

Australia's 2030 Renewable Energy Target: What it means for your business

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By 2030, 82% of Australia's electricity must come from renewables, which would double today's levels. This target is part of the Australian government's aim to achieve 43% emission reductions by 2030. The National Energy Market (NEM) currently has 39% renewable penetration, so the transition requires significant scaling of wind farms, solar farms, hydroelectric projects, and grid infrastructure. Understanding this trajectory helps businesses align capital investment decisions and assess whether behind-the-meter renewables, battery storage, or demand response solutions will be necessary to manage grid reliability during the transition period.

Publication context: This article reflects its publication date. Market prices, program rules, reporting duties and deadlines may have changed. Confirm current official guidance before making a decision.

Australia is on an ambitious path - by 2030, 82% of our electricity must come from renewables , doubling today's levels. But as electrification surges, grid connection delays and price volatility pose real challenges. Is your business prepared?

Staying competitive means understanding your energy profile and exploring behind-the-meter renewables, battery and thermal storage, gas loads, and demand response solutions.

With 39% of the National Energy Market (NEM) already powered by renewables , we're accelerating toward net zero by 2050. But is this just another policy target, or a game-changing opportunity?

Let's break it down - how will this shift impact your operations, costs, and strategy? And most importantly, how can your business take action now?

What is the 2030 Renewable Energy Target?

The target commits Australia to generating 82% of its electricity from renewables within the next 5 years. This target is part of the government's current aim to achieve 43% emission reductions by 2030. To get there, significant investment will go into:

Scaling up renewable generation : Increasing the number of wind farms, solar farms, and hydroelectric projects across the country.

Grid upgrades : Programs like the Federal Government's Rewiring the Nation will overhaul the electricity grid to handle higher volumes of renewable energy.

Energy storage : Enhanced battery technology and other energy storage solutions will help ensure the reliability of renewable power.

This shift isn't just a policy initiative - it's a reimagining of how Australia produces and consumes energy.

How this target will impact businesses

The renewable energy transition will create both opportunities and challenges for businesses. Here's what you need to know:

Opportunities for businesses

Lower energy costs Renewables like solar and wind are already some of the cheapest energy sources available. In fact, behind the meter solar and storage is potentially the lowest cost of energy and a worthy part of a total site Net Zero Plan. As renewable and storage penetration increases, electricity prices are expected to stabilise and become more affordable in the long run

Access to incentives Governments at all levels are offering subsidies, grants, and tax breaks to businesses that adopt renewable technologies or improve energy efficiency. This includes programs to help businesses install solar panels, purchase batteries, or electrify their operations. The opportunity for business is to integrate government incentives into their overall financial planning process.

Enhanced reputation Sustainability is no longer just a "nice-to-have." Customers, investors, and other stakeholders increasingly expect businesses to prioritise sustainability. Embracing renewables can differentiate your business, attract environmentally conscious customers, and enhance brand loyalty.

Future-proofing your operations Acting now to align with renewable energy targets can reduce your exposure to future risks, such as rising carbon taxes, stricter environmental regulations, or energy supply disruptions.

Demand response The variability of renewable energy means that being able to shed load or export from solar or storage back to the grid at short notice can be a substantial income generator. Aggregated together these Virtual Power Plants is a fast-growing component for the grid.

Challenges to be aware of

Upfront costs Transitioning to renewable energy - whether through on-site solar, battery storage, or electrification - requires initial investment. This investment into transitioning will come with some financial risk, however, these costs often pay off in reduced operational expenses over time.

Infrastructure readiness While programs like Rewi ring the Nation aim to modernise the grid, businesses may face short-term challenges as the grid adapts to increased renewable capacity. This could include fluctuations in energy reliability or supply.

Policy complexity The energy landscape is evolving rapidly, with new policies, programs, and incentives being introduced frequently. Keeping up-to-date will be crucial for businesses looking to maximise benefits.

Key takeaways for businesses

Renewables are becoming the new normal: With costs decreasing and support increasing, transitioning to renewable energy is not just a moral choice but a sound business decision.

Sustainability is a competitive advantage: Demonstrating your commitment to renewable energy can strengthen your market position and appeal to eco-conscious stakeholders.

Planning is essential: Businesses that proactively plan for this shift - whether by investing in renewables, improving energy efficiency, or leveraging incentives - will be best positioned for success.

We can do a lot more now: With available technology, we could be doing a lot more to accelerate our emissions reduction and make the transition to renewables before the deadlines.

The CCA also stated; "Working to reduce emissions now, using existing technologies, is for more efficient and effective than waiting and hoping that bigger breakthroughs will do all the work".

How Northmore Gordon can help

Navigating this energy transition can be complex, but you don't have to do it alone. At Northmore Gordon, we specialise in helping businesses reduce emissions, improve energy efficiency, and access renewable energy opportunities.

We can assist with

Identifying and accessing government incentives to make your transition more affordable.

Developing energy and sustainability strategies tailored to your operations.

Implementing renewable energy solutions that align with your goals and budget.

Let's make the most of the 2030 Target

Australia's renewable energy target isn't just a government mandate - it's a game-changer for businesses. By acting now, you can reduce costs, stay ahead of regulations, and position your business as a leader in sustainability. If you're ready to embrace the future of energy or want to understand how the 2030 target impacts your business, let's start the conversation. Together, we can turn these changes into opportunities.

Contact Hamish McGovern at h.mcgovern@northmoregordon.com to find out more.

