



Victorian Energy Upgrades Program

Stakeholder Pack

Current as at October 2024



Contents

About Victorian Energy Upgrades	2
How to use this pack	3
Quick links	4
Promote VEU to households	5
Key messages	6
Social media posts	7
Fact sheet	8
FAQs	9
Promote VEU to businesses	10
Key messages	11
Social media posts	12
Fact sheet	13
FAQs	14
Information for installers	15
Fact sheet	16
FAQs	17

Contact us

For questions and enquiries please contact the VEU team at:

T (03) 9032 1310

E energy.upgrades@deeca.vic.gov.au

If you have a hearing, speech or sight impairment and require further assistance, please contact the National Relay Service at:

T 133 677

W accesshub.gov.au/about-the-nrs

About Victorian Energy Upgrades

Supporting Victorians to make the switch from gas to electric

The Victorian Energy Upgrades (VEU) program is a Victorian Government initiative. The program helps Victorians upgrade their homes and businesses with energy-efficient products and services, by offering them discounts.

By supporting Victorians to reduce energy use and make the switch to electric, we're helping them cut their energy bills, reduce their energy use and lower greenhouse gas emissions.

The program is set to reduce 28 million tonnes of greenhouse gas emissions in Victoria between 2022 and 2025. That's the equivalent of taking more than 8.5 million cars off the road for a year.



How to use this pack

Share the promotional material in this pack with your community and customers via social media, email, your website or in person.

By promoting the benefits of investing in energy-efficient upgrades, you can help Victorians save thousands of dollars on their energy bills while supporting a cleaner energy future.

Promoting the Victorian Energy Upgrades Program

When promoting the Victorian Energy Upgrades Program you must:

- Advertise and market in accordance with Victorian Energy Upgrades' rules and regulations.
- Comply with the program requirements.
- Only use VEU-branded social media tiles created and provided to you by the Victorian Government, in this pack.

Quick links

For all stakeholders

For households

For businesses

For installers

Promote VEU to households



Key messages to promote VEU to households

General messages

Victorians are now able to receive incentives to fully electrify their homes through the VEU program.

Join more than 2.2 million households and make the switch to energy-efficient products.

The program helps lower energy bills and reduces upfront costs for energy-efficient products.

With a significant 83% increase in gas prices in Victoria since 2020, now is an opportune time to use the program and make the switch to electric.

Electrifying homes is crucial for meeting the state's 2030 emissions reduction targets

Investing upfront in energy-efficient products pays off with significant long-term savings.

Households with solar electricity can save more, if they can use this energy.

Homeowners, landlords, and renters can access and benefit from the program.

Renters are eligible to receive upgrades under the VEU program. However, we recommend that landlords and tenants work together when undertaking any upgrades to a property.

Heating and cooling

Victorians can get a discount if they replace an existing gas or electric heater with a reverse cycle air conditioner.

Upgrading heating can save \$150 to \$600 annually.

Hot water

Victorians can get a discount if they replace an existing gas or electric hot water heater with a heat pump water heater.

Upgrading hot water can save \$100-\$200 annually.

Appliances

In the face of rising living costs, it's a smart move to use the program when replacing appliances.

Instead of a like-for-like replacement, choose energy-efficient products and take advantage of rebates and discounts through the VEU program.

Consumer protection

The Victorian Government has banned telemarketing under the program to protect consumers. Accredited Providers are no longer allowed to use 'cold calling' tele-sales for program promotion.

Accredited Providers are no longer allowed to doorknock for program promotion.



For more information about VEU for households visit our website

Social media posts to target households



Post 1:

Upgrading or renovating? Opt for an energy-efficient appliance to reduce your energy use and boost your savings. [Learn more](#)



Post 2:

Now's the time to upgrade your home to reduce the impact of rising gas prices on your household and the environment. [Learn more](#)



Post 3:

Join more than 2.2 million Victorians who've upgraded their homes with energy-efficient appliances and equipment. [Learn more](#)



Post 4:

Now's the time to upgrade your heating and cooling system. Keep your home warm and cool all year long by installing:

- A reverse-cycle air conditioner
- A ducted reverse cycle air conditioner

*Indicative discounts only. Applies to eligible products and participants.

