



ELECTRIFY BOROONDARA



Expo 2023 Report

INTRODUCTION

The **Electrify Borroondara Expo** took place on Sunday, October 8th 2023, at the **Hawthorn Arts Centre**.

This event was organised and executed by volunteers from Electrify Borroondara in conjunction with the offices of federal and state elected representatives and Borroondara Council.

The primary objective of the Expo, themed "**The Future is Electric**," was to provide the Borroondara community with a comprehensive understanding of **energy efficiency and electrification**. Attendees were given a hands-on experience to explore various options, catering to individuals at every stage of their energy transition journey.



OVERVIEW

- Over **1,200** people from Borroondara and the broader Melbourne area attended the event.
- Speakers at the Welcome Event included **Dr. Monique Ryan**, Federal Member for Kooyong, **John Pesutto**, State Member for Hawthorn, State Opposition Leader, **Matt Fregon**, State Member for Ashwood, **Jess Wilson**, State Member for Kew, and Felicity Sinfield, **Borroondara Mayor**.
- The Expo featured **50 stallholders** in the Main Hall, Foyer and outdoor areas, representing a wide range of categories such as Architects, Designers & Renovations, Bicycles & eBikes, Double Glazing, Electrification Providers, Electric Vehicles, Energy Efficiency and Assessors, Full Services/Advisory, Heating, Cooling, and Hot Water, Insulation, Not for Profit Organizations, Rental Solutions, Schools, and Solar Providers.



- **Induction Cooktop Demonstrations** were conducted hourly.
- The **EV Showcase** displayed vehicles from Volvo, Polestar, Hyundai, BYD, and the Good Car Company, as well as Victoria's first all-electric Tesla Highway Patrol Car and an electric Racing Car from Swinburne.
- The **eBike Showcase & Test Rides** featured 10 different bikes, including cargo bikes and scooters.
- A total of **33 speakers participated in 8 panels** throughout the day, covering topics such as Plenary discussions on Why Electrify? – including a launch video from Saul Griffiths & commentary from Alan Kohler, Bruce Mountain and State Government representative Jessica Hunt – Getting Started, Navigating the shift to Electric Vehicles, Schools Panel, I want to go Solar – Where do I start?, What can I do to reduce energy costs?, Electrification Unplugged



- **11 Experts engaged in 66 Eco Chats**, providing free one-on-one 20-minute pre-booked discussions.
- **Family Activities** were organised for children of all ages throughout the day.
- The Expo was promoted through various channels, including **8 Real Estate boards** supplied by Kay & Burton, alliance member mailing lists, letterbox drops, postal newsletters, DL mailouts, popup library and street stalls, digital advertising, posters in community centres and libraries and word of mouth.
- **20 prizes** in the Door Prize raffle proved very popular and included **2 heat pumps**, an EV charger, an air purifier, free energy home assessments, an expansion battery, a portable induction cooktop and many more.



- A dedicated group of **21 volunteers** in the EB Expo Working Group invested 4000 hours in planning, organising, and coordinating the event, with an additional **78 volunteers** assisting on the day.
- Overwhelmingly positive feedback was received from attendees, stallholders, speakers and eco chatters
- 88% of attendees said they found the information they were looking for.



FEEDBACK

"A huge big THANK YOU. The expo was one of the most positive community experiences I have been part of in a long time."

"Congrats on excellent organisation, comms, and great breadth of info."

"Great event, please encourage other councils, municipalities to hold similar events."



Thank you very much for the great initiative and mammoth efforts put into the event! YOU ALL HAVE DONE A VERY VERY VERY BRILLIANT JOB!! BRAVO to all in making the event so successful and beneficial for the community in Booroondara! Thank you very much!

How inspiring it was. How so very helpful. Sincere thanks to the organisers for all the work and the support of council to run it. Electrifying is something we all need to seriously work towards and this expo reduced the overwhelm by having so many people to talk to and people who were very happy to give their time to share their knowledge and advice.

