

EECCA Rebrand: Energy Savings Industry Association (ESIA)

Canonical: <https://northmoregordon.com/news/energy-savings-industry-association-launch-rebranding-3-july-2018/>

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About this update

This dated news record has been reorganised for clear reading and connected to current guidance.

Publication date: July 12, 2018.

Status note: Present-tense statements, market figures, deadlines and program details in the archived record belong to its publication date. Check current official sources before making a decision.

What this article reported

The peak industry body for businesses operating under the multiple Australian energy saving schemes was rebranded and launched last week. We were very fortunate to have the Hon Lily D'Ambrosio MP Vic Minister for Environment, Energy and Climate Change provide the keynote address and reiterated her commitment to strengthening the Victorian Energy Upgrades.

The industry has grown over the past 10 years and through the schemes in VIC, NSW, SA, and ACT;

2.3 million households and businesses have participated;

5 million energy-saving upgrades so far;

5 million MWh of electricity saved annually;

5 million tonnes of greenhouse gas emissions avoided;

4,000 jobs supported; and

\$1 billion of customer bill savings annually.

The industry association was formerly known the Energy Efficiency Certificate Creators Association (EECCA). For full details of ESIA rebranding please see:

<https://esia.asn.au/news/eecca-rebrand-energy-savings-industry-association-esia>

How to use this information now

For current use, confirm the applicable scheme rules, regulator notices, market date and reporting period. Keep historical prices or forecasts separate from present quotes and verified outcomes.

Separate source-reported facts from forecasts, targets and commentary. For a current project, retain the official source, version, effective date, assumptions and decision record in the evidence file.

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What was the Energy Efficiency Certificate Creators Association (EECCA) and why did it rebrand to ESIA in 2018?

The EECCA was the peak industry body representing businesses operating under Australian energy saving schemes across Victoria, New South Wales, South Australia, and the Australian Capital Territory. It rebranded to the Energy Savings Industry Association (ESIA) in July 2018 to reflect the broader scope of the industry beyond certificate creation alone. This rebranding acknowledged the expanded role of the sector in delivering energy efficiency improvements, supporting 4,000 jobs, and achieving measurable outcomes including 5 million MWh annual electricity savings and 5 million tonnes of annual greenhouse gas emissions avoidance. The rebranding strengthened industry identity and professionalism during a period of significant scheme growth and policy development.

What energy saving schemes operate across Australia, and what jurisdictional coverage does ESIA represent?

ESIA represents the energy saving schemes operating in Victoria, New South Wales, South Australia, and the Australian Capital Territory. These include the Victorian Energy Upgrades (VEU), NSW Energy Savings Scheme (ESS), and related regulatory frameworks in other jurisdictions. Over the ten years preceding the 2018 rebranding, these schemes had engaged 2.3 million households and businesses and completed 5 million energy-saving upgrades. Each scheme operates under its own regulatory requirements, eligibility criteria, and measurement-and-verification pathways. We provide assessment and compliance support across multiple schemes, helping clients navigate jurisdiction-specific rules and select appropriate project pathways for their locations and activities.

How significant is the impact of energy saving schemes on Australia's electricity consumption and emissions reduction?

The energy saving schemes represent substantial national impact: 5 million MWh of electricity is saved annually, equivalent to the electricity consumption of hundreds of thousands of households. These savings directly avoid approximately 5 million tonnes of greenhouse gas emissions each year. The schemes have delivered approximately \$1 billion in annual customer bill savings across participating households and businesses. This scale of impact demonstrates the critical role of structured energy efficiency programs in achieving decarbonisation targets. For businesses considering energy projects, these scheme outcomes illustrate the combined effect of individual improvements at scale and the economic value available through participation in certified efficiency programs.

What did Lily D'Ambrosio's commitment at the ESIA launch event signal about the Victorian Energy Upgrades program?

At the ESIA launch event on 3 July 2018, Lily D'Ambrosio reiterated the Victorian Government's commitment to strengthening the Victorian Energy Upgrades program. This public commitment signaled ongoing government support for the scheme's development, expansion, and integrity. Such government backing is significant for businesses planning energy efficiency investments, as it indicates policy continuity and ongoing funding framework stability. For project teams in Victoria, government commitment to scheme strengthening suggests that VEU will remain a viable pathway for accessing certificates and funding support. We assist clients in understanding how government policy direction affects their project eligibility and the timing of certificate-generation decisions.

Why is industry association formation and rebranding significant for energy efficiency professionals and service providers?

Industry associations like ESIA provide collective voice, professional standards, policy advocacy, and knowledge-sharing infrastructure for practitioners operating across energy saving schemes. A rebranding from EECCA to ESIA reflects sector maturity and expanding scope beyond certificate administration to encompass broader energy efficiency delivery. This organizational development supports practitioners through coordinated training, scheme interpretation, and industry advocacy on regulatory changes. For businesses engaging energy efficiency service providers, the existence of a professional industry association suggests practitioner standards, peer accountability, and access to collective knowledge resources. It also indicates an organized industry capable of engaging with government on scheme design and regulatory clarity, benefiting all participants through improved scheme administration and consistent professional practice.

How does the 10-year participation baseline (2.3 million households and businesses, 5 million upgrades) inform current energy efficiency investment decisions?

The 2.3 million household and business participants and 5 million completed upgrades over the decade preceding 2018 demonstrate proven market demand and established implementation pathways across Australian energy saving schemes. This scale of historical participation provides confidence that schemes are mature, administratively functional, and capable of processing and verifying large numbers of projects reliably. The consistent delivery of 5 million annual electricity savings and \$1 billion annual cost savings shows that scheme methodologies deliver measurable, quantifiable outcomes. For organizations evaluating whether to invest in energy improvements, this historical evidence supports confidence that certified pathways are viable and outcomes are achievable. We use this demonstrated track record when advising clients on project feasibility, helping teams understand that large-scale scheme participation validates the technical and commercial viability of energy efficiency investment.

What employment and economic significance do the energy saving schemes represent for the Australian economy?

The energy saving schemes industry supports 4,000 jobs across installation, assessment, certification, and advisory roles. Annual customer bill savings of \$1 billion represent direct economic benefit to households and businesses investing in efficiency improvements. This economic footprint demonstrates that energy efficiency is not marginal policy activity but a substantial employment sector and consumer-benefit stream. The 4,000 jobs include energy auditors, engineers, installers, compliance specialists, and advisors like Northmore Gordon assisting with project assessment and scheme navigation. For business stakeholders considering energy efficiency investments, the established employment base indicates availability of qualified service providers and competitive market conditions supporting reasonable pricing and professional quality. The economic scale also indicates that energy efficiency funding and scheme administration will attract ongoing policy attention and investment.

What does the multi-jurisdictional scope of ESIA schemes indicate about scheme harmonization and regional differences?

ESIA's representation across Victoria, New South Wales, South Australia, and the Australian Capital Territory indicates that while schemes share common objectives—improving energy efficiency, reducing costs, and lowering emissions—each jurisdiction operates distinct regulatory frameworks with separate eligibility rules, activity specifications, measurement-and-verification requirements, and certificate mechanisms. This reflects Australia's federal structure, where energy policy is partly national and partly state-based. Multi-jurisdictional operations require practitioners to understand jurisdiction-specific rules: VEU's prescribed activities and equipment requirements differ from NSW ESS pathways; eligibility in one state may not transfer to another. Organizations operating across multiple states must assess projects against each jurisdiction's rules separately. We support multi-site

clients by navigating these regional differences, ensuring that project design, evidence requirements, and certificate pathways align with each jurisdiction's specific scheme rules and current specifications.