Australia's road to zero transport emissions

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Australia's road to a clean transport future

A clear case for change

Climate change is a major force shaping our common future. Consensus among governments, businesses and individuals is growing that we need to collectively cap the average increase in global temperatures to 1.5 °C. Going beyond this threshold, scientists believe, risks irreversible environmental change. Both the Australian 'Black Summer' bushfires and the COVID-19 global pandemic in 2019–20 have generated a groundswell of support for positive action on climate change. An area in which constructive action can be taken to achieve significant environmental, economic and social benefits is to accelerate the coordinated adoption of electric vehicles (EVs) across Australia.[1]

Awareness of climate change has been steadily growing in recent years, peaking in response to the 2019–20 bushfires – the worst in Australian recorded history. The Black Summer bushfires directly affected 80% of Australia's population, destroyed over 13 million hectares of land and killed more than a billion animals.[2] Perhaps unlike other environmental events, the devastation of these bushfires was highly visible and widespread across much of our country, inflicting significant human and financial costs.

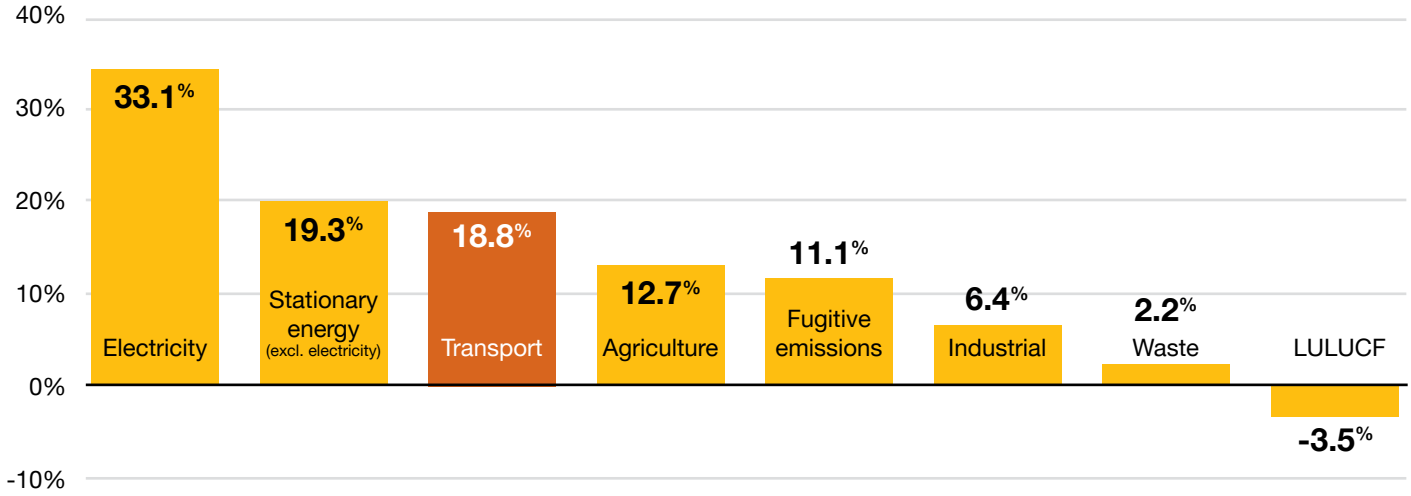
Recent polls suggest that the majority of Australians are now more concerned about climate change than ever before.[3] Further, the current bushfires across the Pacific in California serve to remind us that these events are only likely to increase in frequency in the near future.[4] Australians recognise a clear link between climate change and the bushfires and wish to see governments and businesses across all sectors take collective action to reduce Australia's absolute carbon footprint.[5]

However, another 2020 event to grip our nation, and indeed the world, has been the COVID-19 pandemic. As countries around the world implement restrictions on how we live, work and travel to contain the spread of COVID-19, unintended environmental benefits have ensued. Within a month of the restrictions being implemented, photographs began to emerge showing radical improvements in air quality and pollution. For the first time in 30 years, the Himalayas could be seen from north India.[6] The skies above Los Angeles turned blue; satellite data showed significantly lower pollution across metropolitan Brisbane and Sydney.[7] These observations are a stark reminder not only of the impact of our behaviours on this planet but of how mass collective action, taken today, is not too late.