Overall, it was actually a wonderful community event to raise awareness and for leads generation. A huge thank you to organisers, and congratulations to Booroondara for this initiative.

FINDINGS

As of this report, we have received **72 responses** to the Expo surveys for visitors, stallholders, eco chats and panelists. We anticipate additional feedback in the coming days. The following highlights are drawn from the responses received to date:

- **96.6%** visited the **stalls**
- **52%** visitors attended one or more **panel sessions**
- **65.5%** visited the **EV Showcase**
- **24%** visited the **eBike** showcase
- **28%** participated in an **Induction Cooktop Demonstration**
- **88%** found the **information they were looking for**
- **92%** of stalls said they received **adequate foot traffic & visibility**
- **90%** of **panelists, stallholders and eco chats** said they would be interested in attending future Electrify Booroondara events.

Information that would be most useful for visitors' electrification journey included **approved providers, suppliers and reputable tradespeople**, how renters, apartments and strata homes can electrify and electrifying a **heritage home**.



ACKNOWLEDGEMENTS

ORGANISING TEAM

Allison Wright
Caroline Pribble
Carolyn Ingvarson
David Crewther
Diana Killen
Hayden O'Connor
Hollie Fields
Jenny Smithers
Julia Cutts
Julie Mulhauser
Kay Wennagal
Lindy Boyd
Lynn Franks
Mark Crawshaw
Matilda Bowra
Michelle Haintz
Otto Sargent
Philippa Sholl
Robert Wright
Sophie Torney (Convenor)
Tamar Simons

VOLUNTEERS

On the day, the 78 volunteers were organised into the following groups:

Bump In/Out – Lead Sophie Torney/Phillipa Sholl
Chandelier Room – Lead Carolyn Ingvarson
eBike Showcase – Lead Katie Falkiner
Eco Chats – Lead Lynn Franks
Electrify Boroondara – Lead Allison Wright
EV Showcase – Lead Aaron Smith, Tamar Simon
Family Activities – Lead Michelle Haintz
First Aid – Lead Jenny Smithers
Hub – Lead Lindy Boyd
Induction Cooktop Demonstration
Main Hall – Lead Philippa Sholl
Mayor's Room – Lead Mick Nolan
Media – Lead Matilda Bowra
Meet & Greet – Lead Lindy Boyd
Prizes – Lead Philippa Sholl
Registration – Lead Mark Crawshaw
Tech – Lead Sophie Torney

PHOTOGRAPHER

Thank you to professional photographer Julian Meehan who volunteered his services

SPONSORS

This event was made possible by our sponsors

Major Sponsor
RACV Solar



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KAY & BURTON



Raffle Prize Sponsors:

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Adtec Electrical
All Electric Homes
Bunnings
Clean Energy Solar
ecoMaster Pty Ltd
Electrify Boroondara
G-Store
Goodbye Gas
Lug + Carrie
Melbourne Heat Pumps
NCG Air Conditioning
Planet Architecture
Powrhouse
Sapphire Solar
Sparque
Sustainable Community Design Studio

SUPPORTERS

We also wish to acknowledge the contributions to the organisation of the event from the following organisations:

- The office of Dr. Monique Ryan, Federal Member for Kooyong
- The office of John Pesutto, State Member for Hawthorn
- Boroondara Council
- Lighter Footprints

