

The Path Forward for Electric Vehicles in Australia

ALL ENERGY 2016

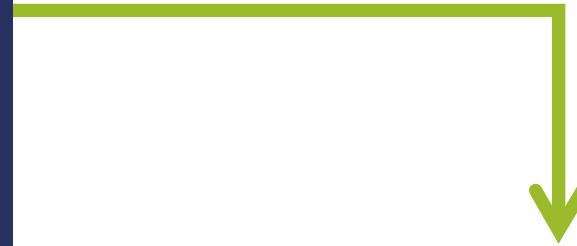




Electric Vehicle Council

Voice of the electric mobility industry transitioning to a progressive, sustainable and secure transport network

- Advocacy
- Support
- Monitoring & Reporting

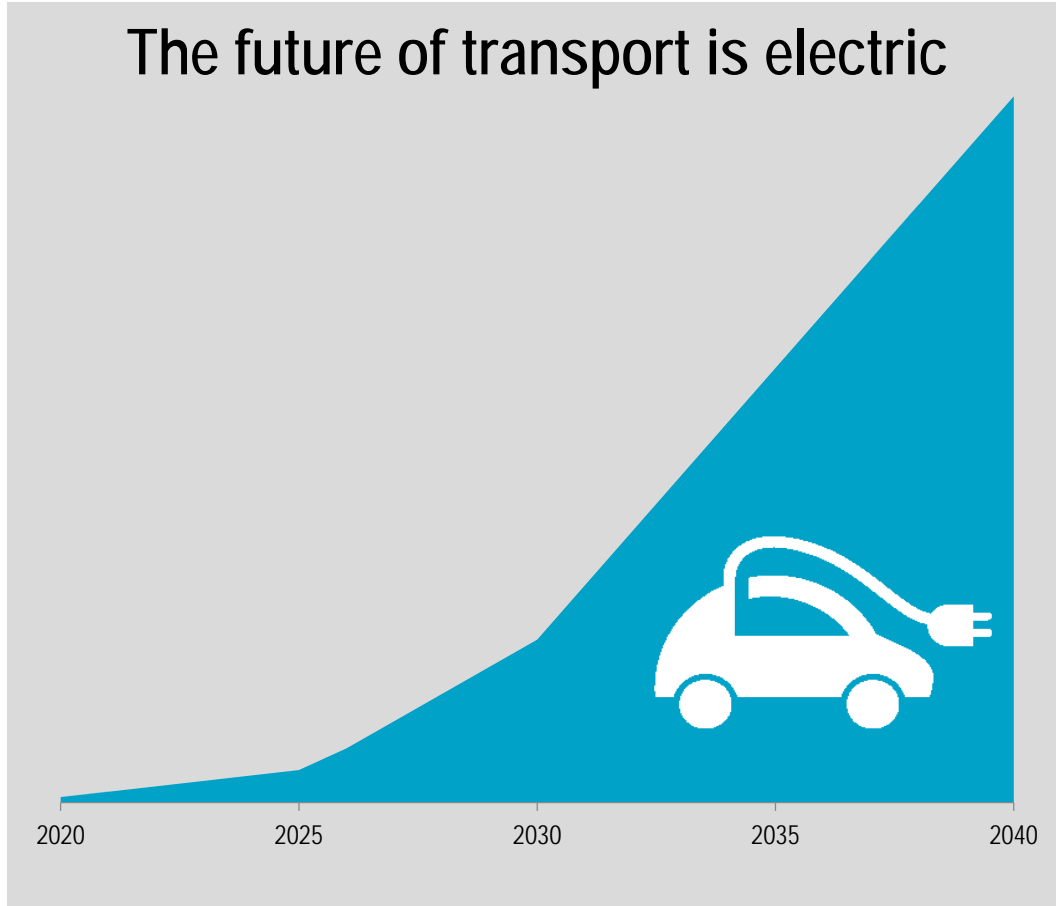


Electric Vehicle Initiative

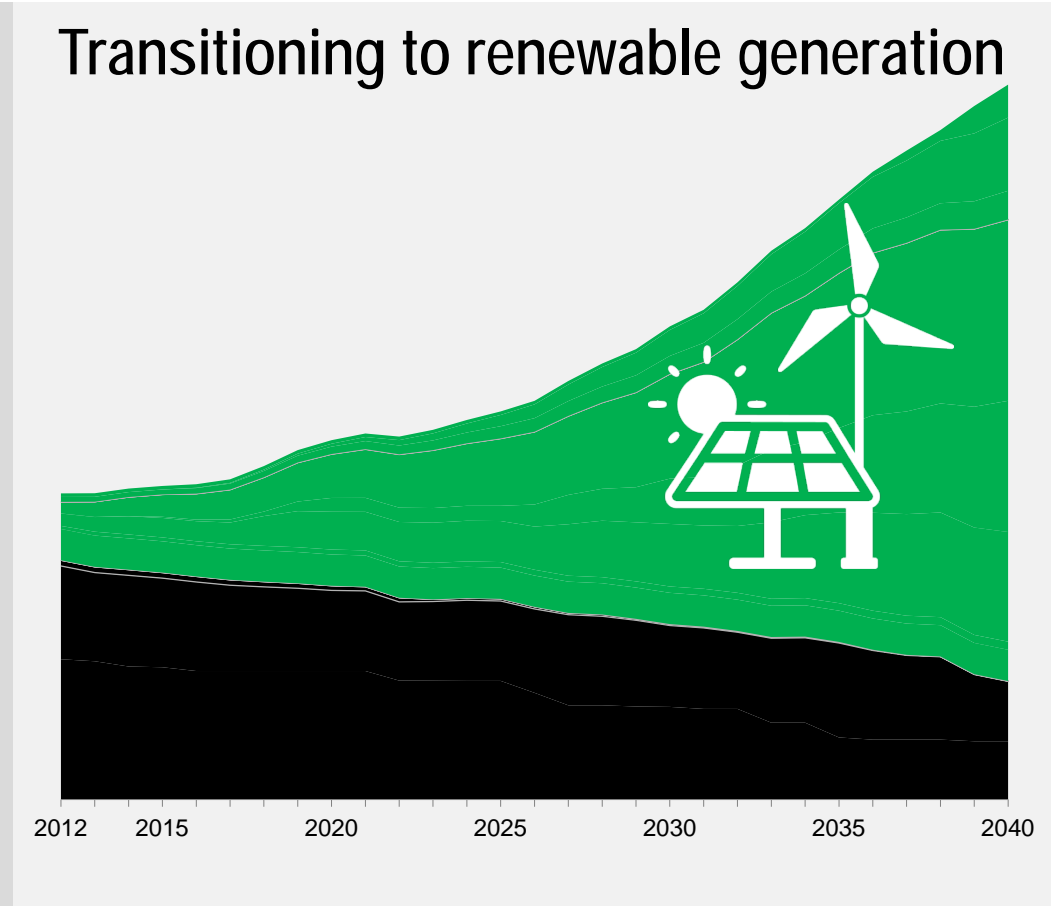
Industry led campaign to bring forward the uptake of electric vehicles in Australia

- Cross-Industry Collaboration
- Policy Advocacy
- Market Facilitation
- Awareness Raising

