coast Shire
- Borough of Queenscliffe
- Colac Otway Shire
- Golden Plains Shire
- Bellarine Catchment Network
- QCAN
- Parents for Climate
- The Colac Otway Sustainability Group Inc
- ACF Community Geelong
- Southern Otways Sustainable Inc
- 100% Clean Bellarine
- Surf Coast Energy Group
- Birregurra Community Group

Acknowledgement of Country

The authors of this report would like to respectfully acknowledge the Traditional Owners of the ancestral lands throughout Australia and their connection to land, sea and community. We recognise their continuing connection to the land, waters, and culture and pay our respects to them, their cultures and to their Elders past, present, and emerging.

What is RACE for 2030?

RACE for 2030 CRC is a 10-year co-operative research centre with A\$350 million of resources to fund research towards a reliable affordable, and clean energy future. Website: <http://www.racefor2030.com.au>.

Disclaimer

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Project team

Geelong Sustainability Group

- Jane Spence, CEO
- Alex Sullivan, Program Coordinator

UTS

- Jaime Comber, Senior Research Consultant

Monash University

- Mark Boulet, Director
- Celine Klemm, Research Fellow

Executive Summary

The 2024 Geelong Electric Homes program was the second stage of an Energy Upgrades for Australian Homes pilot, embedding and testing the learnings from the first stage (completed in 2023).

The program supports the Geelong and Surf Coast regions' transition away from gas, and efforts to reduce CO₂ emissions and household energy costs. The program involves collaborative and coordinated community education and a purchasing program, at scale, across the G21 region (Geelong, Surf Coast, Colat Otway, Golden Plains and Queenscliffe). Compared with the 2023 program, this stage expanded the range of available upgrades, refined the program's messaging, and shifted its engagement strategy—reducing in-person events while increasing online outreach.

This final report for the project draws on outcome data, program engagement metrics, and survey responses from over 250 participants to evaluate program performance, participant experience, and lessons for future delivery.

1.1 Key Outcomes

- 658 households submitted expressions of interest (EOIs) in 2024, and 201 households completing upgrades—a 20% drop in households purchasing compared to 2023.
- The household-level conversion rate was strong at 24% (the same as 2023), suggesting participants who expressed interest often then went on to purchase at least one product.
- In the 2024 program, there were more products on offer and participants were more likely to express interest in multiple upgrades.
- Home energy audits (new to the 2024 program) had the highest conversion rate (20%), followed by hot water heat pumps (19%) and solar/battery combinations (14%). Hot water heat pumps had the highest number of installations, followed by undertaking a home energy audit.
- 94% of participants were satisfied or very satisfied with their upgrade(s), with reported improvements in home comfort and bill savings.
- A statistically significant increase in impact scores was observed three months after installation, when compared with participant experiences soon after installation. This suggests perceived benefits of upgrades grow over time.
- After receiving upgrades, participants were more likely to express interest in undertaking further improvements.
- Interestingly the housing type and average income was broadly representative of the community, when compared to ABS data for the G21 region. However renters, single people and parents with children, high and low income households were underrepresented.

1.2 Lessons for Program Design (by stage of participant journey)

1.2.1 Hearing About the Program: Engagement and Reach

The program successfully reached new audiences in 2024 through revised messaging and broader communication channels. Messaging that focused on thermal comfort and bill savings (rather than electrification (focus of 2023 messaging)) achieved stronger reach beyond the established Geelong Sustainability audience.

Additionally, participants were less likely to have heard about the program through Geelong Sustainability and more likely to have heard about the program via community groups, local media, and social networks.

Recommendation: Continue refining and testing messages across multiple channels, and invest in partnerships with councils, community groups, and peer networks to expand reach.

1.2.2 Expressing Interest: Exploring Options

With an expanded product range in 2024, participants submitted more EOIs per household than in 2023, suggesting a high level of interest and exploration. However, product-level conversion dropped to 10%. The reason for this was not asked in the survey, but may indicate limited budget and time or decision fatigue. Participants ultimately prioritised upgrades like hot water and solar upgrades/installations, while upgrades such as insulation, induction cooking, and space heating/cooling saw lower conversion.

Recommendation: Support households earlier with personalised guidance to help them navigate options, prioritise upgrades, and act with confidence.

1.2.3 Deciding to Upgrade: Motivations and Barriers

Participants were motivated by a mix of emissions reduction, bill savings, and thermal comfort motivations. These were consistent across income levels and household types, with no significant demographic differences.

Barriers to purchasing included the need for more information, financial readiness, and participants choosing providers outside the program. Compared to 2023, fewer participants cited cost as a barrier.

Most participants used savings or mortgage offset accounts to finance upgrades, with limited uptake of loans or other finance.

Recommendation: Provide timely, tailored advice and trusted follow-up after EOIs to help participants move from interest to action, particularly for complex upgrades. The trend toward more exploratory behaviour also highlights the need to anticipate longer decision-making timelines. The addition of more financing options may result in stronger uptake of multiple upgrades.

1.2.4 Installation and Support: Delivery Partner Experience

Participants reported very positive experiences with delivery partners in 2024. Over 90% agreed that suppliers were professional, trustworthy, and provided thorough technical advice. Satisfaction improved across every supplier measure compared to 2023.

Recommendation: Maintain strong supplier vetting and feedback loops, and provide clear, product-specific information, especially for newer technologies like induction cooktops.

1.2.5 Outcomes and Satisfaction: After the Upgrade

Satisfaction with upgrades remained high, and the perceived impact of upgrades increased over time. Many participants reported feeling more comfortable in their homes and seeing reductions in energy bills three months after upgrades were installed. Notably, participants who received upgrades were more likely to express interest in future improvements, suggesting that upgrades can build momentum for continued action.

Recommendation: Track long-term impacts and support staged upgrades through follow-up engagement or concierge-style models to help households keep progressing on their energy transition journey.

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2 Introduction

The 2024 Geelong Electric Homes Program aimed to support households in the Greater Geelong region to upgrade their homes to electrify and improve energy efficiency. The program was led by Geelong Sustainability, in partnership with local councils and community organisations. It was supported by researchers from UTS and Monash University as part of Energy Upgrades for Australian Homes (EUAH), funded through RACE for 2030.

The 2024 program made several key changes to its design and delivery, compared to the 2023 program. These included an expanded product offering, different suppliers, revised messaging, and an adapted engagement model. This second stage aimed to build on previous learnings while extending the program's reach and impact.

This final project report presents outcome data and participant feedback from the 2024 pilot and compares these results to the 2023 program. It draws on expressions of interest (EOIs), product purchase data, communications and engagement metrics, and three participant surveys conducted across both program years.

Key questions guiding the research include:

- Who is engaging with the program, and through what channels?
- What influences participants' decisions to proceed—or *not* proceed—with upgrades?
- How satisfied are participants with their experience and the upgrades installed?
- What impacts are participants reporting, and how do these change over time?
- What lessons can be applied to improve future programs?

2.1 Changes to program

Several changes were made between the 2023 and 2024 programs:

- **Expanded product offering:** In addition to heat pump hot water, reverse cycle air-conditioning, solar PV and batteries and EV charging, new upgrade options were introduced in 2024. These included home energy audits, induction cooktops, insulation, draught-proofing, and e-bikes.
- **Refined messaging:** In collaboration with EUAH researchers, messaging was updated to focus more on comfort and bill savings, and less on electrification, to appeal to a broader audience.
- **Reduced communications budget:** In 2023, the program partner RACV Solar contributed \$35,000 toward advertising. Partner marketing budgets in 2024 were significantly less, resulting in fewer print, radio, and in-person promotional activities.
- **Adjusted engagement model:** Fewer in-person information sessions were held (3 in 2024 vs. 15 in 2023), with a greater emphasis on webinars and opportunities to ask suppliers questions during sessions.
- **Supplier vetting and support:** Additional checks were introduced to assess supplier capacity, local engagement and quality assurance.

These changes were designed in response to evaluation of the 2023 program and customer feedback.

2.2 Participant survey details

2023 Participant Survey:

- Distributed to 1,395 participants approximately 3 months after the close of the program
- 181 complete responses received (as of 18 April 2024)
- Response rate: 6% of all participants (14% of those who submitted an EOI)

2024 Participant Surveys:

- Survey 1: Sent to 1,254 participants immediately following the close of the program
 - 77 complete responses received (as of 31 January 2024)
 - Response rate: 6% of all recipients (11% of those who submitted an EOI)
- Survey 2: Sent to 1,232 participants 3 months after the program closed
 - 75 complete responses received (as of 13 April 2024)
 - Response rate 6% of all respondents (31% of those who went ahead with a purchase)

2.2.1 Limitations

- **Low response rates:** particularly for the 2024 surveys, limit the generalisability of the findings. However, responses were received from 31% of people who went ahead with a purchase in 2024, suggesting the results for that sub-group are more representative.
- **Survey distribution errors:** The 2024 survey was inadvertently sent to some 2023-only participants. Where these respondents could be identified, their responses were excluded from the 2024 dataset.
- **Limited linking of Survey 1 and Survey 2 responses (2024):** Participants were asked to provide an email address to enable linkage between the two waves. While most provided an email, only around one-third of respondents completed both surveys.
- **Timing of Survey 1 (2024):** Survey 1 (2024) was originally intended to be distributed after expressions of interest (EOIs) were submitted but before upgrades were installed. It was instead sent at the close of the program due to delays. As a result, the comparison between Survey 1 and Survey 2 reflects a shift from immediately post-upgrade to approximately three months after upgrades were installed.
- **Survey respondent representativeness:** Of respondents to the 2024 survey, 95% had submitted an expression of interest (EOI), and 60% had gone on to complete at least one upgrade, three times the overall program-wide conversion rate of 20%. This suggests that the survey responses are more representative of participants who completed the purchasing process, rather than those who opted not to continue. Survey participants were also more likely to report that they heard about the program through Geelong Sustainability (69%), compared to all participants who completed an EOI (49%).

2.2.2 Exclusion criteria

Survey responses were excluded from analysis if:

- A 2024 survey respondent had participated in the 2023 program but not the 2024 program
- The response was identified as a test entry
- The response was identified as a duplicate, based on matching email addresses
- The respondent completed less than 40% of the survey

2.2.3 Approach

The primary focus of this evaluation was on descriptive statistics, which provide the most reliable basis for understanding participant behaviour and program outcomes given the limitations of the dataset.