Transport is one of the largest contributors to our global environmental footprint

Being heavily reliant on fossil fuels, the transport industry is one of the biggest sources of air pollution, which can have severe impacts on the health of humans, animals and plants.[8] In Australia, the transport sector is our third biggest and fastest growing source of greenhouse gas (GHG) emissions.[9]

Share of Australian carbon emissions by sector, for the year to March 2019



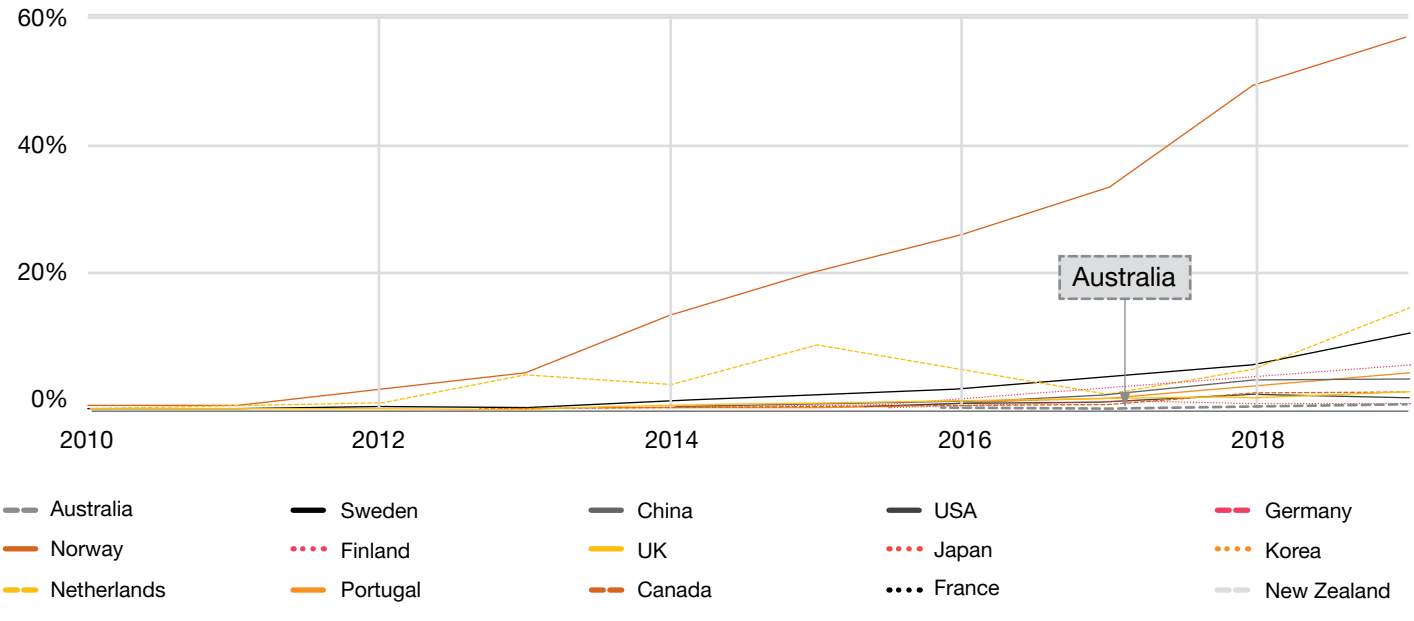
Source: Department of the Environment and Energy[10]
LULUCF: Land use, land use change and forestry

Light vehicles – the cars we drive – account for approximately half of the carbon emissions in the Australian transport sector.[11] Australia is ranked second last in the world for transport energy efficiency, according to a recent international study of the top 23 countries.[12] This performance is largely driven by our predisposition to buy carbon-intensive cars, to drive farther distances, as well as our comparatively low investment in and adoption of public transport.[13] As one of few developed nations without fuel efficiency or vehicle emissions standards, Australia continues to be seen as a "dumping ground" for the heaviest polluting vehicles in the world.[14]

Australia is home to a growing and increasingly urban population. Large-scale investment in public transport infrastructure will be insufficient to address the crowding and congestion in our cities. A shift towards EVs is a key means to tackle continued car use and take meaningful steps towards a clean transport future.

Australia lags behind in adoption of electric vehicles

Electric cars market share by country, 2010–2019 (%)[15]



Source: International Energy Agency

EVs are cars or other vehicles that are powered by electricity. Types of EVs range from hybrids, which rely on a combination of electricity and fuel, through to all-electric (including battery and fuel cells) vehicles.

