


## 8 Appendices

### Appendix A: HEEUP program materials

Figure 23 Sample hot water tool output letter



**Brotherhood  
of St Laurence**

Dear \_\_\_\_\_

**Your Hot Water System Options**

As a part of the Household Energy Efficiency Upgrade Program (HEEUP), I visited your home on Friday 24 October and conducted an assessment of your hot water consumption.

Based on your answers during our meeting, the table below provides hot water replacement options compared to your current system.

Hot Water System	Cost to you *	Saving on retail price *	Estimated first year saving ^	Estimated annual GHG emissions (kgCO2)
Natural Gas (storage tank) 1 star	\$0	\$0	\$0	985
Natural gas storage 4-star	\$1,290	\$0	\$82	720
Natural gas instantaneous 6-star	\$2,361	\$0	\$212	542
Natural gas storage 6-star	\$1,499	\$0	\$182	557
Natural gas boosted solar	\$3,795	\$0	\$327	216

(\* 'Cost to you' is based on the installed cost of the system net of available government subsidy.)  
(^ 'Estimated first year saving' is compared to your existing system.)



Please call the Brotherhood of St Laurence HEEUP team if you would like further information on (03) 9445 2471.

Yours sincerely


BSL Energy Engagement Officer.

Please note that the information provided by the Hot Water Calculator is specifically designed for Victorian households only using applicable rebate rules and energy prices in Victoria. This information provided should be treated as a guide only.


Figure 24 Sample AGL / BSL HEEUP recruitment letter



Since 1837



**Brotherhood  
of St Laurence**



**Australian Government  
Department of Industry**

This activity received funding from  
the Department of Industry as  
part of the Low Income Energy  
Efficiency program.

<XX Month 2014>

<Mr Sam Sample>  
<123 Sample Street>  
<SAMPLETOWN NSW 2000>

**Access big subsidies on a new, efficient hot water system.**

Dear <Sam>

Does your hot water system need replacing? The Brotherhood of St Laurence can help pay for a new one

**We'll help you access a new hot water system.**

The Brotherhood of St Laurence is working together with AGL and Good Shepherd Microfinance to help eligible homeowners upgrade their hot water systems by providing access to:

- > a subsidy of up to \$3,500\* for a solar hot water system or up to \$500 for a gas hot water system
- > a low or no interest loan for the remaining cost.

**Enjoy a more efficient system for less.**


An efficient new hot water system can help you:

- > avoid being left with no hot water when your old system breaks down
- > avoid expensive repairs to your old system
- > reduce the energy used to heat your hot water.


**Interested? Find out more today.**

To find out if you are eligible for the subsidies, and to get expert advice on the right system for your home, please complete and return the enquiry form in the enclosed reply paid envelope, or simply call AGL on **1800 304 763 (8am-6pm, Monday to Friday)** and select Option 1.

Yours sincerely



Mark Brownfield  
General Manager Marketing & Retail Sales  
AGL



Tony Nicholson  
Executive Director  
Brotherhood of St Laurence

\*This includes a Brotherhood of St Laurence subsidy, Victorian Energy Efficiency Certificates and Small-scale Technology Certificates.

AGL Sales Pty Limited  
ABN 88 090 538 337

L22 120 Spencer Street  
Melbourne VIC 3000

agl.com.au

AGLME15223 (0115)

AGL4433

Figure 25 Sample AGL / BSL HEUP recruitment letter – reply form

## How to access big subsidies on a new hot water system.

**You must be an owner of your property to apply.**

Please complete this form to help us determine your eligibility for a subsidy on a new gas or solar hot water system. Return the form in the reply paid envelope provided and we will contact you, or simply call **1800 304 763** (8am-6pm Monday to Friday).

### 1. Your name.

Title:  First name:  Surname:

Account number:  Concession type:

### 2. Your location.

Street number:  Street name:

Suburb:  State:  Postcode:

Are you an owner of this property? Yes  No

Is this residence your principal address? Yes  No

Approximate age of the property:  years

### 3. Your contact details.

I would like free expert advice to access the subsidy and choose a cost effective hot water system for my home.

