

**Community Zero Emission Grants – CZER4018**  
**Australian Electric Vehicle Association - ACT Branch**  
**Zero Emissions, Go Electric Project**  
**Final Report – 17 June 2022**

**Project summary**

The purpose of the *Zero Emissions Go Electric* Project was to educate the ACT public about electric vehicles and about the benefits of electrified transport. The Project was planned in the context of the ACT Government's objective of achieving Net Zero Emissions by 2045, noting that the largest source of ACT greenhouse emissions currently is the transport sector.

In particular, the Project aimed to:

- respond to the information needs of the public, and to demonstrate EV models through passenger rides at "EV Experience events"
- create a new set of EV-related information resources to be made available at these events and through the AEVA website
- conduct a major awareness raising celebration of electric transport, the Zero Emissions EVenture.

These outcomes were delivered by the voluntary efforts of members of AEVA ACT, supported by grant-funded payments to suppliers for services such as:

- permissions to use public sites and bookable spaces
- banners, hi-viz vests, entrant bibs for the EVenture, and similar materials
- printing of a range of information leaflets
- catering for selected events (the Project Launch and the EVenture)
- production of quality photos of our events and a video of the EVenture
- booking of EVenture components such as the GoBoat.

**Changes to Milestones**

The original plan called for the completion of the Project by October 2021. A new set of milestones was approved in April 2021, with a revised completion date of March

2022. This was further revised to June 2022.

The delays were largely due to the Covid Delta strain outbreak and ACT lockdown (August 2021) and the Covid Omicron outbreak (January 2022).

In addition, some turnover of AEVA ACT office bearers caused delays in late 2020 and early 2021.

All adjustments to milestones were communicated to the Grant Officer and approvals for the revised milestones were received.

Two deliverables and their associated milestones were deleted:

- Collector cards for kids
- Mini-Expo.

These deletions are explained below.

**Project logo and design deliverables**

Giraffe Visual Communication Management was commissioned to develop a Project logo and related design materials such as the banner image for the EVenture page on Eventbrite. Based on their advice, and on the chosen logo, we decided to change the name of the Project slightly, to "Zero Emissions, Go Electric" instead the original title of "Cut Emissions, Go Electric".

The logo was used:

- on banners that were purchased to enhance the EV Experience events
- on media releases, the Eventbrite page and other publicity materials concerning the Project
- on hi-viz vests that were purchased for our event marshals
- on entrant bibs for the EVenture.

The chosen logo is below.



## Project launch

The Project Launch was held on 24 May 2021 at Civic Square. Speakers at the event were the Chief Minister (Andrew Barr), the Minister for Climate Change and Sustainability (Shane Rattenbury), the Ambassador of Norway (Paul Gulleik Larsen) and the National President of the Australian Electric Vehicle Association (Chris Nash). The event was attended by representatives of community groups, the electric vehicle industry and the media. A media conference followed the speeches. Attendees were able to view a range of electric vehicles on display in Civic Square.

The Launch coincided with the commencement of the ACT Government's program of two years' free registration for zero emission vehicles, and a \$15,000 interest free loan to support the purchase of EVs as part of the Sustainable Household Scheme.

## EV Experience events

Four EV Experience events were conducted at the Capital Brewing Company in Fyshwick between August and November 2020. Two of these events pre-dated the grant award.

The next event was held at Ikea on 9 May 2021. Ten electric vehicles offered rides to visitors. One of the participating vehicles (an MG ZS EV) was provided and driven by Minister Shane Rattenbury. A video released by the Minister was featured on the AEVA website at <https://www.aeva.asn.au/zero-emissions-go-electric-project/>

Altogether about 35 rides were provided to about 60 visitors, more than 120 conversations were held, and about 65 leaflets were distributed, providing information about the benefits of electric

vehicles, available models, charging and ACT Government incentives.

There was encouraging publicity for this event on ABC local television and radio, and in the Canberra Times.

Below is a photo of the event taken before most of the public had arrived.



Another EV Experience event was held at Ikea on 6 June 2021, with a similar number of visitors to the previous event. Some of the vehicles (such as the Jaguar i-Pace and the Mini Electric) were on display for the first time at an EV Experience event.

The next EV Experience event, on 11 July 2021 at Questacon, had less visitors than originally expected, because the patronage of Questacon was impacted by Covid restrictions. However, a pleasing range of electric cars and motorbikes was displayed, and the conversations with visitors were lengthy and detailed.

The photo below was taken at the Questacon event.



