



## **Submission for NVES on education campaign support from EV Choice.**

### **Executive summary:**

An additional need for the NVES process, in order to support its implementation and future, is to provide funding and in-kind support for the development of information materials, sources and advertising campaigns to the general public (as well as tailored information to stakeholder groups) on the need for, benefits of and methods for implementing the NEVS.

In particular, there should be public information provided on electric vehicles that includes charging information, driving tips and information on how to install charging in apartments, businesses etc.

This would be best served through the NVES regulator providing an additional information support role for implementing the NVES.

### **Stakeholder information:**

The information also needs to be tailored to (and include) the various stakeholders in the EV transition, including (but not limited to):

- Architects
- Electrical engineers (specifiers/certifiers)
- Building surveyors (private)
- Building surveyors (LGA)
- Developers
- Builders
- Electricians
- Strata managers
- Occupants
- Homeowners
- Landlords
- Car sales
- Retailers (shopping centres)
- Individual shops & small manufacturers/warehouses

For these groups, information provided will need to include clear ways to deliver workable, cost-effective outcomes and ways to meet regulatory requirements, (Such as the 'EV Ready' requirements of the National Construction Code).

### **Work here and overseas examples:**

Examples of such work in Australia include the Publically Available Standards development on EV charging in domestic and commercial premises, as well as the new course for electricians on EV charging (2609VIC Course in Electric Vehicle Charging Infrastructure up to 22kW). However the efforts are currently piecemeal and often underfunded. The role of the regulating entity should include coordination and connecting these sorts of projects. The NRMA also runs EV days that include test drives and information stalls, and many LGAs offer webinars and public lectures on EV topics.

A good example of this coordination role by a government regulatory body is the Office for Zero Emission Vehicles in the UK.

**Information materials:**

As per the examples offered overseas by the likes of Electrify America as well as here by the EV Fact Sheets hosted by the Australian Electric Vehicle Association and my own website's EV Information page, these information materials and methods need to be clear and provide factual information that is engaging and easy to access. Information campaigns need to cover all modes of delivery including (but not limited to):

- Written/printed
- Websites
- videos
- TV/radio ads
- Webinars
- Public forums

**In conclusion:**

By providing funding, in-kind support and coordination of EV information provision through a central office, the public will become better informed about vehicle emissions in general, and electric vehicles in particular. Stakeholders will see a clear path to transitioning to EVs and feel confident in their ability to do so.

If done properly, it would also effectively 'inoculate' the public from being misled by poorly informed misinformation and/or deliberate disinformation campaigns that may be rolled out through social media – as well as provide a widespread support to the scheme that would make winding it back in the future unpalatable to the Australian public.

Without information support, the NEVS could fail with a change in government due to an uninformed (and thereby apathetic) public letting any unwinding of the NEVS scheme go unnoticed.



# Organisation questionnaire response

**Privacy Setting:** I agree for my response to be published with my name and position.

<b>What organisation do you represent?</b>  (required)	EV Choice
<b>What is your name?</b>  (required)	Bryce
<b>What is your position at the organisation?</b>  (required)	Consultant on EV transition
<b>Please rank the proposed options in order of preference.</b>  (optional)	Option A - 3rd, Option B - 2nd, Option C - 1st
<b>Briefly, what are your reasons for your choice?</b>  (optional, 3000 character limit)	Due to the urgency to address greenhouse gas emissions, option 3 offers the fastest reduction path.
<b>Do you support the Government's preferred option (Option B)?</b>  (optional)	Yes
<b>Do you have any feedback on the analysis approach and key assumptions used?</b>  (optional, 3000 character limit)	NULL
<b>Briefly, describe how the NVES might impact your organisation</b>  (optional, 3000 character limit)	All three options will produce much the same amount of work, but the work will vary depending on the requirements, timelines (and ZLEV choice limitations that a poorly constructed NEVS may create) placed on the businesses and LGAs to plan their own fleet EV transitions.
<b>Who should the regulated entity be?</b>  (optional, 3000 character limit)	In-house, but sufficiently funded to do the job.