My daytime phone number is:

My preferred language is:

AGL  
Energy in action.  
Since 1837

Australian Government  
Department of Industry

Brotherhood of St Laurence

AGL-4433

Figure 26 Sample AGL / BSL HEEUP recruitment letter – envelope



Figure 27 Sample AGL / BSL HEEUP recruitment letter – reply paid envelope

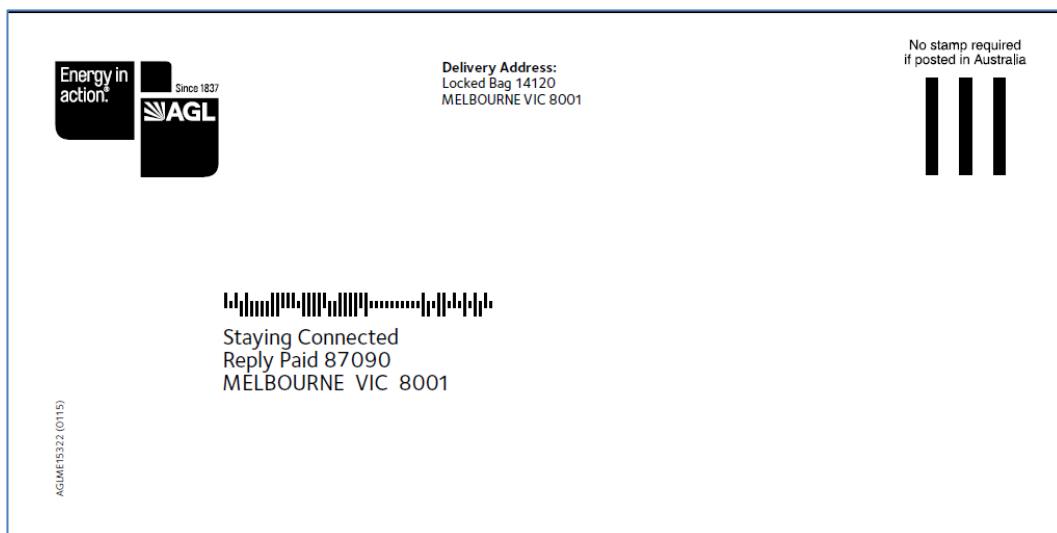


Figure 28 Sanden advertisement





# On a low income and want to slash your hot water energy bills?

Save up to 80%<sup>1</sup> on an energy efficient **Sanden Eco® Hot Water Heat Pump system!**

- ▶ **HUGE subsidies** available from the Brotherhood of St Laurence's Low Income Energy Efficiency Program funded by the Department of Industry and Science.
- ▶ The Sanden Eco® Hot Water Heat Pump system **could save you up to 78% of the hot water energy costs** of a conventional electric storage hot water system... rain, hail or shine!
- ▶ **Whisper quiet**, operating at just 38 decibels.
- ▶ **RARE OPPORTUNITY** for holders of a concession card, health care card, or Dep't of Veterans Affairs Gold Card.



**For details and to find out if you're eligible call Sanden Australia on:**  
**1800 146 123.**

 **Australian Government**  
Department of Industry and Science

 **Brotherhood of St Laurence**  
Working for an Australia free of poverty

\*Terms and conditions apply.

The views expressed herein are not necessarily the views of the Commonwealth of Australia, and the Commonwealth does not accept responsibility for any information or advice contained herein.

<sup>1</sup> Includes Low Income Energy Efficiency Program subsidy, STC rebate and Victorian Energy Efficiency Commission VEEC

Figure 29 BSL HEEUP A4 flyer



**An efficient new hot water system can help you:**

- avoid being left with no hot water
- avoid expensive repairs to your old system
- reduce future energy usage

**We will provide generous subsidies that mean in most cases, you will only pay:**

- \$2000 for solar hot water
- \$2000 for gas hot water
- \$1800 for heat pump
- \$1300 for gas storage

**A friendly adviser from the Brotherhood of St Laurence will:**

Assist you to choose the best system. Our adviser will visit your home to discuss your hot water needs and the costs and benefits of the different hot water systems.

**Am I eligible?**

To be eligible you must be a concession card holder and own your own home.

**For more information call 1300 651 809**

This activity received funding from the Department of Industry as part of the Low Income Energy Efficiency Program



## Appendix B: HEEUP steering committee

### Home Energy Efficiency Upgrade Program Steering Committee

#### Establishment and Purpose

In accordance with the funding agreement between the Commonwealth Department of Resources, Energy & Tourism (DRET) and the Brotherhood of St Laurence (BSL) a Steering Committee has been established to oversee the management and delivery of the Home Energy Efficiency Upgrade Program and ensure it meets its objectives and key deliverables.

#### Name

The name of the Steering Committee will be Home Energy Efficiency Upgrade Program Steering Committee. It will also be referred to as the HEEUP Steering Committee.

#### Membership

The HEEUP Steering Committee (**Steering Committee**) will be made up of two Brotherhood of St Laurence representatives and a representative appointed by each other Program Partner (each a **SC Member\***). The Steering Committee may determine that other program partner representatives participate in the proceedings of the Steering Committee. The Steering Committee may also invite representatives of other organisations be invited to attend and participate in the proceedings of the Steering Committee where such attendance and participation advances the purpose of the Steering Committee.