Assumptions



Data Source: Advisian, The New Energy Future



Data Source: Bloomberg New Energy Finance

EV Uptake Barriers



High upfront
cost of purchase



Lack of model
choice



Technological
concerns



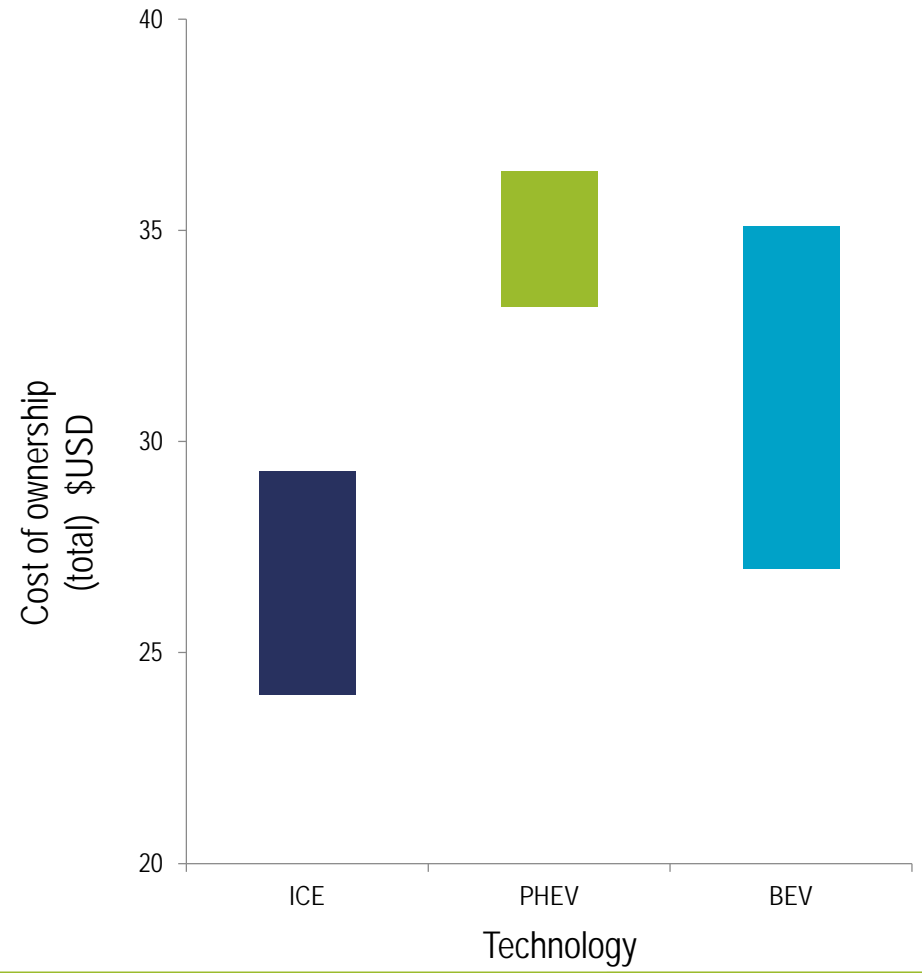
Lack of
awareness



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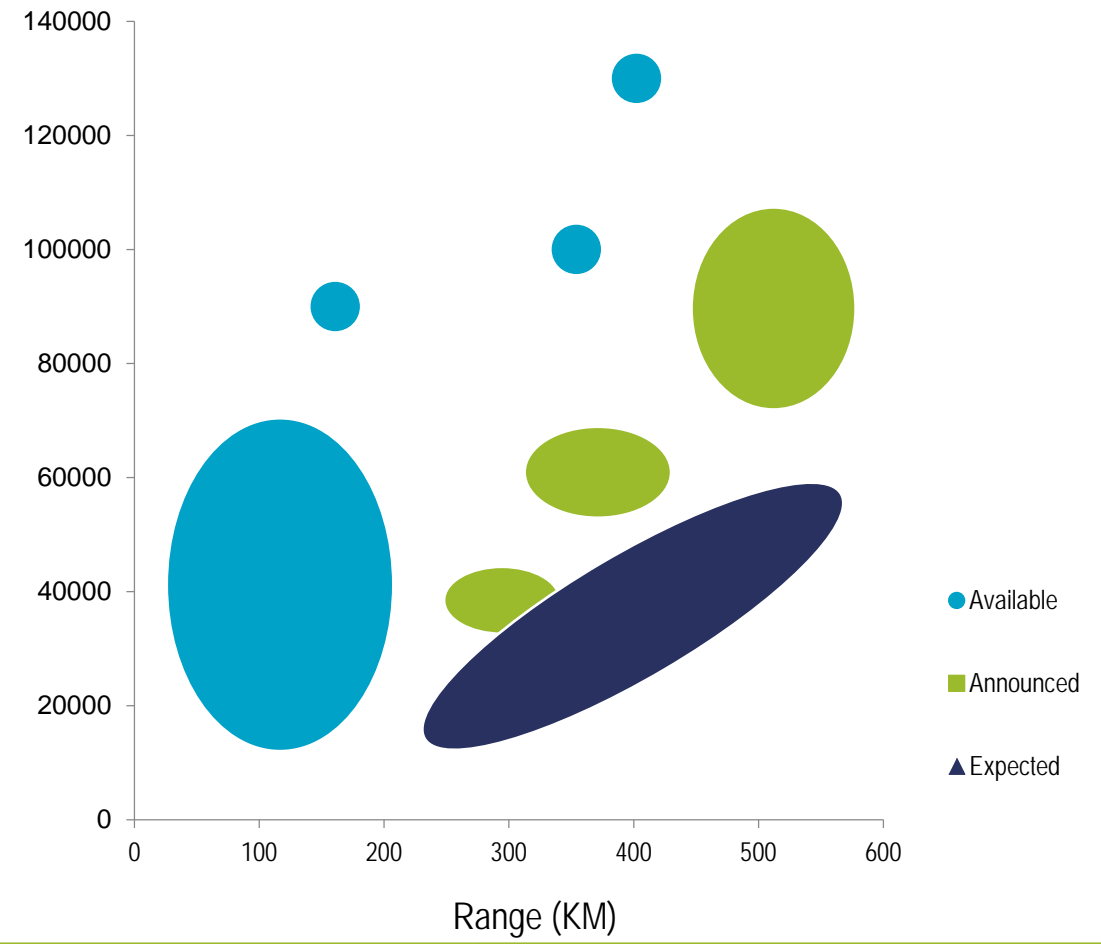
Cost of ownership

Comparable models \$USD 20-40k



Model availability

Cost to Range



Total EV sales by Qtr ('000)



Data Source: Bloomberg New Energy Finance

Global sales of EV's are increasing

Growth of 60-70% p.a.