[Learn more](#)



Post 5:

Are you thinking of purchasing an induction cooktop? The Victorian Government is offering discounts on new induction cooktops through the Victorian Energy Upgrades program. [Learn more](#)

Fact sheet

Download, print or share this factsheet with your customers and community.

The fact sheet includes information about:

- Discounts and rebates
- Eligibility
- How to receive a discount

Victorian Energy Upgrades
for households

Supporting Victorian households to make the switch to efficient electric alternatives

The Victorian Energy Upgrades (VEU) program has helped more than 2.2 million Victorian households save energy.

About the VEU program
The VEU program helps Victorians upgrade their homes with energy-efficient products and services by offering discounts and rebates.
By supporting Victorians to make the switch to efficient electric alternatives, we're helping cut their energy bills, reduce their energy use, and lower greenhouse gas emissions.

Reverse-cycle air conditioner discounts
Households can claim a **rebate of up to \$1,000** and save around \$150 in operating costs annually* when they install or replace an existing gas heater with an efficient reverse cycle air conditioner.

Hot water rebate
Households can claim a **discount of between \$490-\$840** and save \$100-200 in operating costs annually* when they install or replace an existing hot water heater with a heat pump water heater.

View the full list of discounts and rebates

Figures are indicative. The final discount will depend on several factors. See products for more information.

1 www.energy.vic.gov.au/victorian-energy-upgrades/products

How do I receive a discount or rebate?

Option 1: Accredited Provider installation

1. Choose the eligible upgrade listed with Essential Services Commission¹.
2. Find a VEU Accredited Provider to complete the installation of an approved product.
3. The VEU Accredited Provider provides an upfront discount or provides a rebate to you.

Option 2: Choose your own installer

1. Choose the eligible upgrade listed with Essential Services Commission¹.
2. Engage a qualified tradesperson who works with a VEU Accredited Provider to process completed paperwork and facilitate a discount or rebate.
3. Choose an eligible product. Your qualified tradesperson then:
 - a. provides a quote including the discount or rebate.
 - b. completes the installation of a VEU-approved product.
 - c. returns completed forms to the Accredited Provider to process the discount.

Questions?
For more information, please visit our [website](http://www.energy.vic.gov.au)² or contact the Victorian Energy Upgrades team:
T (03) 9032 1310
E energy.upgrades@deeca.vic.gov.au

Accessibility
To receive this document in an alternative format, phone the Customer Service Centre on 136 186, email customer.service@deeca.vic.gov.au, or contact National Relay Service on 133 677. Available at www.deeca.vic.gov.au

© The State of Victoria Department of Energy, Environment and Climate Action Sept 2024
ISBN 978-1-76136-722-9 (Print)
ISBN 978-1-76136-723-6 (pdf/online/MS word)

1 www.energy.vic.gov.au/victorian-energy-upgrades/products
2 www.energy.vic.gov.au/victorian-energy-upgrades

Frequently asked questions from households

How do I receive a discount or rebate for my installation or upgrade?

You can access discounts and rebates via your Accredited Provider (AP). Ensure you contact several APs for quotes on your final appliance installation price, including your discount, before starting an upgrade.

Who is an Accredited Provider and where do I find one?

An Accredited Provider is a business approved to deliver or facilitate upgrades and rebates under the VEU program by creating and selling VEECs.

Accredited providers can facilitate the creation of trade of certificates for installers who deliver upgrades in accordance with the VEU program rules.

[Find an Accredited Provider](#)

Why upgrade using the program?

By joining more than 2.2 million Victorians who've electrified or upgraded their homes under the program, you're helping Victorians reach their state 2030 emissions targets.

The program aims to cut your energy bills, reduce your energy use and lower greenhouse gas emissions.

How much can I save as a household?

Depending on your choice of upgrade, households can save between \$120 to \$1,100 per year on energy costs.

What are Victorian Energy Efficiency Certificates (VEECs)?

VEECs are electronic certificates earned by Accredited Providers (APs) after they've made an energy-efficient upgrade or installation to a home or business.

APs sell their VEECs to energy retailers who surrender them to Vic Gov as proof they've prevented one tonne of greenhouse gas emissions from entering the environment.

What consumer protections are in place?

The [VEU code of conduct](#) is a set of standards that all program participants must follow. These standards apply to advertising, program upgrade delivery, upgrade contracts, follow-up activities, and dispute resolution.

