



**LOW CARBON LIVING
CRC**

RP3016 EnergyFit Homes

(Enhancing the market for low carbon homes at point of sale and lease)

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Energy in
action[®]

Fletcher[™]
Insulation

KNAUFINSULATION
it's time to save energy



eeccca
energy efficiency certificate creators association



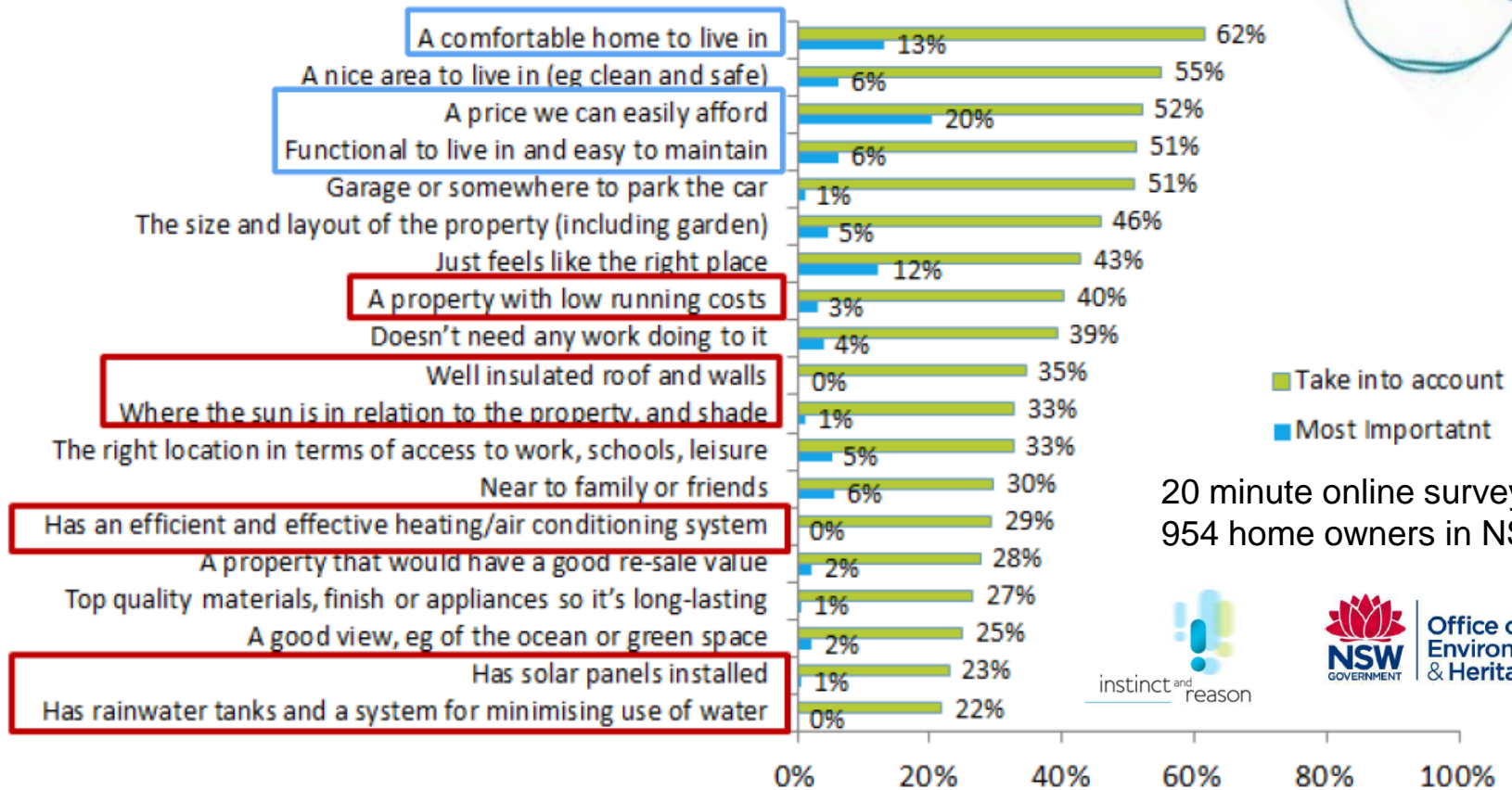
Office of
Environment
& Heritage



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Informing (providing choice to) the consumer

“ If you were buying a new home to live in, which of these factors would you take into account when finally deciding which property to buy? ”



20 minute online surveys with 954 home owners in NSW



What information do consumers need? At what decision points? From what sources? In what form?



