

AEVA NATIONAL CONFERENCE 2025: CALL FOR PAPERS

Transport Electrification: Embracing the Early Majority

AEVA's National Conference will be held this year on Thursday, 13 November, in Melbourne at Victoria University's Footscray Park campus. The conference is adjacent to the Everything Electric Show, held at the Melbourne Showgrounds on 14-16 November 2025.

This year's theme is ***Embracing the Early Majority***. The innovators got the ball rolling, and the early adopters have led the way. Now is the time for the early majority to embrace electric transport *en masse* and accelerate the transition into the mainstream.

The early majority are not motivated by novelty or curiosity when adopting a new technology like the early adopters or innovators; they are driven by convenience, practicality and price. This cohort represents the bulk of popular uptake, and respond differently to previous signals.

Thus, a different approach to encouraging the uptake of electro-mobility is required for the next decade. New policy, new approaches and compelling stories are needed to maintain demand for electric cars, bikes, buses, boats, trucks and trains.

We are seeking papers covering any of the following topics:

- Government policy to encourage transport electrification
- Marketing the electric life to a new cohort
- E-scooters, E-bikes and non-car electro-mobility
- Trends in vehicle preference and availability
- Responding to EV disinformation
- Vehicle-to-Load/Home/Grid and the energy ecosystem
- Charging infrastructure for strata and apartments
- Freight and heavy vehicle electrification
- Autonomous EVs

You are invited to submit a paper for this Conference. If you wish to do so, please submit an abstract of no more than 200 words by Wednesday 6 August 2025. Please send your abstract to: secretary@aeva.asn.au

Further Conference details (including registration fees) will be announced later in July.