Regression and t-tests were used selectively to explore potential patterns and relationships in the data. However, these results should be interpreted with caution. The small sample sizes, low response rates, and non-representative nature of the survey sample limit the statistical power and generalisability of these analyses. As such, any inferential findings are best considered exploratory, rather than definitive.

3 Overall outcomes

3.1 Insights

In 2024, 658 households submitted an expression of interest (EOI) through the Geelong Electric Homes program. Of these, 157 went on to purchase at least one upgrade, resulting in a household-level conversion rate of 24%. Collectively, these households submitted 1,887 product EOIs and completed 201 purchases, giving a product-level conversion rate of 11%. This indicates that many households explored multiple upgrade options before deciding where to invest.

Similarly to 2023, in 2024 hot water heat pumps were the most popular upgrade, leading in both EOIs and purchases. Home energy audits ranked second for total purchases and had the highest conversion rate of any product type (20%), suggesting strong interest and a good follow-up process from suppliers of this product.

Overall, the 2024 program saw a 15% drop in product EOIs and a 41% drop in purchases compared to 2023. This decline may reflect changes in program delivery, including reduced in-person engagement, a smaller communications budget, and a shift in audience.

It may also reflect the wider range of upgrades available in 2024. With more options, households appeared to do more exploratory research, submitting more EOIs per household but going ahead with fewer purchases overall. This suggests people have limited time and budget and ultimately prioritised upgrades like hot water and solar over insulation, heating and cooling, and induction cooking. It may also reflect the attraction of a different cohort to 2023, who were less ready to purchase, or the lower level of disruption for energy audits and hot water heat pumps compared to other upgrades.

3.1.1 2024 Program outcomes

Table 1. Number of 2024 enquiries and purchases by product type

Product Type	Enquiries	Purchases	Conversion
Overall	658 households, 1887 product EOIs	157 households, 201 purchases	24% of households, 10% of EOIs
Hot Water Heat Pump	334	64	19%
Heating and Cooling	267	24	9%
Solar	234	32	14%
Induction Cooking	230	21	9%
Battery Storage	208	6	3%
Home Energy Audit	191	38	20%
Insulation	189	15	8%
Draught Proofing	166	1	1%
Electric Vehicle Charging	68	0	0%

3.2 Comparing 2023 and 2024 programs

3.2.1 Number of product EOIs per household

Table 2. The percentage of households expressing interest in one, two, three, or four or more upgrade types

	2023	2024
Unique enquiries	927	658
Interest in 1 product	30%	29%
2 products	28%	22%
3 products	21%	19%
4+ products	21%	30%

3.2.2 EOIs and purchases by product

Table 3. Number of enquiries and purchases by product type, comparing 2023 and 2024 programs

Product Type	2023			2024		
	Enquiries	Purchases	Conversion	Enquiries	Purchases	Conversion
Overall	927 households, 2224 product EOIs	220 households, 343 product purchases	24% of households, 15% of product EOIs	658 households, 1887 product EOIs	157 households, 201 purchases	24% of households, 11% of EOIs
Hot Water Heat Pump	632	158	25%	334	64	19%
Solar	462	79	17%	234	32	14%
Heating and Cooling	414	72	17%	267	24	9%
Battery Storage	497	5	1%	208	6	3%
Electric Vehicle Charging	219	4	2%	68	0	0%

4 Engagement with program

4.1 Insights

In 2024, the program reached broader audiences through stronger digital outreach. The revised messaging focused more on comfort and bill savings and appeared to resonate with more households. This is reflected in an increase in participants who heard about the program via social media, local media, and community networks, and a decrease in those referred directly by Geelong Sustainability.

Attendance at information sessions and webinars was lower than in 2023, primarily due to a reduced number of sessions. Participants who attended a session were significantly more likely to submit an expression of interest than those who didn't. Some potential reasons behind this may include:

- Sessions helping to build understanding and confidence in the program
- Audiences who attended a session being more motivated to access information

However, exploratory analysis of the data suggests attendance at an event did not have a statistically significant effect on upgrade purchases, indicating that other factors—such as household readiness, trust in suppliers, or available support—became more important after the initial decision to express interest.

Survey responses also pointed to a strong desire for more tailored and detailed information, particularly around newer or more complex upgrades like induction cooktops. This highlights an opportunity to strengthen future engagement by ensuring participants can easily access relevant, personalised advice.

4.2 Overall engagement

Table 4. Types of engagement activities in 2023 and 2024

Engagement method	2023 Number	2023 Outcome	2024 Number	2024 Outcome
Print ads	41	NA	37	NA
Different social posts	47	135,278 reach	62	162,399 reach
Roadside signs	4	NA	4	NA
Electronic Direct Mails	5	NA	6	NA
In person information sessions	15	1500 attendees	3	200 attendees
Online webinars	3	500 attendees	4	300 attendees

4.3 Expressions of interest source

Table 5 shows where people indicated they had heard about the program. This question was asked when they completed an EOI.

Table 5. Percentage of enquiries from different sources

	2023	2024
Geelong Sustainability	67%	49%
Social Media	8%	16%
Community Group	7%	7%
Delivery partner	3.4%	1%
Local Council	5.6%	4%
Friends or family	10%	8%
Other (direct to supplier, but mentioned EHP)		15%

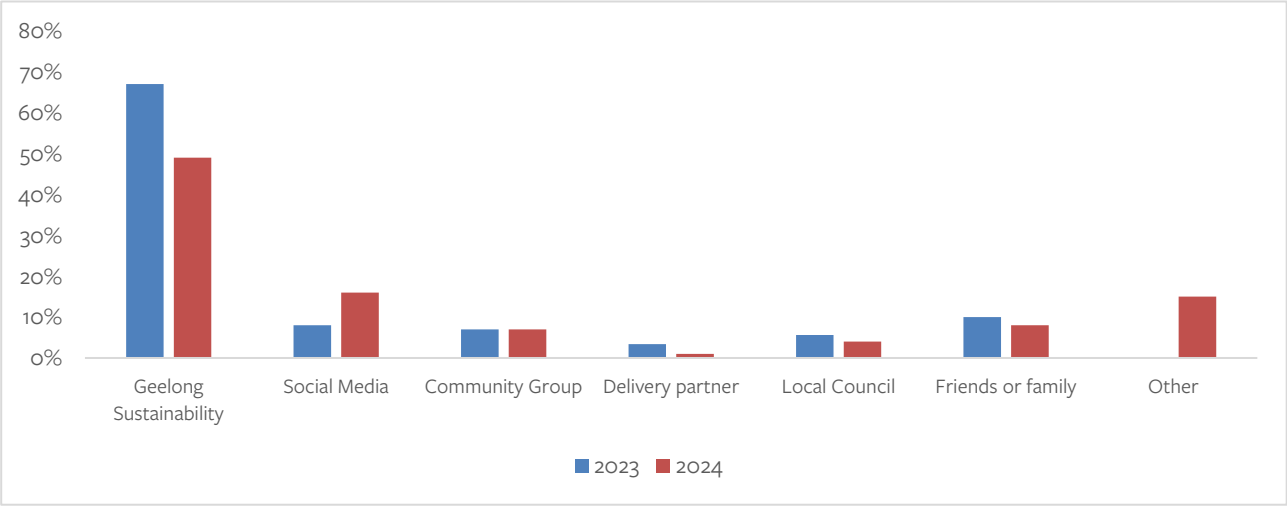


Figure 1. Source of EOIs, as measured by question in EOI form, 2023 compared with 2024

The participant survey also asked respondents where they had heard about the program. Survey respondents were more likely to respond that they had heard of the program through Geelong Sustainability, indicating an over-representation of Geelong Sustainability followers among survey respondents, particularly for the 2024 survey.

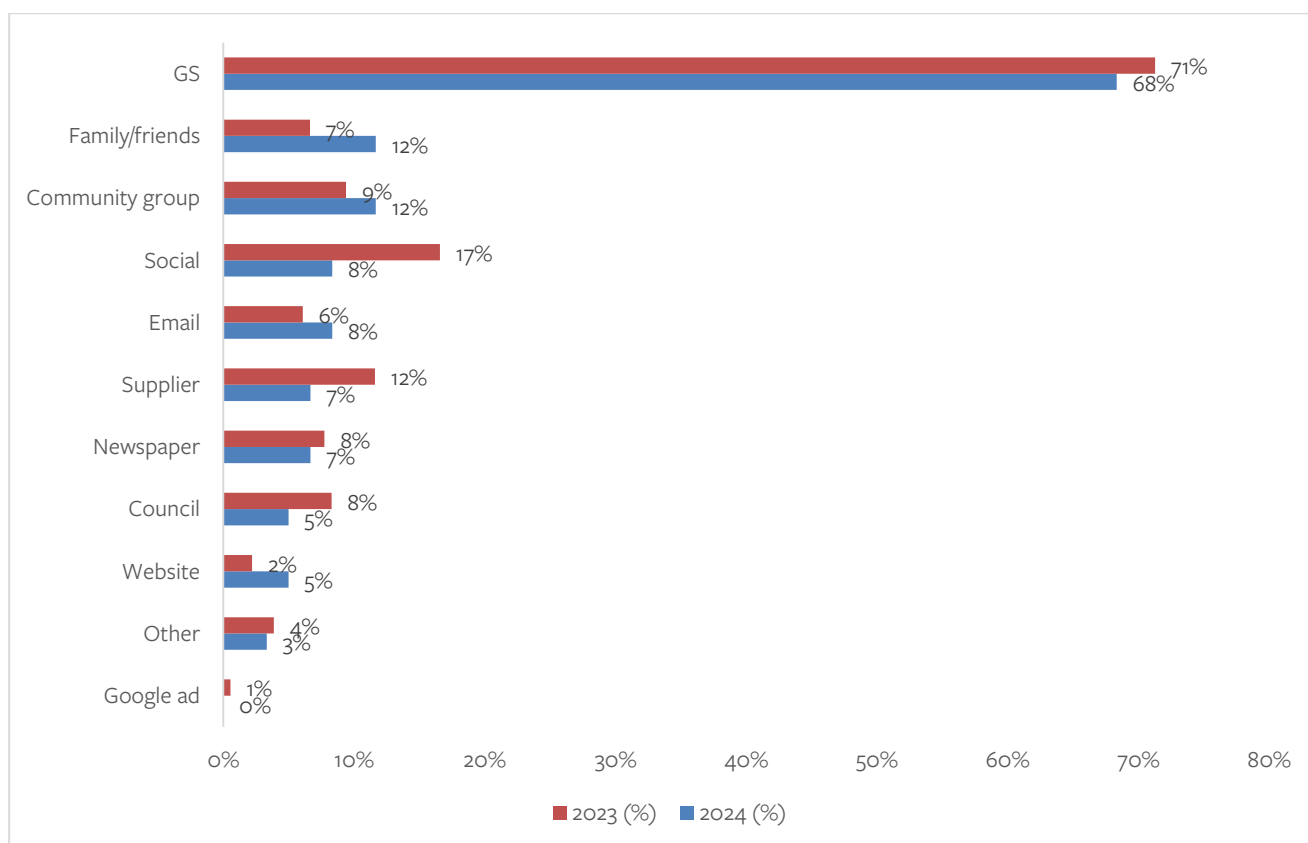


Figure 2. Source of EOI, as measured by survey question (2023 compared with 2024)

4.3.1 Are different channels reaching people from different incomes?

Analysis of the combined 2023 and 2024 survey results suggests that lower income households (weekly household income of \$999 or less) were more likely to hear about the program through the council, family and friends and community groups.