Can I receive a discount after making an installation or upgrade to my home or business?

If you're a business or household, you may be eligible to receive a discount for a previous upgrade or installation. However, you're not eligible to receive discounts for previous installations or upgrades if a discount hasn't been included in the quote supplied to you by your Accredited Provider.

How do I assess the energy efficiency of my home?

The [Residential Efficiency Scorecard](#) rates your home's energy use and comfort, and provides tailored recommendations for improvements.

Getting a Scorecard home energy rating from a government-accredited assessor will help you make the best choices by providing targeted information to assist you in achieving your goals whether that's reducing your energy bills, going all-electric, or living in a more comfortable home.

Promote VEU to businesses



Key messages to promote VEU to businesses

Join over 176,000 businesses and make the switch to energy-efficient electric products

Small businesses can save \$500 annually, and larger businesses up to \$74,000 annually by undertaking an upgrade through the VEU program.

The program assists businesses in reducing energy bills and lowering greenhouse gas emissions.

Over 176,000 businesses have benefitted from the program since 2009.

With a significant 83% increase in gas prices in Victoria since 2020, now is an opportune time to leverage the program and make the switch to electric.

The program has solutions for businesses across all industries. From retail to manufacturing, all businesses can find energy-efficient options that align with their operational needs.

View the full list of upgrades for businesses: energy.vic.gov.au/victorian-energy-upgrades/businesses

To participate in the program you must:

1. Check your eligibility for your chosen product. Please note: Victoria's largest energy users are exempt from the program and will have to opt in for incentives.
2. Engage an Accredited Provider listed on the Accredited Persons Register to upgrade your business.



For more information about VEU for businesses visit our website

Social media posts to target businesses



Post 1:
Electrify or upgrade your business with energy-efficient products and services that align with your industry needs. [Learn more](#)



Post 2:
Join over 176,000 Victorian businesses and electrify your business to reduce your energy use and greenhouse gas emissions. [Learn more](#)



Post 3:
As a business, you could be eligible for significant rebates under the VEU program when opting for an energy-efficient product or service. [Learn more](#)



Post 4:
Do you own a business? You could be eligible for significant rebates under the VEU program when opting for an energy-efficient product or service. [Learn more](#)




Fact sheet

Download, print or share this factsheet with your customers and community.


The fact sheet includes information about:

- Discounts and rebates
- Eligibility
- How to receive a discount



Victorian Energy Upgrades for businesses


Supporting Victorian businesses to make the switch to efficient electric equipment








The Victorian Energy Upgrades (VEU) program has helped more than 167,000 businesses to electrify and upgrade their premises.

About the VEU program
The VEU program aims to help Victorians upgrade their businesses with energy-efficient products and services by offering discounts and rebates.



Energy-efficient upgrades for businesses
Depending on your choice of upgrade, you could save up to \$500 per year* on energy costs as a smaller business, or up to \$74,000 per year as a larger business.
View the full list of discounts and rebates, and eligibility criteria¹.



	Heating & cooling discounts	Eligible businesses can claim a rebate of \$3,990* when replacing a ducted gas heater with an energy-efficient ducted reverse-cycle air conditioner.
	Commercial lighting discounts	Eligible businesses can claim a discount of \$1,750* when removing and replacing 100 fluorescent tubes (24 watts per tube) with 50 LED luminaires (16 watts per lamp).
	Heat pump hot water system discounts	Eligible businesses can claim a discount of \$490* when removing and replacing an inefficient gas water heater with a heat pump water heater.
	Cold room upgrade discounts	Eligible businesses can claim a rebate of \$770* when retrofitting the refrigeration system of a cool room with an electronic expansion valve and compatible superheat controller. More complex upgrades could claim a higher rebate.
	Other project-based upgrades	Project-based activities refer to upgrades tailored for a particular site that measure energy consumption before and after an upgrade. Technologies include: <ul style="list-style-type: none"> • Process heat and steam • HVAC • Refrigeration systems • Fans and motors.

*Figures are indicative. The final discount will depend on several factors. See products² for more information.

¹ www.energy.vic.gov.au/victorian-energy-upgrades/businesses
² www.energy.vic.gov.au/victorian-energy-upgrades/products

How do I receive a discount or rebate?