In 2018, although 2.1 million EVs were sold globally, EV sales in Australia peaked at 2,216 vehicles.[16]

Due to a number of factors that will be explored throughout this series, EVs accounted for only 0.6% of new car sales in Australia in 2019.[17]

Change is critical to achieving global goals

Australia has signed up to the United Nations Sustainable Development Goals (SDGs). The SDGs include targets for clean and efficient energy (SDG 7) and taking urgent action to tackle climate change and its impacts (SDG 13). In 2016 Australia joined 170 other countries in signing the Paris Agreement, a commitment to reduce our carbon emissions by 26–28% of our 2005 levels by 2030.

To deliver on our commitments and be seen as a global leader, we need to accelerate the pace of change.

The Black Summer bushfires and COVID-19 remind us that we each have a responsibility to make informed, environmentally conscious choices. We need collective action from governments, businesses and all Australians, to limit the environmental impact of the transport industry and realise the benefits of a transition to EVs.

The benefits of clean transport

Increasing our use of EVs will help us to meet our global commitments, achieve positive change and show leadership in climate action. But beyond that, there are a number of economic and social reasons why Australia should make the shift to EVs.

Economic growth and creation of new jobs

More EVs on the road will require more batteries to power them with. Australia is one of the leading global lithium producers and is therefore well positioned to capitalise on this market growth. The current $165 billion global lithium value chain is conservatively forecasted to grow to $2 trillion by 2025.[18] Over the next decade, increased global demand for lithium-ion batteries will create new jobs and export opportunities for Australia.[19] Further, more and higher value jobs can be created onshore that expand our lithium workforce beyond the areas of mining, such as in research and development, processing, manufacturing and services.

Reduced carbon emissions

EVs produce significantly lower GHG emissions than their traditional counterparts. EVs powered from renewable sources of energy produce very low emissions (from 6 gCO2/km) compared to an average new car (184 gCO2/km).[20] EVs are a cleaner transport option that will enable us to significantly reduce our overall carbon footprint.

Improved air quality and health outcomes

Cleaner cars on the road will have a remarkable impact on the quality of air we breathe. Vehicle air pollution has been estimated to be the cause of over 1,700 deaths per year in Australia.[21] Choosing to use EVs would significantly contribute to the avoidance of such deaths.

Improved energy security

Energy security, the uninterrupted availability of energy sources at an affordable price, is fundamental to our way of life.[22] Australia currently imports approximately 90% of all liquid fuels from overseas.[23] Greater adoption of EVs will reduce our reliance on overseas petroleum imports, including and mitigate the risk of fluctuations in price or disruptions to supply.[24]

New opportunities for automotive and manufacturing industries

Local automotive and manufacturing industries stand to gain significant competitive advantage if they adapt quickly to an emerging Australian EV market. Norway, Sweden and France are discussing bans on petrol and diesel vehicle sales to begin as early as 2030. Vehicle manufacturers are setting targets for zero-emissions vehicle models and have invested US$300 billion in the electrification of global vehicle models.[25] Companies that make early moves to reposition their businesses can get ahead of the curve with regulatory changes, as well as set their sights on EV technology and innovation. There is significant scope for automotive businesses to increase their domestic market share and play a greater role in international markets through EV adoption.

Consumer benefits

EVs are cheaper to operate than traditional vehicles. Because of lower servicing and fuel costs, EVs offer an estimated $8,500 in savings over a vehicle's lifetime.[26] Combined with financial incentives from state and territory governments, these savings can offset the higher upfront cost of an EV.

In addition, EVs tend to offer better driver experience. A recent survey found that lower running costs and quieter, smoother operation were identified as key benefits of EV ownership.[27] Research completed in 2020 found that more than half of all Australian consumers surveyed would now consider purchasing an EV as their next car.[28]