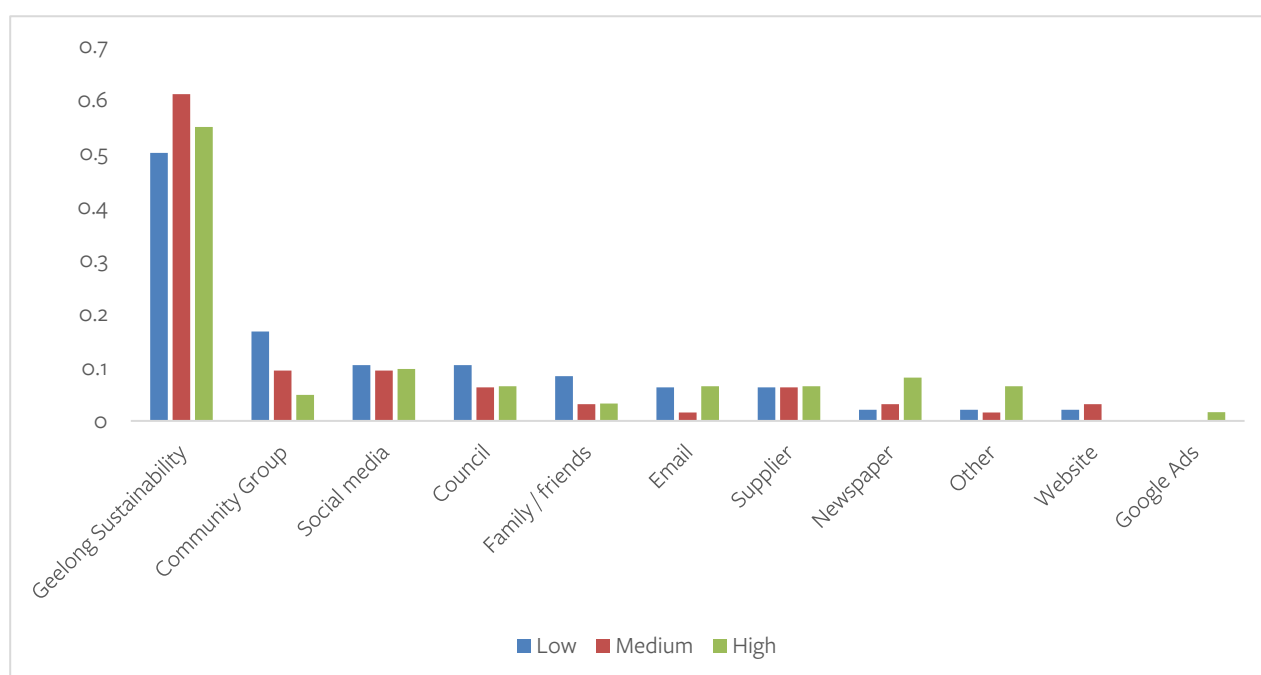


Figure 3. Source of EOI (from survey question “How did you learn about the program?”) by income, combined 2023 and 2024 survey results

4.4 Experiences and impact of sessions

The likelihood of attending an information session or webinar was:

- 70% for 2023 participants
- 51% for 2024 participants

Of the 31 respondents who reported attending a session in 2024:

- 84% found the presenters knowledgeable and engaging
- 74% felt the session ran on time and was a good length
- 71% found the content easy to follow
- 58% felt more informed about electric homes after the session
- 35% felt their questions were fully answered

Four comments were provided about the 2024 sessions, with two highlighting a need for more detailed information—particularly around induction cooktops. One participant noted:

“They needed to be more informed about retrofitting cooktops. Their lack of knowledge and information caused me much run around and cost.”

Note: Due to an error in the response scale for the 2024 survey, the questions on session quality are not directly comparable.

4.4.1 Relationship between attending a session and expressing interest or purchasing a product

Attending an information session increased the likelihood of submitting an expression of interest by 11 percentage points. However, attending a session did not result in a significant change in purchasing behaviour.

Table 6. Proportion of people who submitted EOIs and purchased products, by attendance at an information session

	Submitted EOI	Went ahead with purchase (of those who submitted EOIs)
No info session	71%	46%
Info session	82%	40%

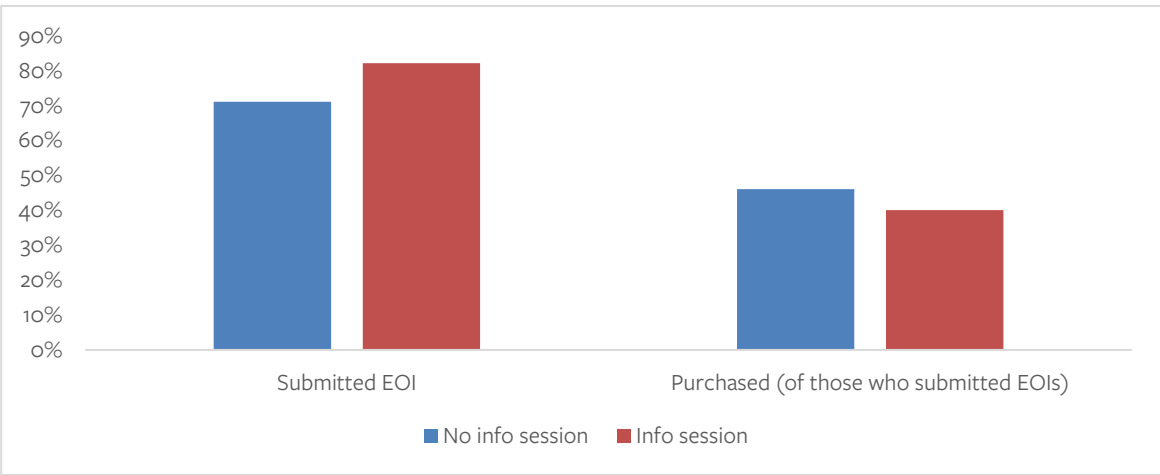


Figure 4. Proportion of people who submitted EOIs and purchased products, by attendance at an information session

5 Purchasing decision

5.1 Insights

In 2024, the most common motivations for pursuing home energy upgrades were thermal comfort, lowering energy bills and reducing emissions, each rated at a similar level of importance by participants. Increasing property value was a less common driver overall. These motivations did not appear to vary significantly by age or income.

Exploratory analysis was used to test whether the following factors influenced the likelihood of purchasing an upgrade:

- Household income
- Household type
- Whether a home used gas
- The referral pathway for the program
- Motivation for participating in the program

None of these factors were found to have a significant effect for this sample (noting that the sample is small with limited representativeness). However, descriptive data suggests that single person households and people who enter the program through recommendations from friends and family may be more likely to go ahead with purchases. These factors warrant further exploration in future programs.

The most frequently cited barrier to proceeding with an upgrade in 2024 was that participants were still gathering information. Other common reasons included financial constraints and going with another provider. Compared to 2023, five times fewer participants in 2024 cited price as a barrier, suggesting that perceptions of value or affordability may have improved—potentially due to changes in suppliers, products, or messaging.

5.2 Motivation for participating

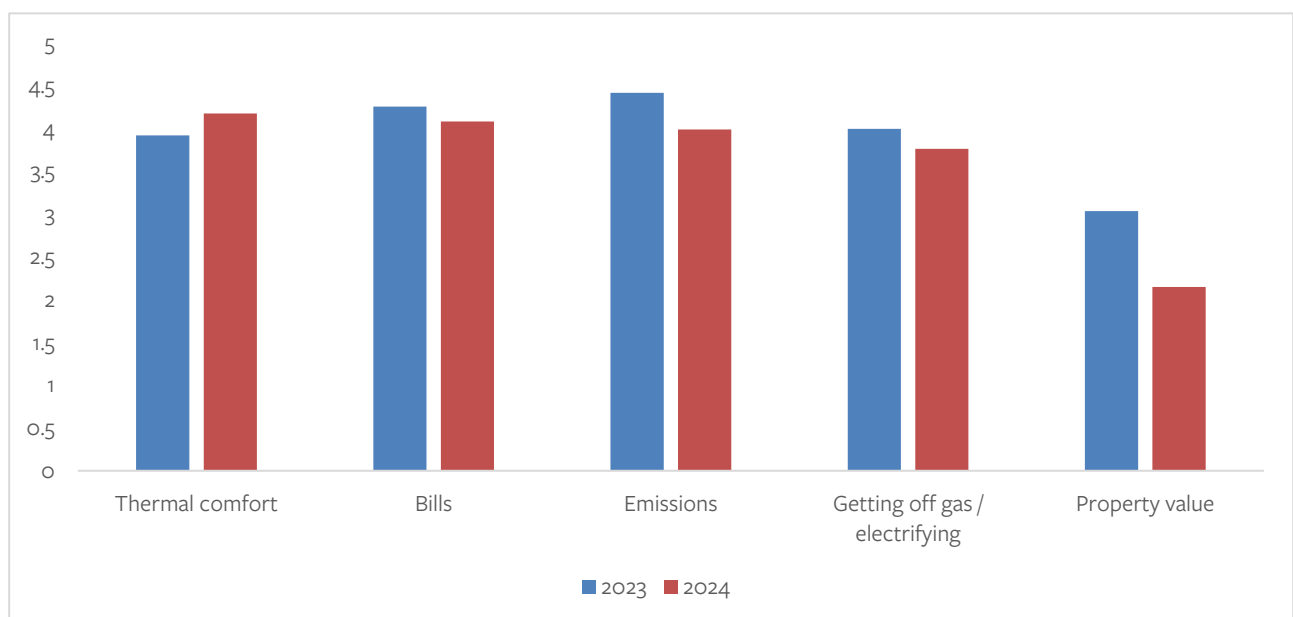


Figure 5. Motivation of participants by year, measured by average score on “How important was each of the following to you when deciding whether to upgrade your home?”