The lockdown of the ACT commencing in August 2021 caused a delay in the program of EV Experience events.

There was a successful event at Ikea on 5 December 2021. Prior to this event we ordered and received new banners,

branded with the ZEGE logo, for display at EV Experience events and at the EVenture. We also engaged a photographer to capture quality images of our events, including images of EVs for use in online marketing. Selected photos of the banner and of the cars at the 5 December event are given below.



There was a successful EV Experience event at London Circuit on 16 January 2022. Some photos from that event are given below.



The next EV Experience event comprised the AEVA ACT contribution to Shannons Wheels at the Queanbeyan Showground on 6 March 2022.

The EV display attracted hundreds of visitors, well over half being ACT residents. Although passenger rides were not offered, the visitors engaged in almost non-stop conversation with the EV owners for 3.5 hours.

As part of that event, funds were raised for two charities: the Stroke Foundation and Technology for the Ageing and Disabled. One of our cars was chosen as the Car of the Show. This car, displayed by John Smith, is a Tesla Model 3 fitted with hand controls. John contracted polio at a very young age, and drives his Model 3 using the hand controls, accompanied by a foldup wheelchair that fits easily in the boot.

Below is a photo of John and the official party.



Featured in the above photo are (left to right): Richard Jackson (President of the Council of ACT Motor Clubs), Kathy Winchester (wife of Mayor Winchester), John Smith, John's Tesla Model 3, Kenrick Winchester (Mayor of Queanbeyan/ Palerang) and Bob Alexander (Canberra antique and classic motor club Wheels coordinator).

A final EV Experience event was held at London Circuit on 5 June 2022. This event was less well attended due to poor weather, but a good range of EVs was displayed and there were many useful conversations with visitors.

### Information resources

Consistent with the Project goals, we developed and published a range of new leaflets for distribution at our events and through the AEVA website.

These information resources were:

[Facts about EVs](#)

[Financial incentives for the purchase of Zero Emission Vehicles in the ACT](#)

[Retrofitting electric vehicle charging in strata properties](#)

[Electric vehicle charging etiquette](#)

[Facts about electric motorbikes](#)

### Collector cards

Our grant application included (as one deliverable) the production and distribution of "collector cards for kids" featuring EVs. Our budget estimated \$4620 for this deliverable.

We obtained quotes for the manufacture of collector cards. One quote for a set of 6 designs was \$2300 for 1500 copies, plus at least \$1000 for design costs. (Our grant

application had envisaged 24 different designs).

Our discussions with stakeholders established that the market for collector cards has basically disappeared because of the internet. Major game shops in Canberra no longer stock these cards.

We concluded that this deliverable would not be effective in engaging with the target audience of school children. Consequently, we reached agreement with the Grant Officer to cancel this deliverable and to return the budgeted funds of \$4620.

After the Project we will continue to explore alternative strategies for engaging with this audience.

### Mini Expo

The grant application included an event entitled "World EV Day and Mini-Expo" which envisaged a modest conference, exhibition and community event at Albert Hall. During the Project planning, alternative sites (such as Thoroughbred Park) were investigated. The event was intended as a dry run for the AEVA National Conference and Expo at EPIC in 2022.

However, the delays in the Project made it impossible to prepare for both of these events in 2022. Consequently, we received approval from the Grant Officer to omit this milestone and to return the budgeted funds of \$1400.

### Zero Emissions EVenture

The Zero Emissions EVenture was a prominent feature of our grant application. It was planned as a "community celebration of electrified transport" in Canberra.

The concept was that participants, mostly in teams, would traverse a course using only electric powered transport or walking. Multiple modes of electrified transport would be used, including cars, buses, light rail, scooters, bikes and a GoBoat.

A key purpose of the event was to reinforce, to the Canberra community, the importance of electrified travel in driving

down greenhouse emissions, and other emissions which impact public health.

We planned a route which included the National Library, the Kingston wharf, Parliament House, Civic and the Light Rail.

We conducted a useful Pilot on 1 August 2021, and compiled a list of learnings.

Initially we planned to conduct the EVenture in September 2021, but postponed it due to the ACT lockdown. It was rescheduled for early February 2022, but was again postponed due to the Omicron outbreak and the associated community hesitation about events with significant numbers of participants.

It was finally held successfully on 24 April 2022.