Option 1: Accredited Provider installation

1. Choose the eligible upgrade listed with [Essential Services Commission](#)¹.
2. Find a VEU Accredited Provider to complete the installation of an approved product.
3. VEU accredited provider provides upfront discount or rebate to you.

Option 2: Choose your own installer

1. Choose the eligible upgrade listed with [Essential Services Commission](#)¹.
2. Engage a qualified tradesperson who works with a program Accredited Provider to process completed paperwork and facilitate a discount or rebate.
3. Choose an eligible product. Your qualified tradesperson then:
 - a. provides a quote including the discount or rebate.
 - b. completes the installation of an approved product.
 - c. returns completed forms to the accredited provider to process the discount.

Questions?
For more information, please visit our website or contact the Victorian Energy Upgrades team:
T (03) 9032 1310
E energy-upgrades@deeca.vic.gov.au





¹ <https://www.veu-register.vic.gov.au/Public/Registration2.aspx>

© The State of Victoria Department of Energy, Environment and Climate Action Sept 2024.
ISBN 978-1-76136-720-5 (Print)
ISBN 978-1-76136-721-2 (pdf/
online/MS word)

Disclaimer
This publication may be of assistance to you but the State of Victoria and its employees do not guarantee that the publication is without flaw of any kind or is wholly appropriate for your particular purposes and therefore disclaims all liability for any error, loss or other consequence which may arise from you relying on any information in this publication.

Accessibility
To receive this document in an alternative format, phone the Customer Service Centre on 136 186, email customer.service@deeca.vic.gov.au, or contact National Relay Service on 133 677. Available at www.deeca.vic.gov.au

Frequently asked questions from businesses

Is the Victorian Energy Upgrades (VEU) program compulsory?

The program is a voluntary government initiative. All Victorians are encouraged to participate to reduce their upfront electrification upgrade costs and support a cleaner energy future.

Why upgrade using the program now?

By joining more than 176,000 Victorian businesses who've electrified or upgraded to save energy under the program, you're helping Victorians reach their state 2030 emissions targets.

The program aims to cut your energy bills, reduce your energy use and lower greenhouse gas emissions.

Who is an Accredited Provider and where do I find one?

An Accredited Provider is a business approved to deliver or facilitate upgrades and rebates under the VEU program by creating and selling VEECs.

Accredited providers can facilitate the creation of trade of certificates for installers who deliver upgrades in accordance with the VEU program rules.

[Find an Accredited Provider](#)

How do I receive a discount or rebate for my installation or upgrade?

You can access discounts and rebates via your Accredited Provider (AP). Ensure you contact several APs for quotes on your final appliance installation price, including your discount, before starting an upgrade.

What are Victorian Energy Efficiency Certificates (VEECs)?

VEECs are electronic certificates earned by Accredited Providers (APs) after they've made an energy-efficient upgrade or installation to a home or business.

APs sell their VEECs to energy retailers who surrender them to Vic Gov as proof they've prevented one tonne of greenhouse gas emissions from entering the environment.

What consumer protections are in place?

The [VEU code of conduct](#) is a set of standards that all program participants must follow. These standards apply to advertising, program upgrade delivery, upgrade contracts, follow-up activities, and dispute resolution.

Can I receive a rebate or discount after making an installation or upgrade to my home or business?

If you're a business or household, you may be eligible to receive a discount or rebate for a previous upgrade or installation. However, you're not eligible to receive discounts for previous installations or upgrades if a discount hasn't been included in the quote supplied to you by your Accredited Provider.

How much can I save as a business?

Depending on your choice of upgrade and the size of your business, businesses can save between \$500 to \$74,000 per year on energy costs.

Information for installers



Frequently asked questions from installers

What are the benefits to installers?

You can increase your customer base by offering discounted energy efficient products and services.

Offering more efficient products at a similar or reduced price will give your business an energy-efficient edge.

Is the Victorian Energy Upgrades program compulsory?

The program is a voluntary government initiative. All Victorians are encouraged to participate to reduce their upfront electrification upgrade costs and support a cleaner energy future.

What consumer protections are in place?

The VEU code of conduct is a set of standards that all program participants must follow. These standards apply to advertising, program upgrade delivery, upgrade contracts, follow-up activities, and dispute resolution.

What are approved products and where can I find them?