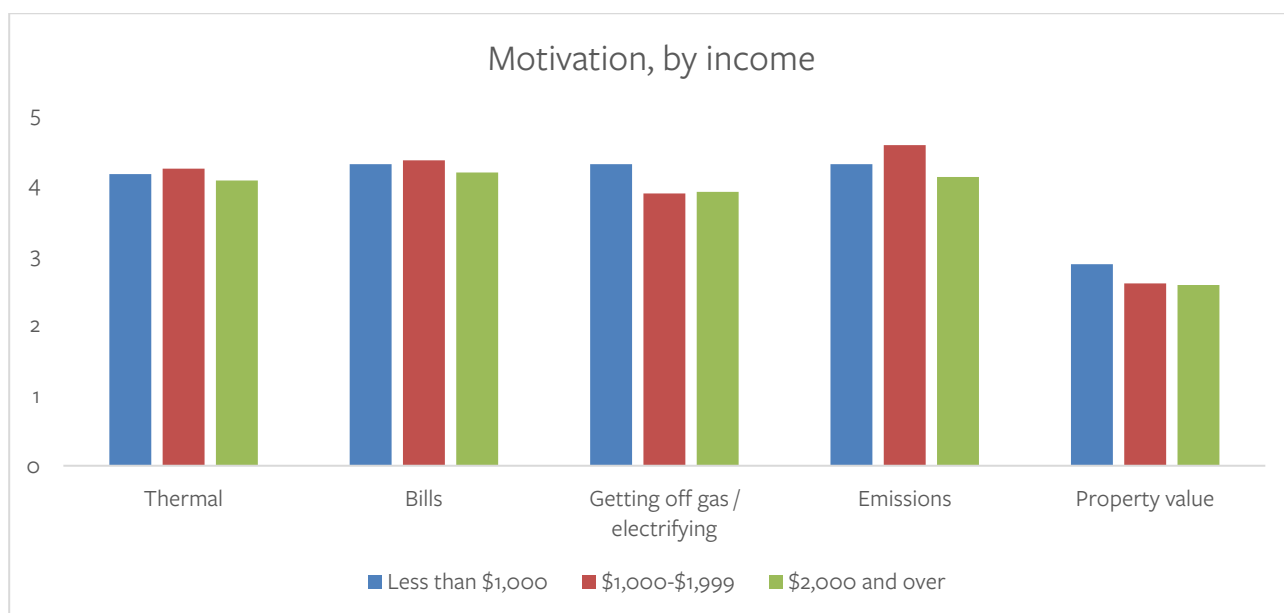


Figure 6. Motivation of participants by income, combined 2023 and 2024

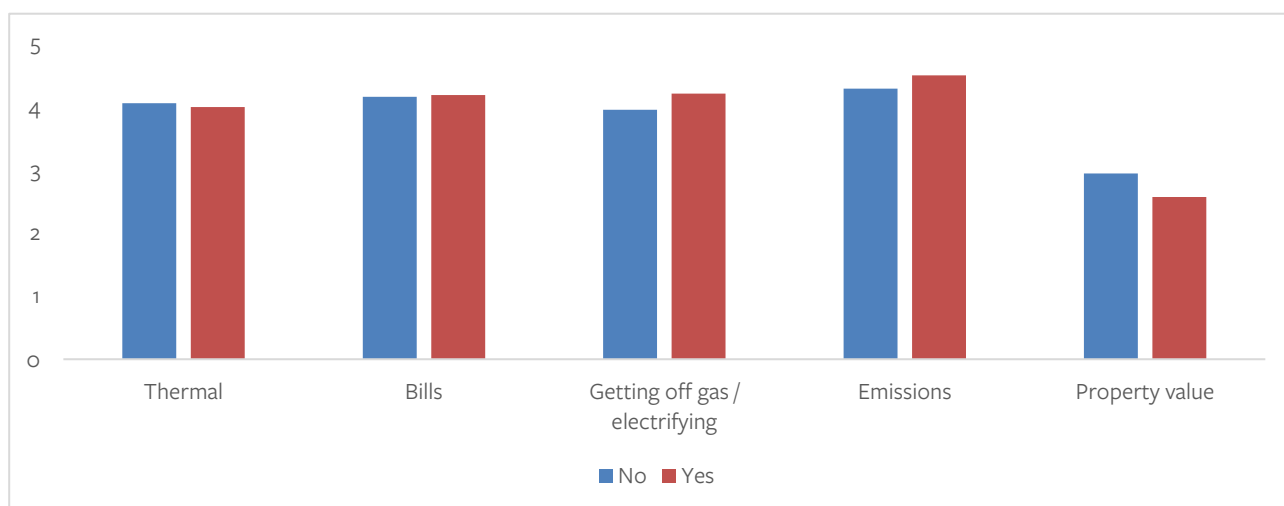


Figure 7. Motivation of participants by purchase outcome, measured by average score on "How important was each of the following to you when deciding whether to upgrade your home?", combined 2023 and 2024

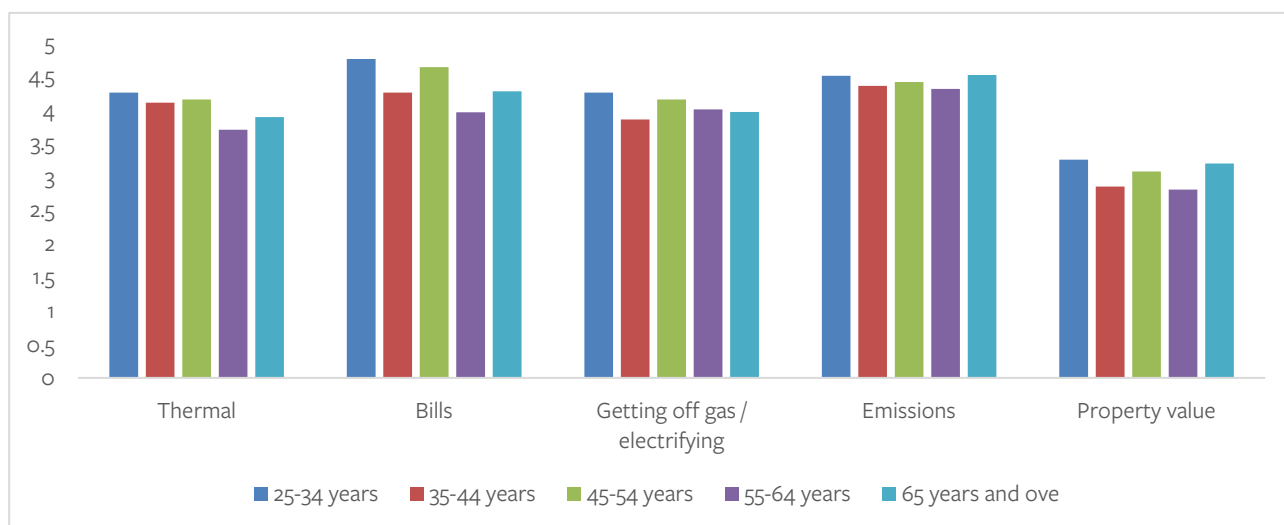


Figure 8. Motivation of participants by age, measured by average score on "How important was each of the following to you when deciding whether to upgrade your home?", 2023 only

5.3 What is influencing the purchasing decision?

Analysis was conducted to explore whether household income, household type, or the presence of gas in the home predicted the likelihood of submitting an expression of interest or proceeding with a purchase. No statistically significant effects were found. However, descriptive statistics suggest that single-person households may have been more likely to purchase an upgrade.

Participants who heard about the program through family and friends or news sources (radio, print ads) were also more likely to make a purchase. Participants entering the program through Geelong Sustainability, by social media and through the council were less likely to make a purchase. In the case of Geelong Sustainability and the council, this likely reflects that people engaged with these platforms have participated in previous programs. In the case of social media, this likely reflects that these participants need more hand-holding and support to convert to purchase.

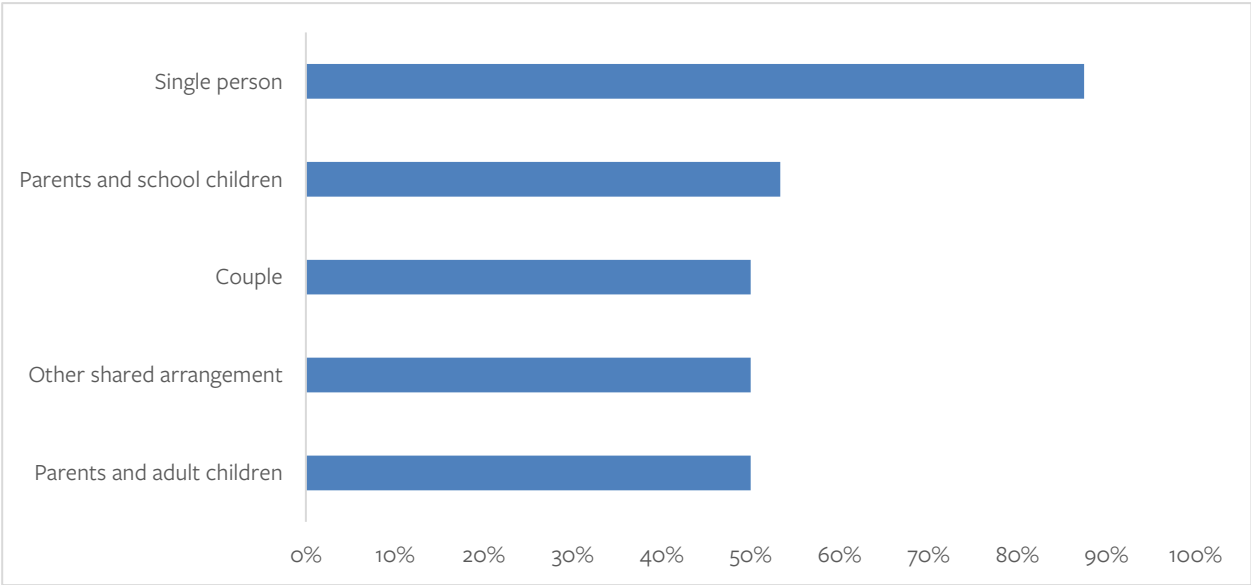


Figure 9. Percentage of participants purchasing upgrades, by household type (2024 only)

Table 7. Likelihood of purchasing, based on how participants heard of program (2024)

	No purchase	Purchase	Difference
Family and friends	41%	60%	19%
News	45%	55%	10%
Community group	50%	50%	0%
Supplier	54%	46%	-8%
Web	55%	45%	-10%
Google	55%	45%	-10%
Geelong	56%	43%	-13%
Email	58%	42%	-16%
Social media	59%	41%	-18%
Council	65%	35%	-30%

5.4 Barriers to purchasing upgrades

In 2024, the top three reasons for not proceeding were that a participant was:

1. Just gathering information
2. Not ready due to financial reasons
3. Upgraded with another provider

The biggest difference between the 2023 and 2024 programs were that five times the proportion of people reported the price was too high in 2023. This may reflect changing providers with more affordable upgrades or increased household income available for upgrades (e.g. more confidence in available capital as a result of income rate stabilisation).