But Australia is lagging

2015 EV Sales

Global – 550,000

Australia – 942

What are we missing?

In past 12 months >\$6bn has been invested in EV Organisations globally

What do we need to do? Learn from others success.



What's happening in Australia?



Roadmaps
 Vehicle Emission Standards
 Fleet Purchasing
 Projects at Commonwealth and most State/Territory Govts



\$1 a day charging
 Fleet targets
 Integrated product packaging



Forum for social and technical interest
 est. 1973



Delivering home charging for apartment owners, overcoming major barrier in metro areas



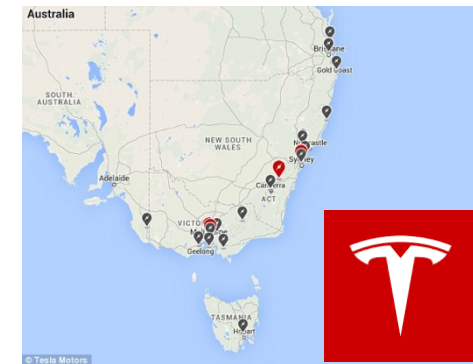
Public fast charging stations



Network Transformation
 Roadmap Planning integration and standards



Electric Charging Highways



What do we need?

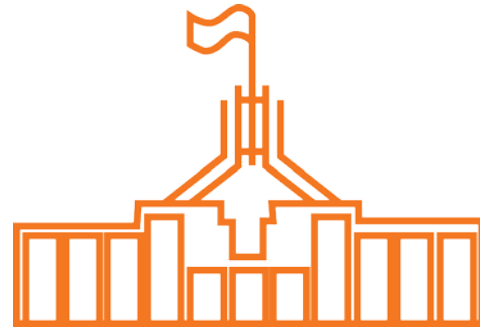
Government Support Options

Vehicles	R&D Support	Efficiency Standards	Supply-side incentives
Consumers	Tax incentives	Fleet targets	Fuel pricing
Operations	Fee exemption	Preferential access	Charging incentives
Infrastructure	Carbon pricing	Public charging	Home charging
Consumer awareness & education			

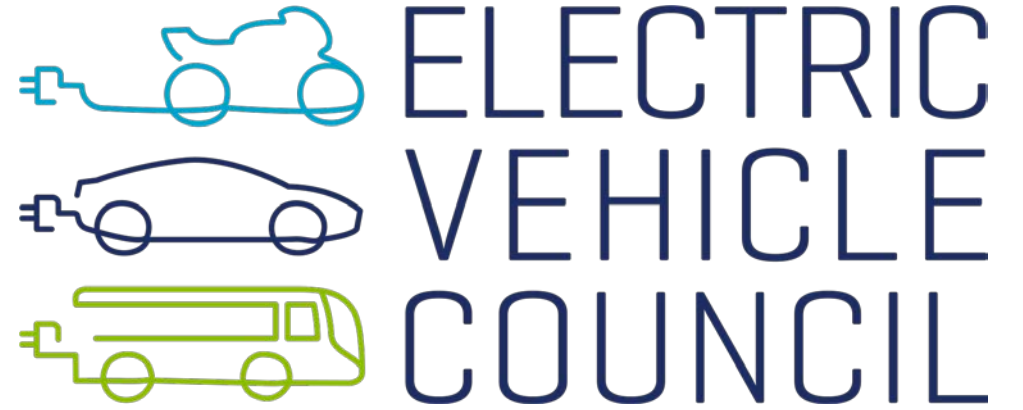
Objective: Critical Mass

Sales per year	Fleet sales
3000-5000	45%

Electric Vehicle Initiative



- Engage stakeholders across the EV ecosystem in Australia and improve **industry coordination**
- Identify and explore **market facilitation** initiatives that promote EV adoption
- **Raise awareness**, understanding and acceptance of EVs with decision makers.



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