All products to be installed under the program needs to be listed in the [Essential Services Commission's Register of Products](#).

It's important to search Accredited Products Register before purchasing an energy-efficient product. To access discounts and rebates under the program, approved products must be installed by an installer who works with/as an Accredited Provider.

What if I can't find my preferred energy-efficient product on the list?

To get an energy-efficient product approved and listed on the Essential Services Commission Register, you must open and submit an application via your VEU account. Please note that products installed under project-based activities are not required to be listed.




For more information about VEU for installers visit our website

Fact sheet


Download, print or share this factsheet. It includes information about:

- VEU program
- Energy-efficient upgrades
- How to get involved
- How to use VEECs



Victorian Energy Upgrades for Accredited Providers and Installers

Supporting Victorians to make the switch to efficient electric alternatives








Electrifying Victorian homes and businesses is crucial to meet the state's 2030 emissions targets.

About the VEU program
The Victorian Energy Upgrades (VEU) program helps Victorians upgrade their homes and businesses with energy-efficient products by offering discounts and rebates.

By supporting Victorians to make the switch to electric, you are helping cut their energy bills, reduce their energy use, and lower greenhouse gas emissions whilst delivering services.

Energy-efficient upgrades that generate discounts and rebates
Grow your business and help Victorians reduce their emissions by offering them discounted and rebated energy-efficient products and services.

 	Heat pump upgrades for hot water and heating & cooling	Gain an edge over your competitors by offering your residential, business, or industrial customers with upgrades for water heating, and space heating and cooling.
	Commercial refrigeration	Provide discounts or rebates when: <ul style="list-style-type: none"> • upgrading refrigeration equipment • upgrading existing cold rooms; or • installing a new cold room. Upgrades include installing an electronic expansion valve and compatible superheat controller, and other specified upgrades.
	Custom upgrades	Provide rebates for energy saving projects that measure energy before and after an approved project is commissioned using the Measurement and Verification (MSV) method.





How do I get involved?

- 1. Explore your opportunities**
If you're an installer (eg. licensed electrical contractor or plumber), you'll need to decide which energy-efficient upgrades¹ are the best fit for you and your business.
- 2. Become or engage an Accredited Provider (AP)**
Depending on the upgrades you want to deliver, you will need to apply to become an AP. Alternatively, you can work with an existing AP to offer discounts and rebates under the program.

To become an AP, work directly under the program, and generate the Victorian Energy Efficiency Certificates (VEECs) which facilitate the discount and rebate, you will need to:

- Open a VEU account² using your ABN and other business details. All APs can be viewed on the AP Register.
- Submit an application form for accreditation and provide the requested supporting documentation.
- Pay the \$3,000 application accreditation fee after you have received an invoice from the VEU administrator, the Essential Services Commission.

To work with an AP you should contact them via the AP Register³ by selecting the VEEC activity drop-down menu. We recommend contacting several APs to determine the best fit before delivering upgrades.

View the Obligations and Program Guide for Accredited Persons before commencing an application.

How do I use VEECs?
As an AP, you generate and sell VEECs to energy retailers after making an energy-efficient upgrade or installation to a home or business. Each certificate represents the reduction of one tonne of greenhouse gas emissions.

Questions?
For more information, please visit our website⁴ or contact the Victorian Energy Upgrades team:
T (03) 9032 1310
E energy.upgrades@deeca.vic.gov.au

© The State of Victoria, Department of Energy, Environment and Climate Action Sept 2024
 ISBN 978-1-76136-718-2 (Print)
 ISBN 978-1-76136-719-9 (pdf/online/MS word)

Disclaimer
This publication may be of assistance to you but the State of Victoria and its employees do not guarantee that the publication is without flaw of any kind or is wholly appropriate for your particular purposes and therefore disclaims all liability for any error, loss or other consequence which may arise from you relying on any information in this publication.

Accessibility
To receive this document in an alternative format, phone the Customer Service Centre on 136 186, email customer.service@deeca.vic.gov.au, or contact National Relay Service on 133 677. Available at www.deeca.vic.gov.au




1 www.energy.vic.gov.au/victorian-energy-upgrades/what-is
 2 www.veur-register.vic.gov.au/public/what-is-a-veu-account
 3 <https://veur-register.vic.gov.au/Public/ParticipantDetails.aspx>