In 2023 there was also a larger proportion of people just gathering information than in 2024. Comments indicate that many of these people attended sessions but did not go ahead with purchasing. It may also reflect that more participants entered the program through Geelong Sustainability and want to engage in conversations related to electrification.

However, it is worth noting that the proportion of people answering the survey in 2024 was small (n = 23), compared to 2023 (n = 112).

Table 8. Percentage of households selecting each option for “Please tell us why you chose not to proceed through the Electric Homes Program”

	2023 (%) n = 112	2024 (%) n = 23
Just gathering information	35%	20%
Financial reasons	30%	20%
Another provider	14%	17%
Customer service	11%	13%
Not ready due to building, renovating, moving	19%	10%
Didn't trust advice	7%	10%
Product didn't suit needs	4%	10%
Too complicated	0%	10%
Price was too high	35%	7%
Confused about system options or regulation	8%	3%
Wait times	3%	0%

5.4.1 Qualitative themes on reasons for not proceeding

2024:

- Product not yet available in Australia
“Bidi [bidirectional EV charging] not readily available”
- Supplier issue
“None of the contractors have been in touch with me. I am most disappointed.”
- Nothing suitable for home

2023:

- Already had products installed

- Value (lack of rebate, ROI too long, upfront cost)
“Providers were price gouging and taking government subsidies and still giving high quotes”
- Supplier issues – ‘dismissive’, still waiting for quotation (these seemed to occur across different upgrade types)
“Requested a quote. Somehow quote was never finalised. Couldn’t find email trail or text conversation. Not sure who was at fault. Still wanting to transition from gas to electric.”
- Waiting until later point (new house, current system breaking down)
- Wanted local supplier / Australian products
- Wanted more personalised information
“I need advice specific to my situation rather than general advice”

6 Installation

6.1 Insights

Participants reported very positive experiences with delivery partners in 2024. Across all key measures, the vast majority agreed or strongly agreed that the process was professional, helpful, and easy to manage. For example, 91% said thorough technical advice was provided based on their needs, 96% felt the customer service met their expectations, and 91% found the key delivery partners to be trustworthy. Similarly, 91% agreed it was easy to arrange a suitable installation time, and 91% described the installation team as professional and timely. These results suggest that delivery partner performance was a strong point of the 2024 program.

Compared to 2023, average satisfaction scores improved across all indicators. The largest increases were seen in customer service (rising from 4.16 to 4.62), technical advice (from 4.13 to 4.46), and ease of scheduling installation (from 4.35 to 4.63). These results suggest refinements made to supplier vetting and engagement in 2024 had a positive impact on participant experience.

Participants reported spending between 0 and 9 hours organising their upgrades. Most used savings or mortgage offset accounts to finance their installations, with minimal change from 2023. The continued low uptake of other finance options highlights a potential opportunity for future programs—such as the proposed 2025 concierge trial—to support households in exploring alternative finance pathways.

6.2 Delivery partners

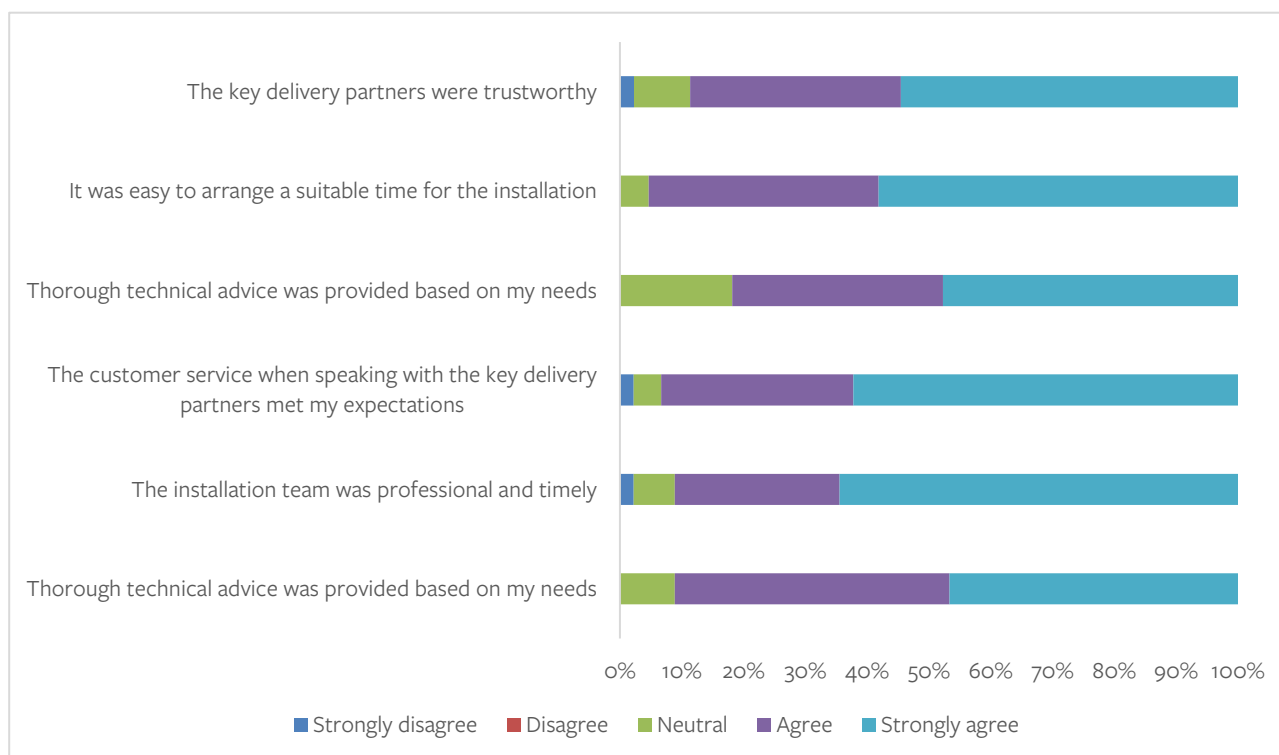


Figure 10. 2024 Supplier experience

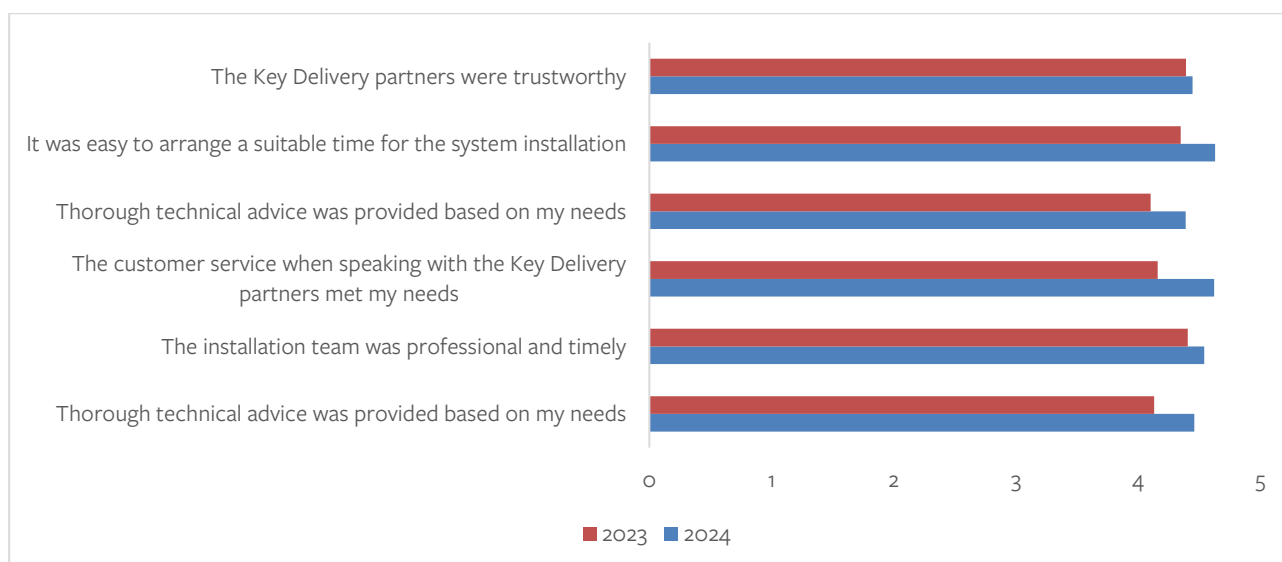


Figure 11. Supplier experience, comparing 2023 and 2024

6.3 Time taken (2024)

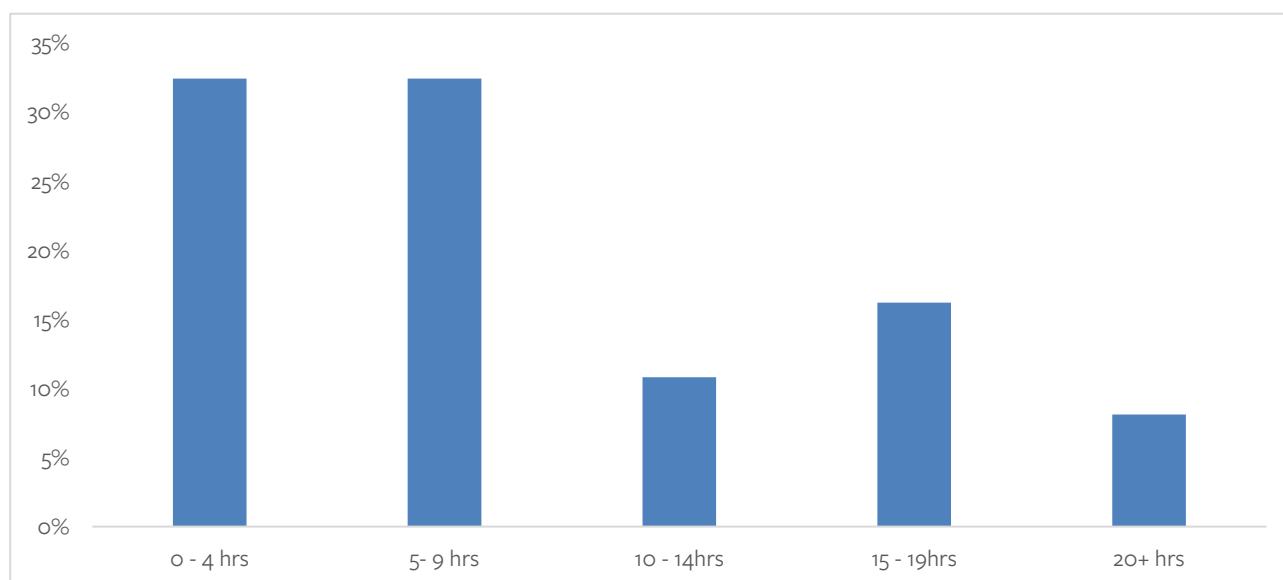


Figure 12. Proportions of respondents for question “Roughly how much time did it take you in total to learn about and organise your upgrades (in hours)?”