Scheme and certificate context

Before using a certificate or grant figure, confirm the current scheme method, eligible activity, effective date, evidence requirements, price date and registration or application process.

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Read the original article for the source publication and its full context.

What percentage of Australia's electricity must come from renewables by 2030 under the target?

By 2030, 82% of Australia's electricity must come from renewables, which would double today's levels. This target is part of the Australian government's aim to achieve 43% emission reductions by 2030. The National Energy Market (NEM) currently has 39% renewable penetration, so the transition requires significant scaling of wind farms, solar farms, hydroelectric projects, and grid infrastructure. Understanding this trajectory helps businesses align capital investment decisions and assess whether behind-the-meter renewables, battery storage, or demand response solutions will be necessary to manage grid reliability during the transition period.

What key investments will be needed to reach Australia's 2030 renewable energy target?

Three major investment areas support the 2030 target: scaling renewable generation capacity through wind farms, solar farms, and hydroelectric projects; upgrading grid infrastructure via the Federal Government's 'Rewiring the Nation' program to integrate distributed renewable generation; and deploying energy storage solutions such as battery technology to ensure reliability. Businesses should prepare for these systemic changes by evaluating their own site readiness, electrical constraints, and whether participation in demand response or distributed storage could generate revenue. We can help

assess feasibility of on-site renewables, electrification, and storage aligned with your operational needs and the evolving grid conditions.

What opportunities does the 2030 renewable energy shift create for businesses?

Five main opportunities emerge: lower energy costs as solar, wind, and storage technology costs continue declining and stabilise; access to government incentives including subsidies, grants, and tax breaks that reduce capital barriers; enhanced reputation with sustainability-focused customers and investors; protection against rising carbon taxes and future regulatory tightening; and revenue generation through demand response by shedding load or exporting solar and storage capacity back to the grid. Businesses that act early can lock in better economics and secure grid connection capacity before congestion increases. Our services span energy audits, renewable procurement through moREnewable100, feasibility studies, and transition planning to help identify and capture these value streams.

What challenges should businesses be aware of when transitioning to renewable energy by 2030?

Three key challenges require planning: upfront capital costs for on-site solar, battery storage, electrification, and grid connection infrastructure create financial risk, though most projects deliver returns over their operating life; grid readiness constraints as increased renewable capacity strains distribution infrastructure, potentially causing short-term supply fluctuations or connection delays; and rapid policy evolution requiring ongoing monitoring of new incentives, regulatory requirements, and scheme changes. Businesses should verify scheme eligibility early, document evidence before project commencement, and model investment cases with and without conditional government support. We can assess project timing against scheme requirements, help identify eligible funding pathways, and develop transition plans that navigate these operational and regulatory complexities.

What solutions should businesses explore to prepare for the 2030 renewable energy target?

Businesses should assess their energy profile and consider behind-the-meter renewables (rooftop or ground-mounted solar), battery and thermal storage systems, electrification of gas-dependent processes, and participation in demand response programs. These solutions help manage grid connection delays, buffer price volatility, and build operational flexibility as the energy system transitions. The appropriate combination depends on site constraints, production profiles, and financial capacity. Our energy optimisation service provides utility benchmarking, feasibility assessment for renewable heat and electrification, metering and monitoring design, and measurement and verification support to ensure solutions deliver expected outcomes and remain eligible for available certificates or grants.

How can Northmore Gordon help businesses navigate the 2030 renewable energy target?

We support businesses through three integrated capabilities: energy audits and optimisation to identify site-specific renewable and storage opportunities aligned with operational constraints; carbon and energy strategy development including transition planning that maps feasible pathways and financial implications toward net-zero emissions; and renewable certificate procurement via moREnewable100 without requiring electricity contract changes. We also offer funding-pathway assessment to clarify eligible grants and schemes, measurement and verification to establish baseline and verify savings, and ongoing energy management systems to track performance. This end-to-end approach connects technical feasibility, commercial viability, and regulatory compliance to help businesses implement affordable, timely solutions that capture government incentives and position operations competitively ahead of the 2030 deadline.

What did the Climate Change Authority say about reducing emissions now versus waiting for future technology?

The Climate Change Authority (CCA) stated: 'Working to reduce emissions now, using existing technologies, is far more efficient and effective than waiting and hoping that bigger breakthroughs will do all the work.' This guidance reinforces that businesses should not delay investment pending uncertain future innovations. Today's proven technologies—solar, wind, energy efficiency, electrification, and storage—deliver measurable cost reductions and emissions outcomes when implemented with proper planning. Acting early also allows businesses to secure available government incentives, grid connection capacity, and supplier resources before congestion increases, while demonstrating environmental leadership to stakeholders.

How do government incentive schemes help make renewable energy transitions more affordable?

Multiple Australian government schemes reduce the capital burden: grants and subsidies offset upfront equipment costs; environmental certificates (such as STCs for small-scale solar or LGCs for large-scale renewables) create revenue streams from eligible projects; and accelerated depreciation or tax benefits improve financial returns. However, eligibility depends on technology type, system capacity, timing of installation relative to scheme commencement, and prior incentive history. Businesses must verify requirements early to avoid disqualifying actions such as premature installation or undisclosed prior support. Our funding-pathway assessment service identifies applicable schemes, confirms eligibility criteria, models scenarios with and without conditional support, and ensures your investment case remains resilient even if a particular incentive is delayed or reduced.