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FirstRate Report

HOUSE ENERGY RATING

YOUR HOUSE ENERGY RATING IS: ★★★★★ 6 STARS
in Climate: 24 **SCORE: 38 POINTS**

Name: Richard Telford **Ref No:**
House Title: Tarcombe Road **Date:** 08-02-2009
Address: 74 Tarcombe Road
Seymour 3661
Reference: C:\PROGRAM FILES\FIRSTRATE 4.0\TELFDORD

Accredited Rator: Maureen Corbett VIC/03/132

This rating only applies to the floor plan, construction details, orientation and climate as submitted and included in the attached Rating Summary. Changes to any of these could affect the rating.

Appliance Ratings

Heating:	Small gas space heater (wall vented)	★
Cooling:	Not Installed	
HotWater:	Edwards 300L Solar Hot Water	★

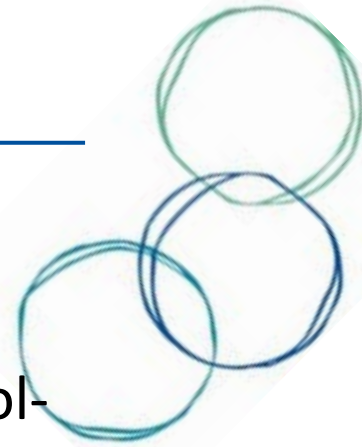
The appliance ratings above are based on information provided by the applicant and are included for information purposes only. They do not affect the House Energy Rating of the dwelling.

15-02-09 13:27:26 Ver 4.08 Accredited Rator: Maureen Corbett VIC/03/132 C:\PROGRAM FILES\FIRSTRATE 4.0\TELFDORD.VHT



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How are we approaching it?



- Led by consumer and stakeholder needs and capabilities (rather than a traditional technical, tool-driven approach)
- The research seeks to answer the following questions:
 - What will consumers respond to? (what, when and from who)
 - What does industry want? What can it deliver?
 - How could it be effectively implemented (roles, governance, business case)

The work plan

Activity	Scope
Benchmark existing rating systems/ tools	<ul style="list-style-type: none">• Scope and functionality• User experience and costs• Results, governance and business models
Understand consumer wants and needs	<ul style="list-style-type: none">• Consumer focus groups (12 focus groups, 107 participants)• National telephone survey (866 responses)• Online surveys with housing industry professionals and real-estate agents (492 professionals, 140 agents)• Message testing of different communication strategies
Consult industry and government	<ul style="list-style-type: none">• Understand current goals, capabilities and gaps• Incentive structures, market channels and governance• Coalition building
Develop an implementation pathway	<ul style="list-style-type: none">• Identify the desired attributes of a national framework• Options for governance structure and business model• Develop a business case and implementation plan

Getting the public to understand energy efficiency is like teaching a dog to read

(Eager to please but contrary to it's nature)

- **92%** would like energy efficiency information as part of sale and lease processes
- **89%** reported that an energy efficient home would be more attractive to buy or rent
- **56%** would be willing to pay for energy efficiency information (44% would pay up to \$250)
- **92%** would like energy efficiency information in building inspection reports, 83% at house inspections and 72% in home sale/rental advertising