6.4 Finance

Table 10. Uptake of different finance options

Finance mechanism	2023	2024
Savings (or mortgage offset)	49	34
Home loan	0	1
Personal loan	3	1
Other	2	1

7 Outcomes from upgrades

7.1 Insights

Participant satisfaction remained high in 2024, with 94% reporting they were satisfied or very satisfied with the upgrades they received. Most participants said their homes felt more comfortable and their energy bills had decreased. Satisfaction with individual systems was also strong and trended slightly higher than 2023 levels.

To better understand how their experiences changed over time, participants were surveyed at two points: immediately after the program closed and again three months later. Results showed a 3.5 percentage point increase in overall impact scores over this period, indicating a statistically significant improvement in how participants perceived the benefits of their upgrades over time.

7.2 Program satisfaction

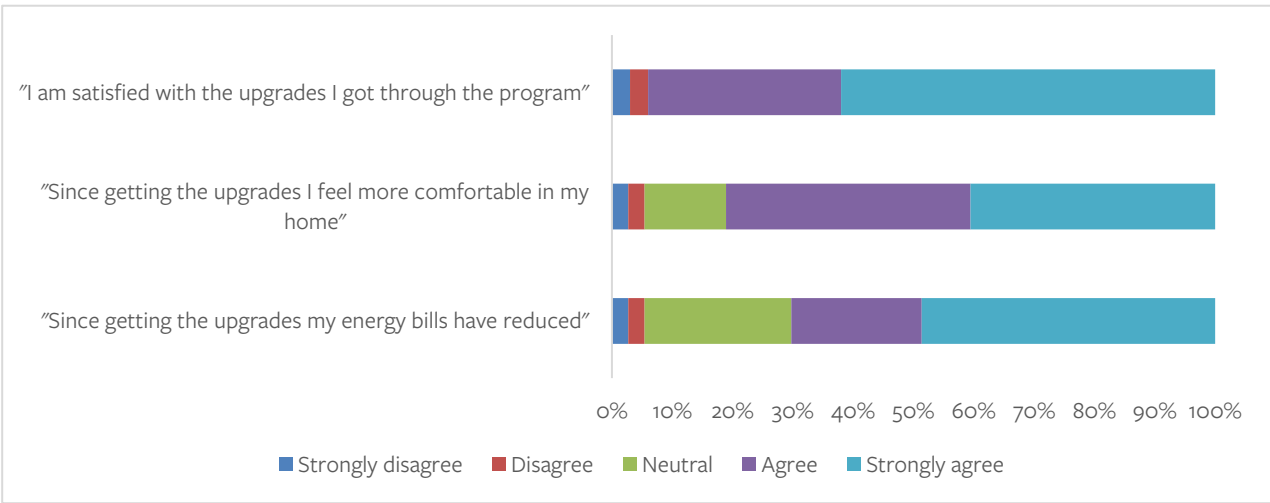


Figure 13. Experience of upgrades, 2024 program

7.3 System measures

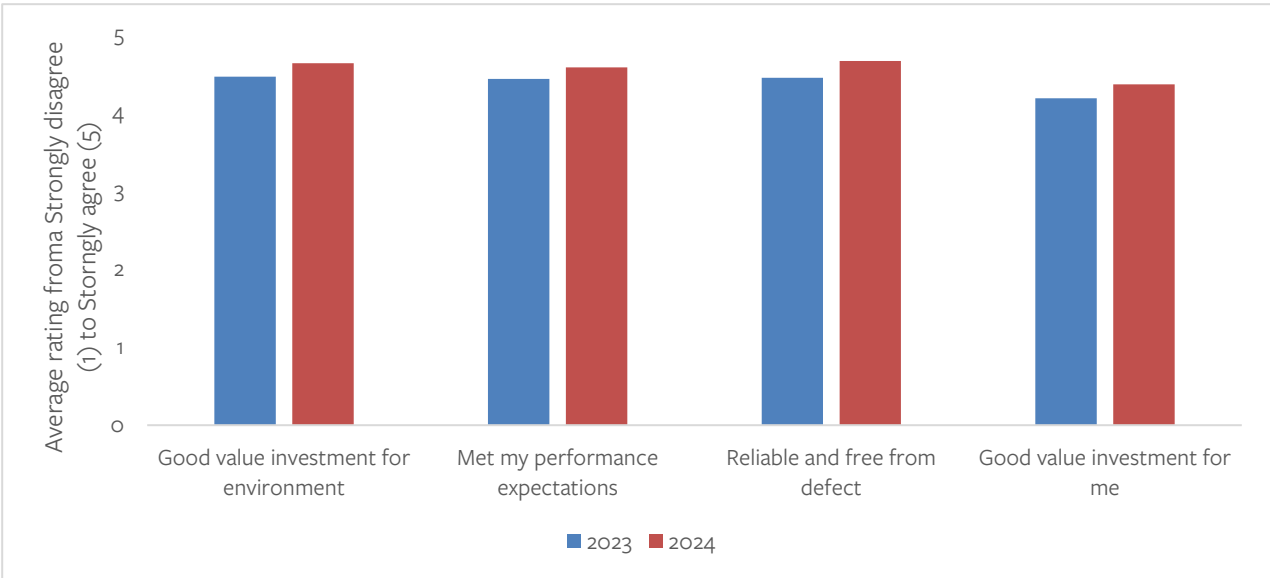


Figure 14. Perception of upgrade, 2023 compared with 2024

7.4 Home Upgrade Impact Scale

Participants were asked a series of questions about their energy behaviour, perceptions of upgrades and their comfort at home.

The total scale score on this scale was 3.5 percentage points higher three months after receiving upgrades compared with immediately after the program closed. Participants felt slightly less bill stress and found their homes more comfortable. Exploratory analysis suggests this is a significant increase (noting the sample was very small with only 24 people completing surveys at both timepoints).

After experiencing their upgrades, participants were more likely to express interest in undertaking further improvements. This suggests that upgrades not only delivered immediate benefits like comfort and bill savings, but also helped build confidence and momentum for continued action. Supporting households to take the next step, such as through follow-up engagement or staged upgrade plans, may be an effective strategy for future programs.

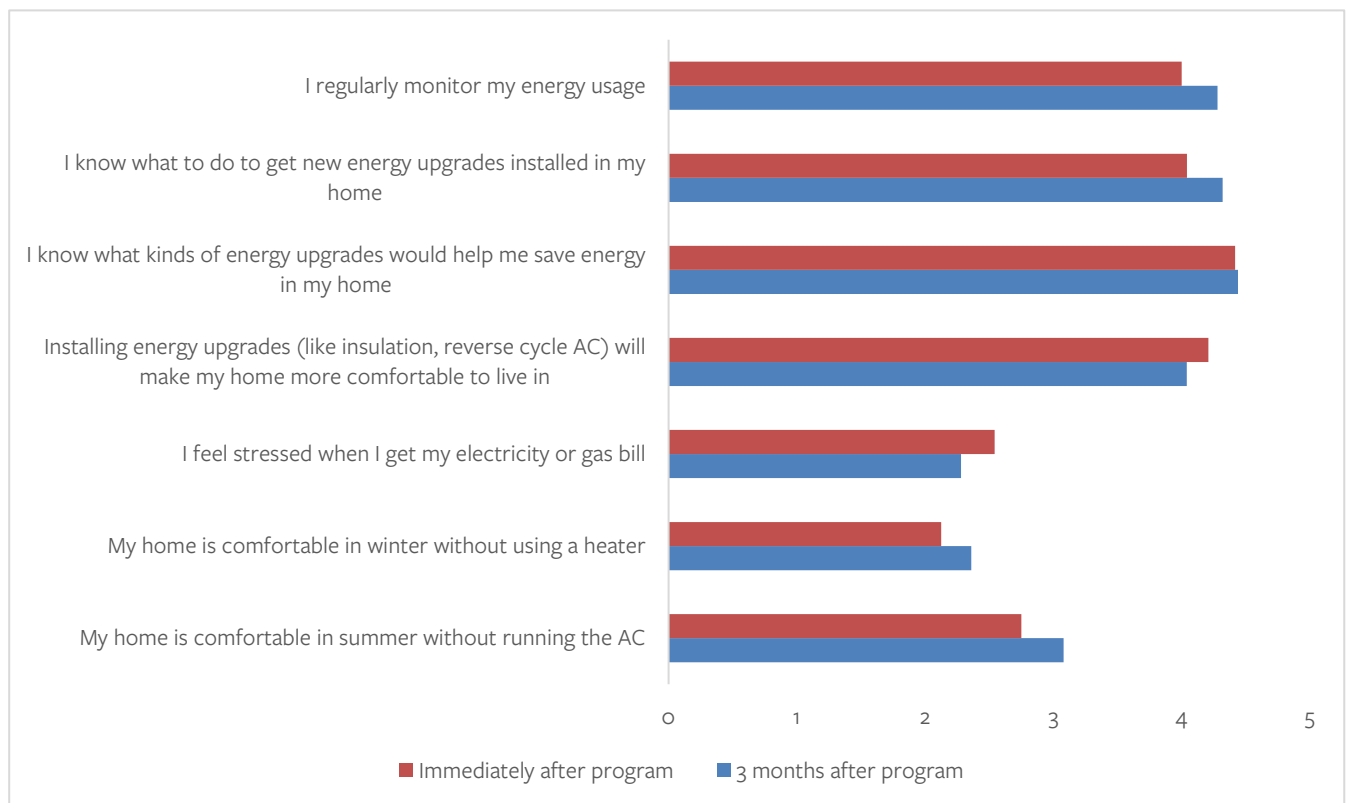


Figure 15. Average score on Home Upgrade Impact Scale, comparing immediately after the program with 3 months after the program

7.5 Future plans

After experiencing upgrades, people were more likely to intend to get more.

