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Ballarat Electric Homes Program

Expression of Interest (EOI) for Project Delivery Partner(s) 2025

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Context and Background

The Geelong Sustainability Electric Homes Program, running successfully across 2023 and 2024, has seen remarkable achievements. With over 2,000 event attendees, 1,200 expressions of interest, and more than 300 product installations to date, the initiative has made a significant impact in transitioning homes away from gas.

The 2024 program is currently underway, with over 200 residents already on their way to adopting cleaner, all-electric solutions. This community-led program has focused on installing solar systems, batteries, hot water heat pumps, split system heating and cooling, as well as energy efficiency upgrades like insulation, draught proofing, and induction cooktops, supported by home energy audits.

In 2025, Geelong Sustainability will launch the Ballarat Electric Homes Program, supported by the City of Ballarat and community partners, including BREAZE (Ballarat Renewable Energy And Zero Emissions). This initiative will encourage residents to reduce gas dependence by offering a coordinated bulk-buy program for solar panels, batteries, heat pumps, split systems, and energy efficiency products. Geelong Sustainability is currently inviting expressions of interest (EOI) from experienced companies to join as Delivery Partners for the 2025 program, ensuring a smooth and impactful transition to sustainable energy solutions for the region.

Geelong Sustainability is a not-for-profit community organisation and registered charity that supports residents of Geelong and surrounds to be more sustainable in their everyday lives. Our vision is for people and our planet to thrive within sustainable limits. Our mission is to empower people to protect and regenerate our planet. Since our establishment in 2007, Geelong Sustainability has become the region's leading sustainability group with extensive networks in community, government and business throughout Geelong and the Barwon region. We are recognised for our evidence-based innovative projects, which educate and support our community's transition to a net zero, circular economy.

The program will consist of two main elements:

1. Community awareness and education sessions which will provide residents with information about the benefits of all electric homes. A series of forums, webinars and masterclasses will be delivered with expert speakers, providing practical steps for getting off gas, switching to all electric efficient appliances, increasing energy efficiency and adopting renewable energy technologies. These sessions along with a marketing strategy will feed residents into the second part of the program.
2. The subsequent segment of the program entails a bulk-buy initiative, enabling residents to seamlessly engage with reputable local installers for transitioning their homes to all-electric. This bulk-buy program aims to facilitate energy upgrades by implementing products like heat pump hot water systems, efficient split-system air conditioning, solar panels, and battery storage. Additionally, this year, we aim to extend our offerings to include residential home efficiency products such as insulation, induction cooktops, draft proofing home energy audits and finance.

Geelong Sustainability has effectively showcased the impact of similar initiatives through the execution of four successful programs in 2018, 2021 and the 'Electric Homes Program' in 2023 and 2024.

Project Partner/s

We are seeking suitable project delivery partner/s that meet the following:

- Are passionate about supporting the regions transition away from gas
- Are familiar and connected with the Ballarat and surrounding community
- Delivers quality and cost effective products and services
- Prides themselves on their customer service, support and overall customer experience
- Has a wealth of knowledge and experience to share with local residents
- Has the capacity to deliver and to manage a high volume of leads from the program
- Works within established procedures and workflows and has strong project management skills
- Demonstrates local involvement support and upskilling the workforce and or community
- Willingness to work collaboratively with Geelong Sustainability for the program promotion, marketing and events
- Are able to work within the identified timelines

Project Partner/s Role and Responsibilities

The role and responsibilities for the project delivery partner/s involved in this program is to:

- Work with Geelong Sustainability's project manager to create region wide exposure to the upgrades program through marketing and events to generate leads.
- Attend events throughout the region following the program launch.
- Receive leads through the program, follow up leads within predetermined timelines, provide guidance and/or quote as appropriate, conduct any required assessments and site visits.
- Provide reports to the project manager, in a format established by Geelong Sustainability.
- Manage all aspects of system installation, including scheduling installations, completing work to a high standard of quality and customer satisfaction.
- Participate in regular project management meetings and work collaboratively with Geelong Sustainability and other project partners to ensure the program is successful.

Calling for Expressions of Interest (EOI)

Geelong Sustainability Group Inc. is seeking expressions of interest (EOI) from suitably experienced and exemplar companies to be our delivery partner.

- EOI submissions are encouraged from suitably qualified companies or a consortium of companies that can provide sales and installation services for one or more of the programs focus areas; Solar & Batteries, Hot Water Heat Pumps and Reverse Cycle Heating and Cooling, Insulation, Draft Proofing, Induction Cooktops, Finance and Home Energy Audits. Submissions from specialised companies that provide services for one focus area are also encouraged.
- Based on responses to this EOI, Geelong Sustainability will select a project implementation partner/s (Delivery Partner/s) to facilitate market engagement activities, equipment supply and delivery.
- **DEADLINE** - Your EOI to be our Delivery Partner can be made by completing the below Expression of Interest Form and Product and Pricing Spreadsheet by **5pm Friday 15th of November 2024**.

- [1. Click here for the Expression of Interest Form.](#)

(This is an online form that you complete.)

- [2. Click here to input your Product Information and Pricing.](#)

(This file is also supplied as an Excel file as an attachment. You may use either the Google Sheet or Excel file)

Please note this file is a read-only template of what we require, not a form. Please save a copy, input your product and pricing into the relevant tab and then email the completed copy to info@geelongsustainability.org.au

It is mandatory that EOI submissions are received in the form of a completed 'Expression of Interest Form' and a completed 'Product Information and Pricing spreadsheet' in the format provided above.

Any additional EOI documentation may be submitted via email to info@geelongsustainability.org.au

- Your EOI Submission will remain commercial in confidence for consideration by Geelong Sustainability's CEO and a Selection Panel of experts only.

For enquiries regarding the program, please contact:

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