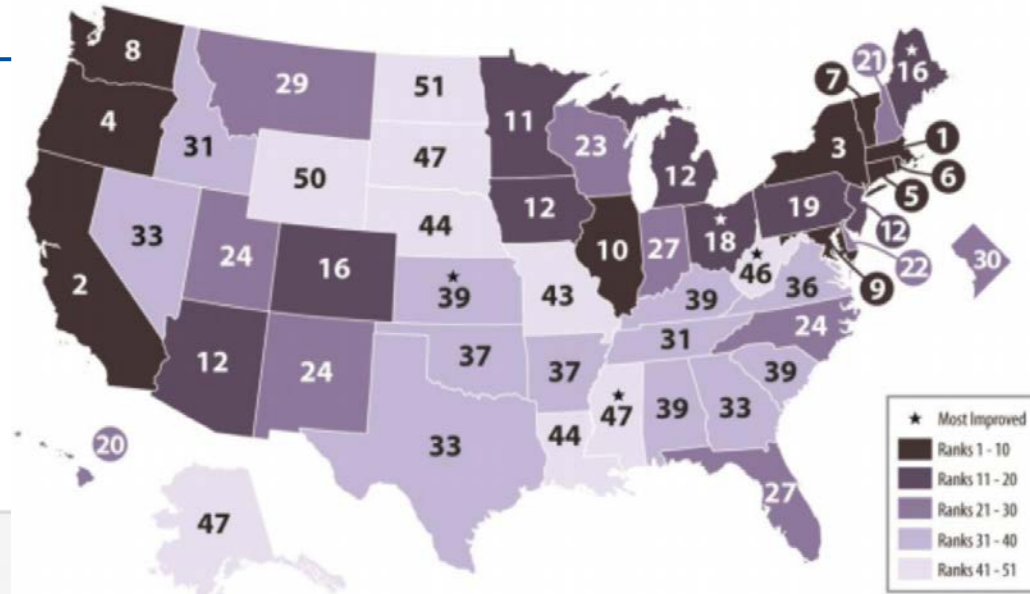
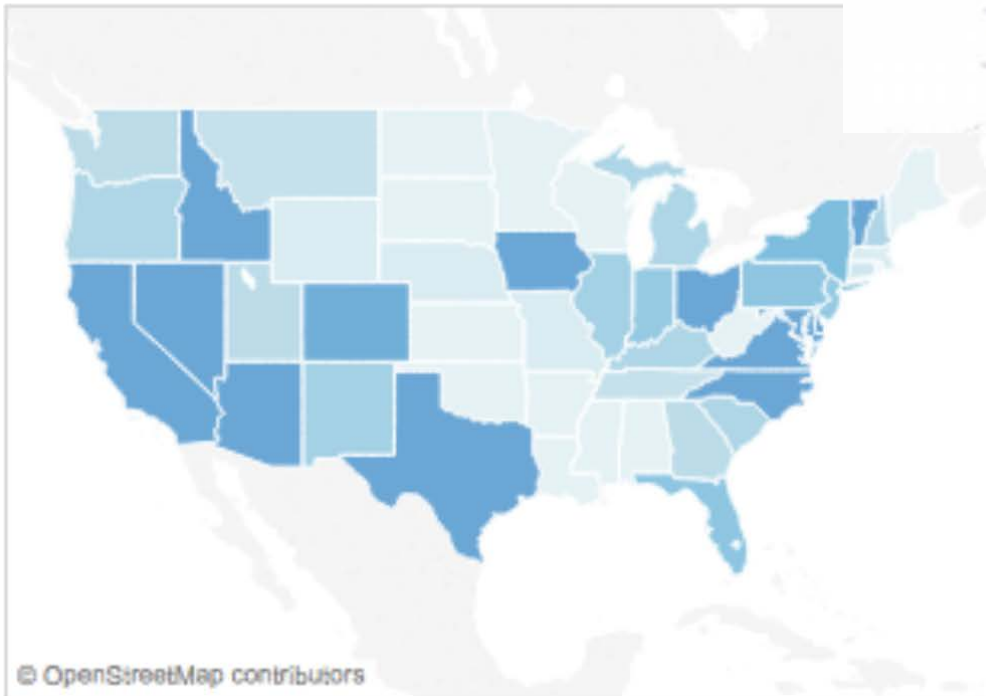
Telephone survey N=900

But it can connect when the policy environment is right

Europe and America:

➤ **3% to 14% increase in home value**

2013 Energy Star



State policy scorecard 2013, ACEEE 2013

% market penetration

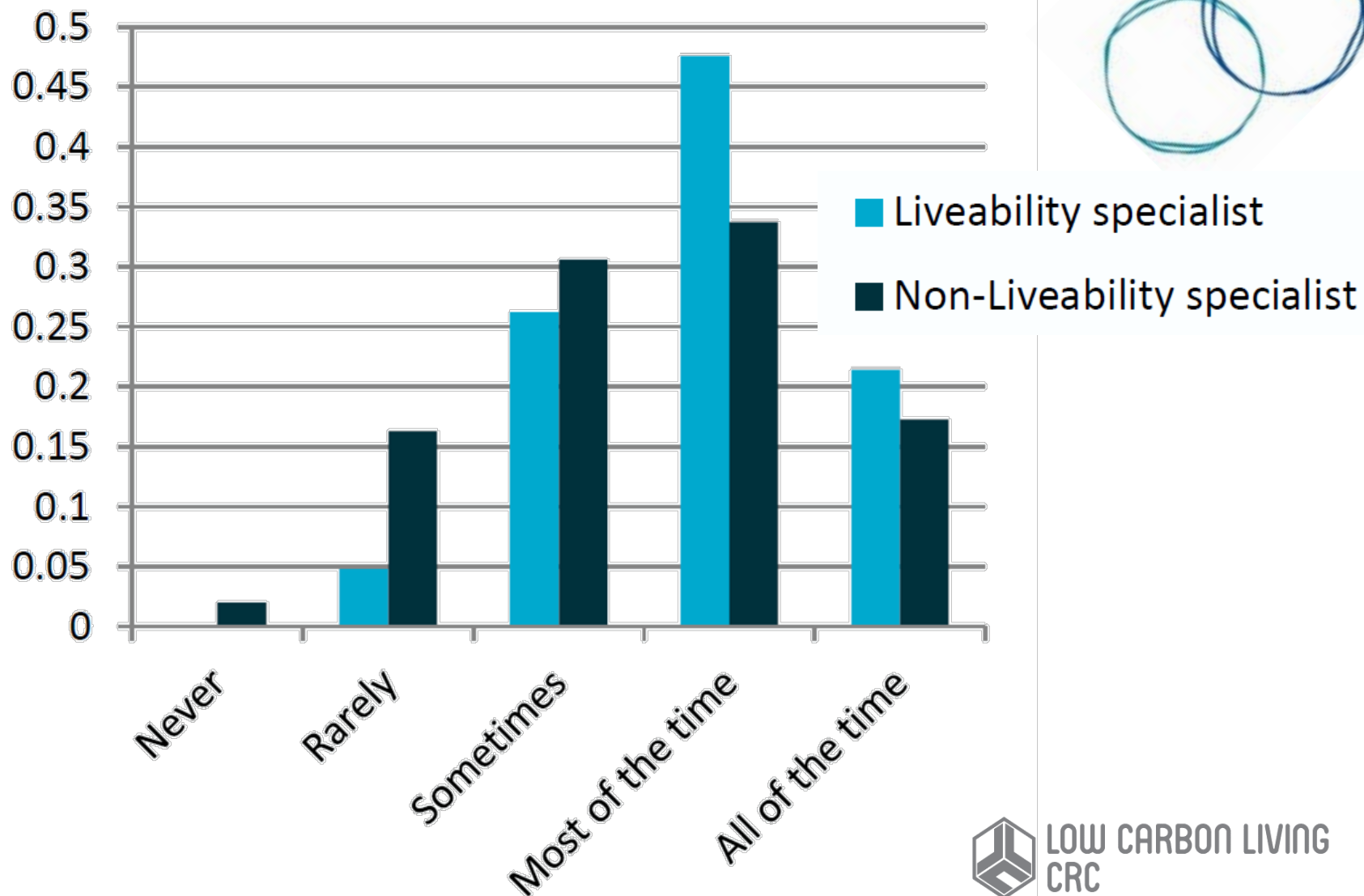


0%

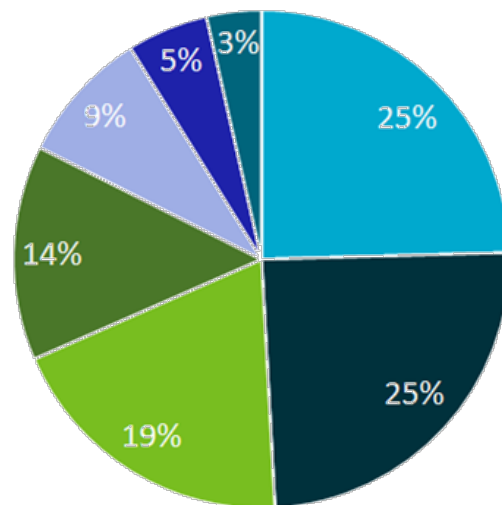
>15%

Real estate agents more helpful than you might think?

Online survey N=140, 30% Liveability



But face a range of barriers



- There is conflicting information about what these features can deliver
- The buyer/renter never asks for the information
- The buyer/renter is not interested
- I am not familiar with the performance of energy efficient products
- I don't know which are the most important energy efficiency features
- I don't consider any of these features important to my sales or rental process
- I don't know how to identify these features