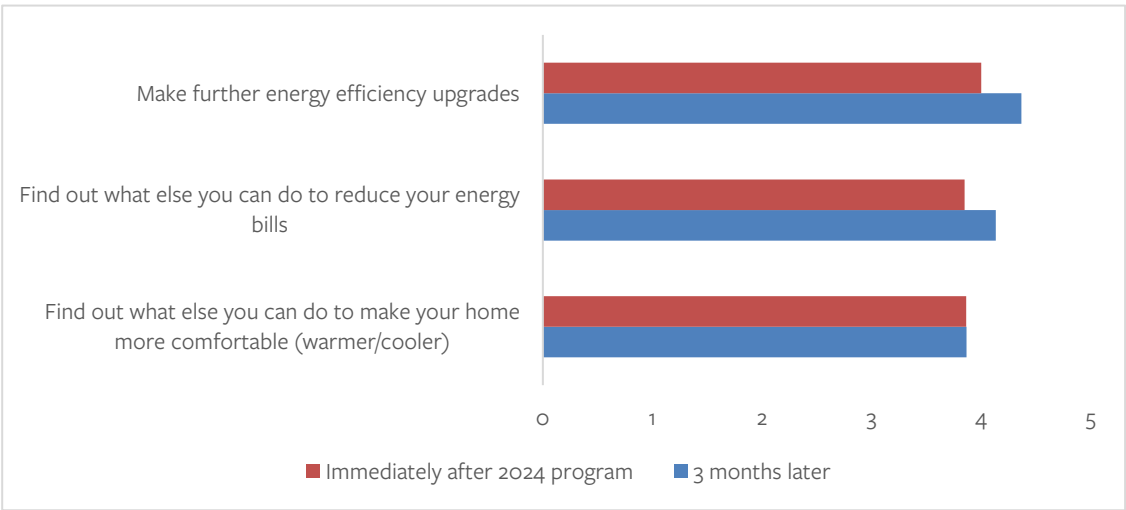


Figure 16. Average response to "In the next 1-2 years do you intend to:"

8 Program participants

8.1 Insights

The 2024 participant cohort was made up predominantly of homeowners living in detached houses. While this aligns with the broader G21 region housing profile, it suggests more targeted effort is needed to engage renters and residents in apartments or townhouses.

Household income levels in 2024 were slightly lower on average than in 2023, indicating the program may be reaching a somewhat different audience, though this trend was not statistically significant.

When compared with ABS data for the G21 Region, the participant group was broadly representative in terms of dwelling type (majority detached homes). The program audience had a higher proportion of couples without children, and a lower proportion of single households and parents with children, compared to the G21 region. Average income levels were similar to the general G21 region, but these were more concentrated around middle income households, with less high income and low income households. Finally, renters were much less likely to participate in the program across the region.

8.2 Homes

Respondents to the 2024 survey were:

- Very likely to live in a detached house (95%)
- Most likely to have a home built before 1991 (46%), most commonly made of brick or brick veneer (56%)
- Likely to be using gas in their home (72%)

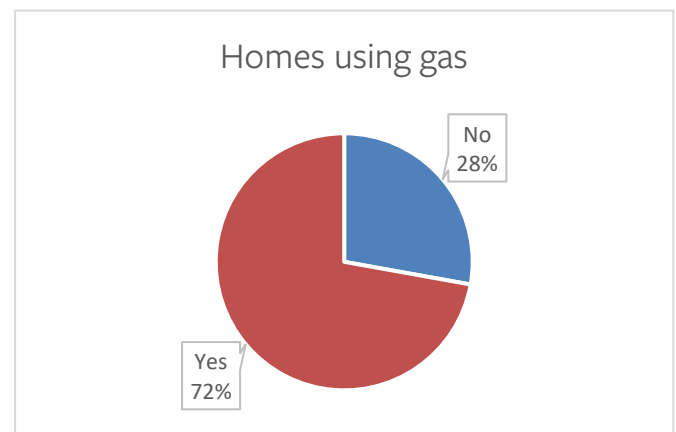
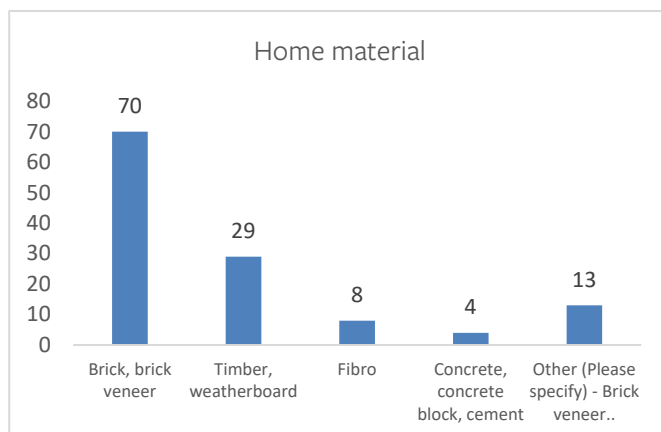
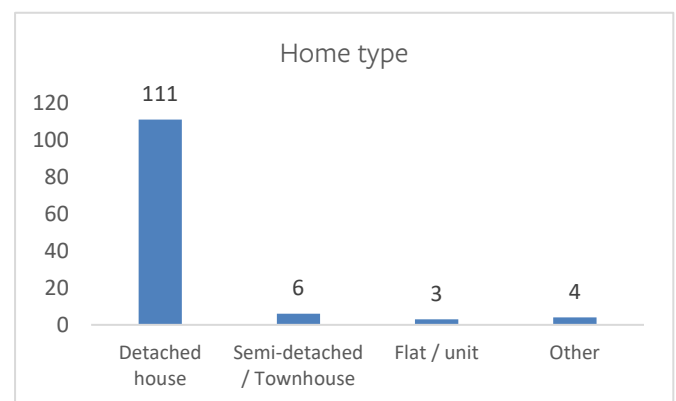
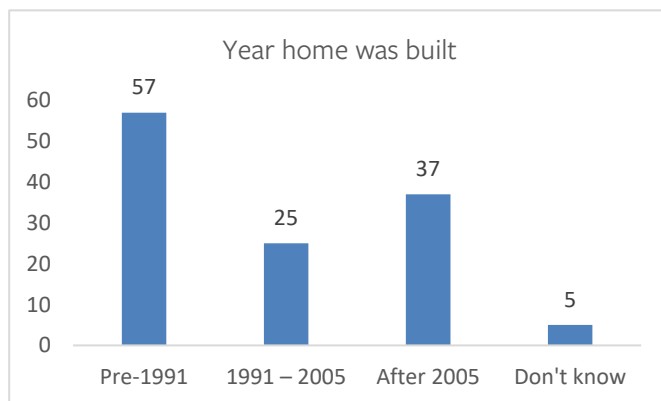


Figure 17. Housing types, combination of Survey 1 and Survey 2 from 2024 (N = 124)

8.3 Households

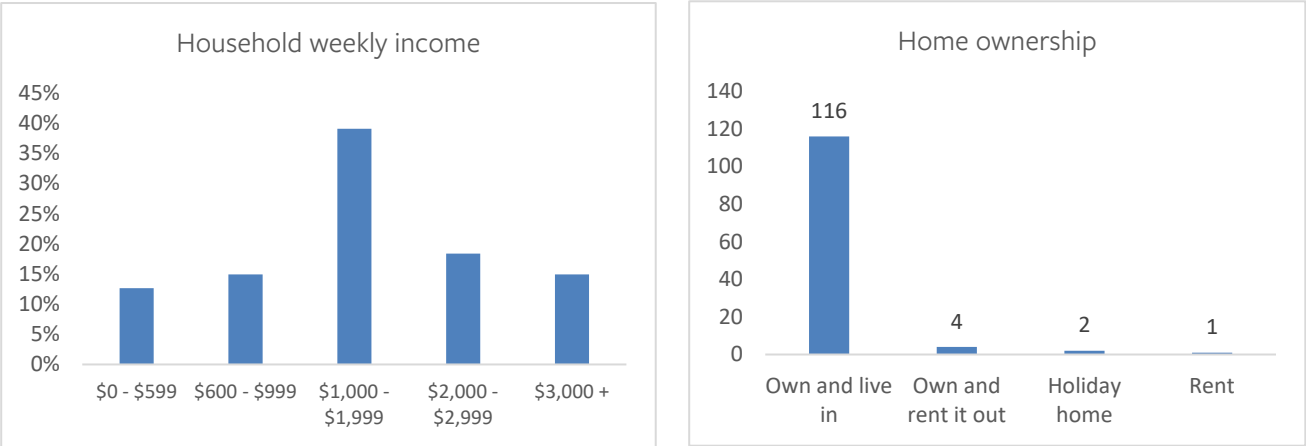


Figure 18. Household types, 2024 program

Table 10. Household types participating in 2024 Program

Household type	N
Single person	24
Couple	53
Parents and school children	29
Parents and adult children	11
Other sharing arrangement	7

8.4 Comparison with 2023 cohort

The only measure that was also asked in 2023 survey was income. The mean income for the 2024 program was slightly lower, however this was not statistically significant.