SPEAKERS & ECO CHATS

Adam Vitale – Adtech Electrical
Alan Kohler – ABC News Finance Presenter
Amanda Bresnan – Asthma Australia
Andrew Bailey – Citipower/Powercor
Barnaby Lawson – RACV Solar
Ben Russell – Good Bye Gas
Bruce Mountain – Victorian Energy Policy Centre
Bryce Gatton – EV Choice
Charles Nilsen – Nilsen Associates
Clare Walter – Climate and Health Alliance
Dan Cass – Rewiring Australia
Danielle King – Green Moves Australia
Dr. Genevieve Cowie – Doctors for the Environment Australia
Dr. Monique Ryan – Federal Member for Kooyong
Dr. Rachel Goldlust – Renew
Euan Angus – G-Store
Felicity Sinfield – Mayor of Boroondara
Felix Still – Swinburne Sustainability Society
Georgia Wootton – Tenants Union
Henry (Student) – Camberwell Grammar School
Hollie Fields – Electrify Boroondara
Janine Diaz – Gruen Eco Design
Jay Clarke – Energy Freedom Homes
Jess Wilson – State Member for Kew
Jessica S Hunt – DEECA
John Grimes – Smart Energy Council
John Pesutto – State Member for Hawthorn
Lucinda Flynn – Going Green Solutions
Matt Fregon – State Member for Ashwood
Michael Beinat – EcoMaster
Mick Nolan – Lighter Footprints Co
Nancy Huang – Doctor, Kew Resident
Ned (Student) – Camberwell Grammar School
Ric Brazzale – Green Energy Markets
Richard Keech – New Energy Thinking
Ricky Fung – Origin Energy
Ross de Rango – Electric Vehicle Council
Rowan Jamieson – UnitingTas
Sam Fitzmaurice – EcoMaster
Saul Griffith – Rewiring Australia
Sophie Torney – Electrify Boroondara
Stehanie Bashir – Nexa Advisory
Tim Forcey – My Efficient Electric Home
Tristan Edis – Green Energy Markets
Wes Gault – Boroondara Councillor
Will Hone – Camberwell Grammar School

STALL HOLDERS

99 Bikes
ACF Boroondara
AdTech Electrical
All Electric Homes
Allume energy
Australian Electric Vehicle Association
Boroondara Bicycle Users Group
Boroondara Rental Energy-Efficiency Project
BYD
Camberwell Girls Grammar
Camberwell Grammar School
Camberwell High School
Citipower
City of Boroondara
Clean Energy Solar
Diamond Energy
DIY Double Glaze
E&S Trading
ECOMAD
ecoMaster
Energy Freedom Homes
Evitat
G-Store
Going Green Solutions
Good Car Company
Goodbye Gas
Green Energy Needs
Green Moves Australia
Gruen Eco Design
Healthy Futures
Hyundai
Insulation Centre
Lighter Footprints
Lug and Carrie
Melbourne Heat Pumps
National Showerdome
NCG Air
Planet Architecture
Polestar
Powrhouse
RACV Solar
Sapphire Solar
Sparque
Sustainable Community Design Studio
Sustainable Homes Melbourne
Swinburne
Team Swinburne EV Racing Car
Thermahome
Thermawood
TwinGlaze
UNified Energy
Uniting VicTas
Victoria Police
Volvo
Westinghouse



ABOUT US

Electrify Boroondara is a **community-led alliance of volunteers** dedicated to accelerating the transition to a clean energy future. By swapping gas appliances and petrol-powered vehicles for electric alternatives powered by clean energy, we can make our homes more energy-efficient, reduce carbon emissions and power up our journey to a net zero future. Electrify Boroondara's objectives are:

- Increasing the **uptake of rooftop solar and batteries**.
- Encouraging the **transition away from fossil gas** to electric appliances.
- Promoting the **broader use of electric vehicles and e-bikes**.
- Highlighting the value and importance of **energy efficiency measures** in both new and existing houses, apartments, and other building structures.

Electrify Boroondara is **supported by Dr. Monique Ryan**, Federal Member for Kooyong, **John Pesutto**, State Member for Hawthorn, **Jess Wilson**, State Member for Kew, **Matt Fregon**, State member for Ashwood and **Boroondara Council**. Visit electrifyboroondara.org to learn more.



CONTACT

Email: info@electrifyboroondara.org

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Volunteer: volunteer@electrifyboroondara.org