\*The SC Members appointed by each of the Program Partners and who hold office as at the date of this Agreement are listed in Annexure A (**Current Membership of the HEEUP Steering Committee**).

#### Program Partners

Program partners in the Home Energy Efficiency Upgrade Program are:

- Brotherhood of St Laurence (BSL)
- AGL Energy Sales & Marketing Limited (AGL)
- Monash Sustainability Institute (Monash University) (MSI)
- Alternative Technology Association (ATA)
- NSW Office of Environment and Heritage (NSWEOH or OEH)

#### Functions

The HEEUP Steering Committee will oversee the management and implementation of the Home Energy Efficiency Upgrade Program. Steering Committee Members will be responsible within their own organisation for the implementation and delivery of the program.

Specific functions and duties of the Steering Committee are to:

- develop a HEEUP Action Plan that details the implementation and delivery of the program;
- monitor the performance of the program relative to the Action Plan;
- ensure the ongoing maintenance of the quality and integrity of the program;

- receive quarterly progress reports including key project metrics from the HEEUP Program Manager (to be used as the basis for BSL reporting to DRET);
- receive recommendations from the HEEUP Program Manager concerning proposed changes to the Action Plan;
- discuss and offer advice on relevant operational issues in respect of the program including household recruitment;
- provide advice on program research needs;
- consider the results of any research conducted in relation to the program;
- receive regular reports from Program Manager about any systemic problems which may require a change to the program delivery;
- provide advice on a communication strategy for the program;
- establish, receive reports from and request relevant monitoring, verification and evaluation work be undertaken by the Monitoring, Verification & Evaluation Sub-Committee;
- establish any other sub-committees deemed appropriate;
- provide the opportunity for Members to raise issues relevant to the program.

#### **HEEUP Financial Management**

BSL is the HEEUP funding recipient and consortium lead as per the funding agreement with the Commonwealth of Australia, as part its Low Income Energy Efficiency Program. As such BSL is responsible for managing HEEUP project funds and adhering to Part 4 of the funding agreement which outlines:

- 4.1. Use of Funding
- 4.2. Keeping of Funding
- 4.3. Financial Records
- 4.4. Use as security
- 4.5. Refunds
- 4.6. Budget
- 4.7. Budget Flexibility
- 4.8. No Additional Funding

#### **Regulation of proceedings**

**(Truncated)**



## Appendix C: Administrative data – client monitoring system (CMS)

The CMS was the primary administrative tool for managing the program. The administrative data provided to the CSIRO is outlined below. This data was collected from the household during the intake process (over the phone or via mail), or was entered via program staff in the course of the program operations.

Question	Answer
Home Ownership	Owned
	Rented
<b>Drop Out</b>	
Drop Out Reason	Already had system replaced
	ECG Still too expensive
	Illness
	Lack of household consensus
	Misunderstood the offer
	Not eligible
	Not interested (unspecified reason)
	Other
	Too expensive
<b>Intake</b>	
Concession Card	Health Care Card
	Pension Card
	DVA Gold Card
DVA Goldcard	DVA pensioner concession card
	DVA gold card (except those specifying Dependent or Specific)
	DVA gold card specifying War Widow
	DVA gold card specifying TPI
Ownership Status	Owned outright (Owned)
	Owned with a mortgage (Mortgaged)
	Being occupied rent free (Rent Free)
	Being purchased under a rent buy scheme (Rent Buy)
	Being occupied under a life tenure scheme (Life Tenure)
	Other
	Rented
EOI Source	AGL
	BSL
	HUME City Council
	Word of Mouth
EEO Staff Name	HB
	CB
	ID
	MS
Booking Status	Call Back
	Calls Exhausted
	Drop out
	HV Booked
	Install Booked
	Install Completed

	Language Issues
	Msg left
	Quote Booked
	Quote Completed
	Trouble Shoot
	Uncalled
<b>Home Visit</b>	
Preferred Hot Water Type	Gas Storage
	Heat Pump
	Instant Gas
	Solar Electric
	Solar Gas
Supplier Name	AGL
	Enviroshop
Number in household	1
	2
	3
	4
	5
	6
	>6
Hot Water System Location	Inside
	Inside in roof
	Outside
	Outside near bedroom
<b>Finance</b>	
Repayment Method	Centrepay
	Direct Debit
	Recurring Bank Transfer
Loan Period	1 to 36 months
Hot Water Type (is used to calculate BSL subsidy)	Gas Storage
	Heat Pump
	Instant Gas
	Solar Electric
	Solar Gas
Upfront Payment Type	Cheque
	Bank Transfer
Capital Source	BSL Nils
	NAB Nils
<b>HWS Installation</b>	
Hot Water Type	Gas Storage
	Heat Pump
	Instant Gas
	Solar Electric
	Solar Gas