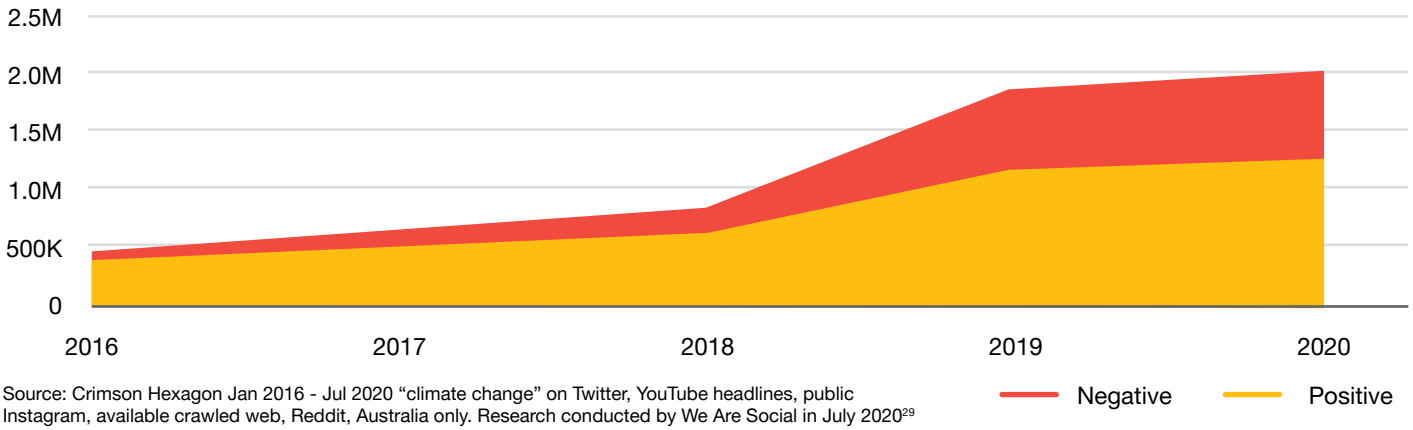
So, what's holding Australia back from the electric vehicle phenomenon?

Brakes on electric vehicle adoption

Despite the clear and compelling economic and environmental benefits to be realised, Australia's progress is stalling when it comes to transitioning to EVs. A number of factors are inhibiting our adoption of EVs and moving towards a clean transport future.

Australians have shown increasing interest in EVs over the last five years, if upswings in online discussion of this topic is anything to go by. However, not all publicity is good publicity. While there is more talk of EVs, much of it is negative and references the lack of consistent government policy, lack of consumer incentives, prohibitive purchase costs and perceived weaknesses of EV cars relative to other cars.

Climate change conversation volume and sentiment



Source: Crimson Hexagon Jan 2016 - Jul 2020 "climate change" on Twitter, YouTube headlines, public Instagram, available crawled web, Reddit, Australia only. Research conducted by We Are Social in July 2020[29]

A lack of charging infrastructure

Investment in transport infrastructure is critical to consumer uptake. The newest ultra-fast chargers on the market can take less than 30 minutes to charge an empty EV. But most Australian EV owners using standard at-home charging stations are left waiting anywhere from 11 to 30 hours. A recent survey of consumer attitudes found that the lack of access to and perceived inconvenience of charging stations are key barriers to adoption of EVs.[30] These barriers highlight the need for adequate charging options at home, in public and at destinations (e.g. at hotels, shopping centres). The latest information from the Electric Vehicle Council suggests that Australia currently has 1,950 standard charging stations and approximately 550 fast-charging stations.[31] To alleviate the concerns of consumers and facilitate EV uptake, Australia needs significant investment in EV charging infrastructure in the coming years.

Battery lifespan

The lithium-ion batteries that are used to power EVs are a relatively new technology, that is yet untested over an extended period. The performance of all batteries degrades over time. But we don't yet know the expected lifespan of an EV battery, or what will happen as they need to be replaced or recycled. This uncertainty is a key issue for the industry, particularly for dealers considering stocking EVs.[32]

Range anxiety and consumer misinformation

'Range anxiety' is the fear that an EV will run out of power before completing a journey. Although the average range of an EV is 400 km on a single charge, almost 80% of consumers believe it to be less or choose not to purchase an EV due to concerns the range is too low to meet their needs for weekend travel or longer distance trips.[33]

Many Australians are unaware of the functionality and benefits of EVs. It is critical that consumers are equipped with relevant and accurate facts to make informed purchasing decisions appropriate for their own circumstances.[34] As Australians rely on car dealers as key sources of consumer information, marketing support and training for car dealers is critical to public education strategy that aims to bust misconceptions about owning and using an EV.

Upfront consumer costs

The high upfront costs of purchasing an EV in Australia is a key barrier and is predicted to remain so for at least another five to 10 years. There is a limited range of models and low diversity of price points for domestic consumers. New all-electric vehicles are priced from approximately $47,500 – almost three times the price of the most affordable fuel-powered cars on the market.[35] Due to the higher initial cost, purchases of an EV often triggers the application of Australia's luxury car tax.

Insufficient incentives

In contrast to the policy direction taken in other developed nations, the incentives to offset the initial outlay for an EV in Australia are currently limited. Indeed, some governments are considering changing the way we recover the costs of road use by transitioning away from registration and fuel-related taxes and charges to new charging systems that, instead, charge drivers for each kilometre they travel.[36] Notwithstanding the benefits that would arise from more directly linking cost

recovery with road use, this could further erode the incentives to take up EVs in Australia and slow early adoption, rather than accelerating it.