The steps that we took to prepare for the EVenture included:

- gaining approval from the National Capital Authority to use an area in front of the National Library as the start point
- negotiating arrangements for the use and deployment of Neuron e-scooters
- planning and ordering directional signs (branded with the ZEGE logo) for display along the route
- ordering and receiving branded "race bibs" to identify the entrants
- ordering and receiving branded hi-viz vests to identify the marshals
- negotiating deployment arrangements with GoBoat Canberra and with Yutong
- negotiating arrangements with Transport Canberra (Bus Operations) for use of their facilities by the Yutong electric bus
- negotiating arrangements with Canberra Metro for free use of the Light Rail by people wearing the branded race bibs
- preparing detailed run sheets including lists of volunteer marshals, EV drivers and GoBoat drivers
- preparing "Challenges": quiz questions on zero-emission transport which would be accessed by the entrants at each checkpoint.

In the late stages of planning, the event was extended to include a display of electric bicycles, with test rides (through a partnership arrangement with the SEE-Change E-bike Library) and a small display of electric motorbikes, supported by a new e-motorbike fact sheet.

In all, 84 entrants participated in the EVenture, compared to a possible maximum of 96. The event ran smoothly with no significant problems. Feedback from the entrants was universally positive. We were also fortunate to experience good weather.

The legs of the EVenture comprised:

- a check-in outside the National Library, and a journey by e-scooter with from the National Library to Kingston wharf, along the lake shore (with some entrants using their own bicycles or travelling in a courtesy EV)
- travel by GoBoat in a short loop around East Basin
- travel in electric cars driven by members of AEVA ACT from the Kingston wharf to Parliament House
- travel in an electric bus provided and driven by Yutong from Parliament House to the City Bus Interchange
- travel on the Light Rail from Alinga St. to Swinden St
- travel in electric cars driven by members of AEVA ACT and the Tesla Owners Club from the Lyneham Park-and-Ride back to the National Library
- inspection of electric bikes and motorbikes outside the National Library
- a closing reception at the National Library.

The allocation of electric cars was organised so that every entrant rode in two different EV models during the EVenture.

Here is an example of feedback received from two entrants, Ross Dennis and Lucy Mao:

*I just wanted to send a quick thank you to you and the rest of the support crew for this event. It was really well organised, the support crew were informative and helpful and the event*

*itself was a lot of fun to participate in.... Lucy and I learned a lot from talking with the drivers of the e-cars etc. and from others in the group.... Well done !*

The closing function at the National Library was an opportunity to provide our entrants, marshals and drivers with a light lunch, to support networking between our volunteers and the entrants, and to deliver a speech acknowledging the contribution of all parties, not least the ACT Government for the Community Zero Emissions grant.

A few selected photos from the event are given below.



A detailed report, including additional photos and the quiz questions can be found at:

<https://www.aeva.asn.au/eventure-detail/>

A video of the event, edited by our photographer, can be found at:  
<https://vimeo.com/706035791>

One of our drivers on the Lyneham to National Library leg posted this video of his own experience:

[https://www.youtube.com/watch?v=1ij\\_ab7bNiA&t=1470s](https://www.youtube.com/watch?v=1ij_ab7bNiA&t=1470s)

The EVenture failed to gain the level of media coverage that we hoped. Media releases were sent to 14 different media outlets, with little take-up. There was a radio interview on 106.3 FM on 16 April, and this excellent article in Riot ACT on 18 April:

<https://the-riotact.com/gordon-family-on-an-venture-to-try-out-canberras-electric-transport/550402>

There has been a degree of post-event publicity through videos of the event on YouTube and Vimeo, photos on Twitter and Instagram, and word-of-mouth and social media posts by the entrants.

### **Financial summary**

The initial grant funding was \$24,940. Of this, \$6020 was refunded when the collector cards and mini Expo were

withdrawn as deliverables, leaving a residual budget of \$18,920.

The expenditures incurred for the remaining deliverables groups were:

- EV Experience events: \$1113 (budget \$960)
- Project launch: \$281 (budget \$550)
- Design, promotion and media: \$4542 (budget \$6500)
- EVenture preparation (incl Pilot): \$191 (budget \$1650)
- EVenture operation: \$1820 (budget \$4920)
- Information materials and printing: \$2796 (budget \$4440)
- Total expenditure: \$10,744 (budget: \$18,920).

This left unexpended funds of \$8176.

The EVenture cost considerably less than the budget, because some expenses (eg T-Shirts for entrants) were replaced by less expensive alternatives, some suppliers (eg Neuron) waived licence fees, and some social media expenses were not actioned.

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