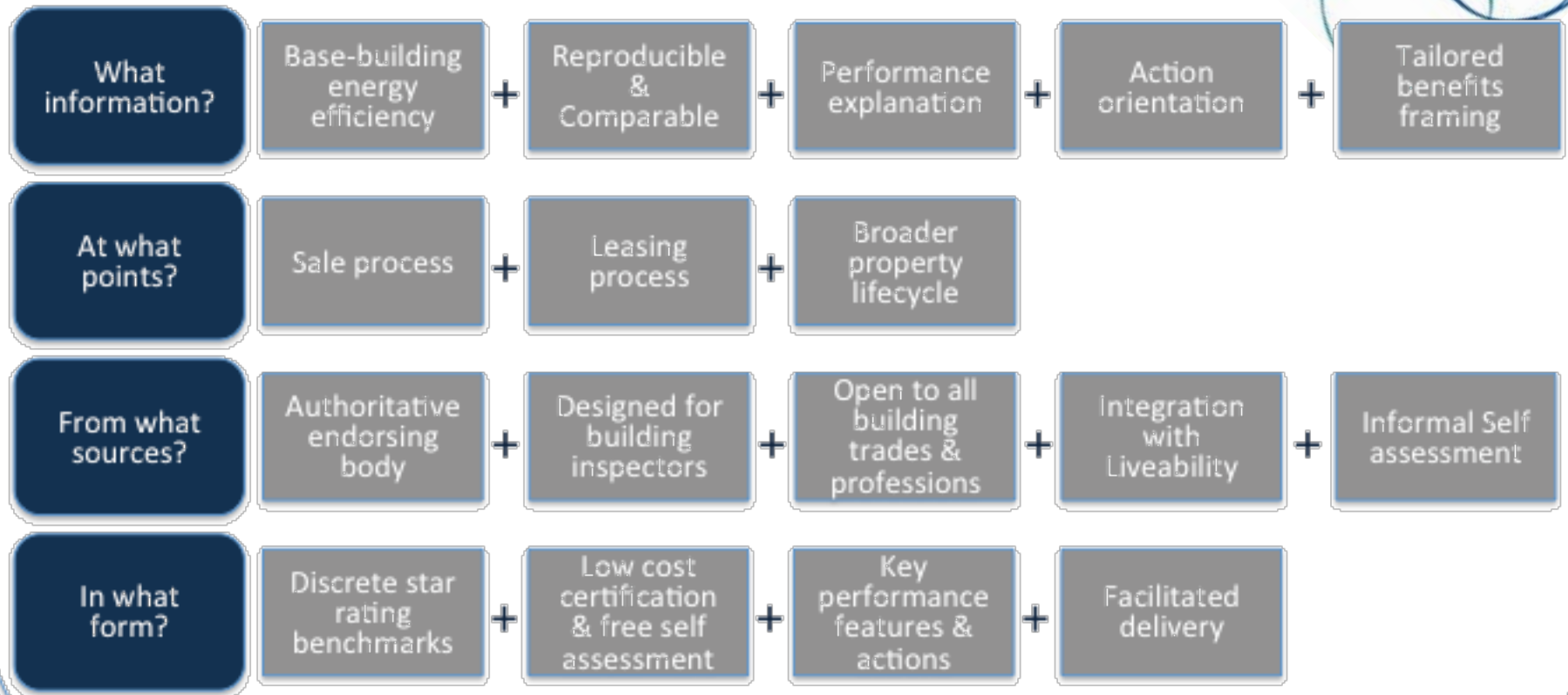
Map of stakeholder perspectives on POS EE information framework attributes and implementation options



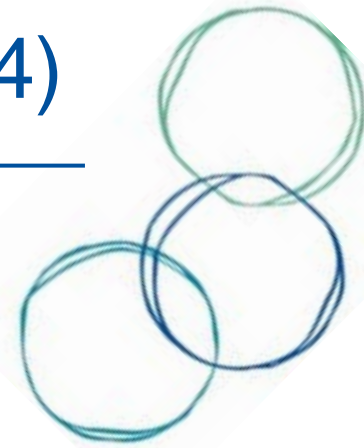
- High degree of support for developing a national framework to measure, compare and communicate the energy performance of existing homes
- Common perspectives on many of the desired attributes: including scope, sources and availability, and form of information to be included
- Diversity of views on how to implement a framework, with respect to administrative, technology and market governance

Recommended framework

Key requirements for a voluntary disclosure system for home energy performance



Informing next generation tools (RP1024)



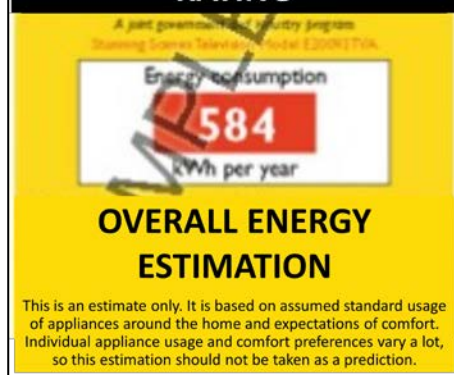
NatHERS



Sum of MEPS



Overall



- ✓ Thermal shell
- ✓ Appliances
- ✓ Renewable energy and storage
- ✓ Comfort



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Thank you

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