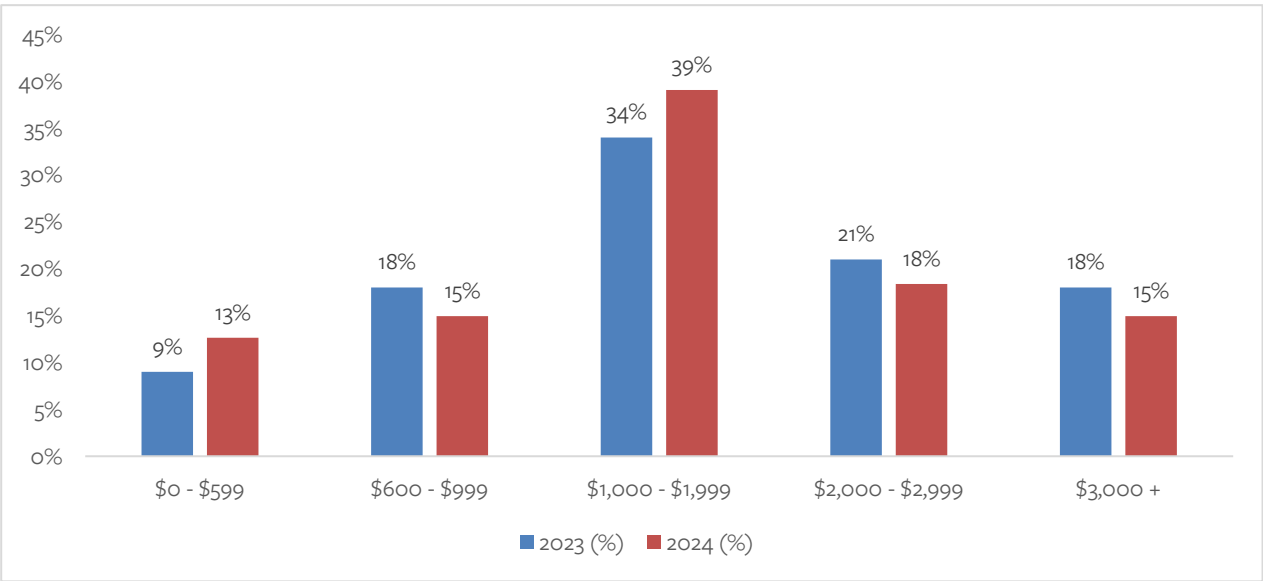


Figure 19. Household weekly income, comparing 2023 and 2024

8.5 Comparison with G21 region

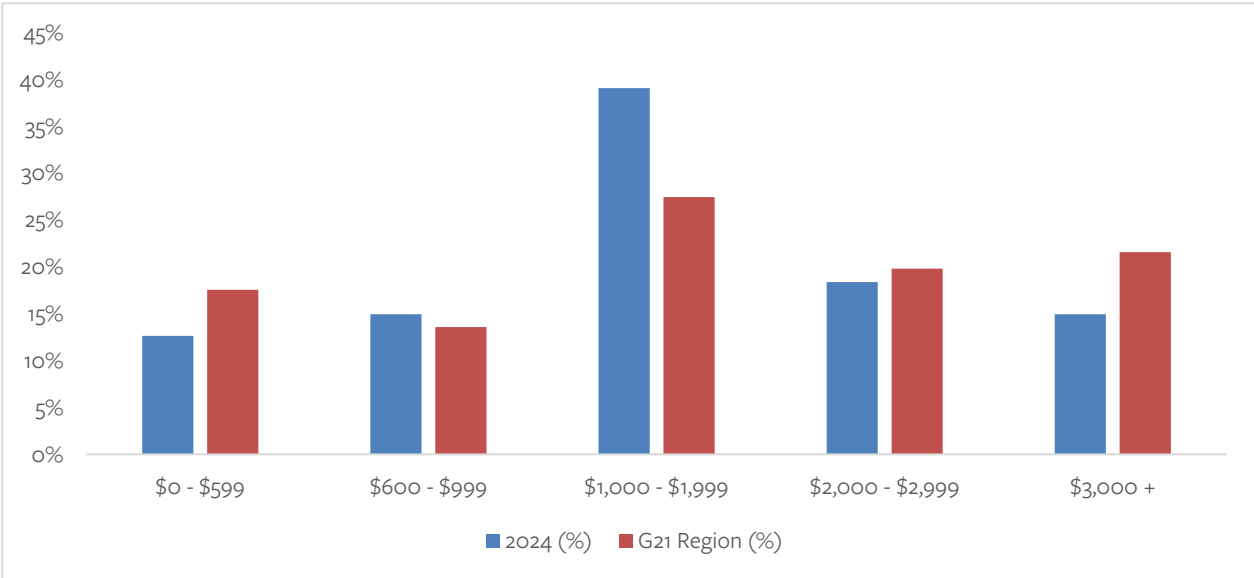


Figure 20. Household income for 2024 program, compared with G21 region

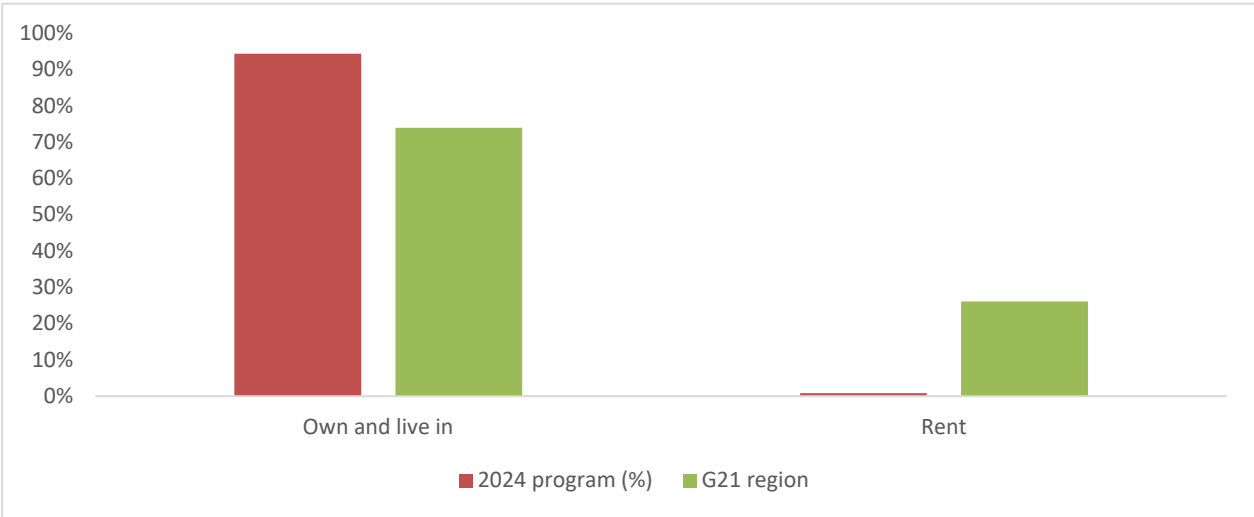


Figure 21. Housing tenure for 2024 program, compared with G21 region

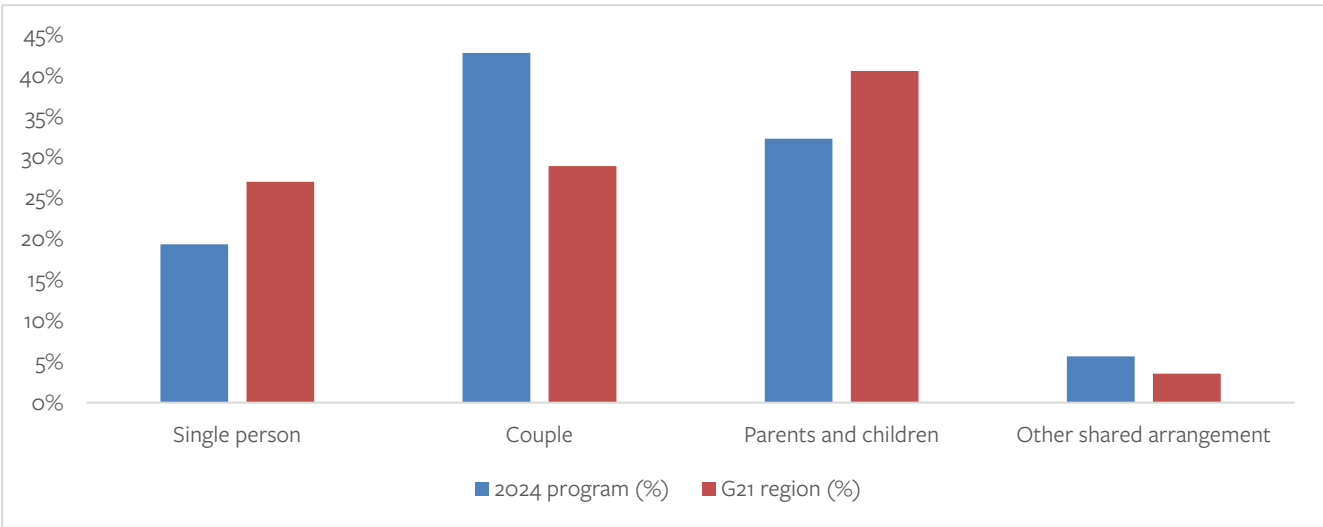


Figure 22. Household type for 2024 program, compared with G21 region

9 Conclusion

The Geelong Electric Homes Program continued to demonstrate strong engagement in 2024, attracting interest from 658 households and prompting over 1,800 product enquiries. While many households expressed interest in multiple upgrades, the total number of purchases dropped compared to 2023. This may reflect the natural slowing of uptake as early adopters are reached, combined with a broader offering of upgrade options in 2024 that led to more exploratory behaviour. The most commonly pursued upgrades were hot water systems, solar and energy audits.

Despite the dip in overall purchases, household-level conversion rates held steady at 24%, and participant experiences with key delivery partners improved slightly. Customer service and technical advice were rated more positively in 2024 than in the previous year, and satisfaction with completed upgrades were high. Survey data also showed that participants were more likely to consider further upgrades after experiencing the benefits of their initial ones. This makes a strong case for building on initial upgrades to encourage households to make multiple upgrades over time.

Analysis found no significant relationship between purchase decisions and household income, household type, or gas connection. This suggests that other factors, such as timing, confidence, trust in suppliers, or the mental load of decision-making, may play a larger role in decision-making. Programs seeking to move households from interest to action should consider more tailored and timely support, particularly for complex or higher-cost upgrades.

Policy recommendations

To accelerate uptake beyond the early adopters, future programs should:

- **Invest in trusted, tailored advice and concierge-style support** that helps households navigate options, compare costs, and increase their confidence.
- **Target communications to match household motivations**, especially thermal comfort and bill savings, which proved more engaging than messages about electrification.
- **Diversify delivery channels** to reach beyond already engaged homeowners, including community-based outreach, local events, and partnerships with trusted local organisations.
- **Support staged journeys**, recognising that many households choose to upgrade one system at a time. Post-upgrade follow-up may be a critical trigger for further action.
- **Explore enabling conditions such as finance access, landlord engagement, and policy levers** that support households who are interested but constrained.