Countries such as Norway and New Zealand have successfully piloted and introduced rebates or tax credits on initial purchases, financial support for charging stations, discounts on parking fees, preferential parking spaces for EV drivers and access to express lanes on freeways.[37] Exploring positive incentives for EVs may help Australia to more quickly and fully realise the benefits of a clean transport.

Moving out of the slow lane

Notwithstanding these challenges, the case for EV adoption is incredibly persuasive. As a nation, the significant economic, social and environmental benefits to be realised makes EV adoption inevitable. So the real question is: how long will it take Australia to achieve the speed and scale of EV adoption that is required to reap the rewards?

The coming decade will require Australia to take real and immediate action to slash our carbon emissions and play a leading role in avoiding climate change catastrophe. If nothing else, COVID-19 has shown us that rapid change is indeed possible. The switch to remote working happened almost overnight in response to widespread lockdowns, but it's a phenomenon that's almost certainly here to stay. It's a fundamental shift that shows we have a viable alternative to the traditional morning and evening commuter peak periods dominated by cars. We need coordinated and collective action from all sectors of society – government, business and the community – to accelerate the pace of change. The solution lies in a holistic approach, using a number of different levers, to solve a complex problem.

The following articles in the series will explore how and why we should work collectively, as well as outline the key elements of an effective, coordinated approach to achieve a clean transport future.

A coordinated shared value approach to electric vehicles

A win-win solution

Shared value, a way of doing business that solves social issues profitably, is becoming increasingly important to the success of organisations in many industries around the world. Driving the adoption of electric vehicles (EVs) in Australia is an important means to achieve shared value – we can unlock commercial opportunities while delivering environmental and social benefits.

In a shared value model, an organisation pursues strong commercial returns in ways that deliver positive societal and environmental benefits. Shared value is not social responsibility, philanthropy or even sustainability – it is a new way to achieve economic success.[38] From the lens of government, realising shared value delivers clear benefits for the economy and society.

Shared value is an idea born in the aftermath of the global financial crisis, when the legitimacy of public and private institutions was called into question. Consequently, expectations of these institutions' behavioural and ethical standards by shareholders, employees and the broader community have changed significantly over the last decade. Stakeholders are less prepared to tolerate or trust organisations that profit at the expense of people and planet. Interestingly, Australia recorded the highest gap in the world between the levels of trust in the four major social institutions (i.e. government, business, non-government and media institutions) held by its informed public and that held by its general population.[39]

Collaboration between business, government and non-government organisations is key to building trust in social institutions, and a coherent and coordinated shared value transition to EVs offers an ideal platform for reclaiming trust and galvanising collective action.

To achieve a national clean transport future, we need government, business and the community to embrace the shared value model. EVs are relatively new products in an existing market capable of delivering economic benefits and positive societal benefits that traditional fuel-powered vehicles do not.

Further, they present an opportunity to redefine the value chain so that our resources, energy, infrastructure and workforces are employed efficiently. If we can act collectively to accelerate our transition to EVs, we stand to gain significant economic, environmental and social benefits.

A holistic approach to a complex problem

We are arguably on the brink of the next transformation as we shift towards not only electrification but also autonomous driving, ridesharing and the internet of things (IoT).

The private sector has already begun to recognise the investment opportunities of environmentally sustainable technologies for powering a growing EV market. Australian organisations such as Melbourne-based SEA Electric are rapidly innovating to deliver new electrification technologies to meet growing demand across the world. Brisbane-based firm Tritium is becoming a global leader in fast-charging technology and renewable energy solutions for transport. Business, government and consumers do not operate independently or in a vacuum; rather, all stakeholders operate in a highly complex and connected world.

The willingness of key players in the transport industry to capitalise on the shift towards EVs is influenced by a myriad external factors: the need for government policies and regulation; the right technology, resources and infrastructure; global trade and economic growth; uncertainty in the market; influential voices and lobbies; and cultural norms influencing consumer demand. All these factors come into play.

Consumer trends are changing rapidly and compounded by major behavioural shifts and preferences as a result of COVID-19. Consumers may be drawn to EVs by the promise of a better driving experience, cheaper operating costs and an easier means of reducing their own environmental footprint. But without local trust and confidence that EVs will last the distance, are easy to charge and friendly on the wallet, Australia will continue to lag behind our global counterparts.

Henry Ford is often attributed as saying, “If I had asked people what they wanted, they would have said faster horses”. The introduction of cars met consumer need for faster transport, but in a way that was unexpected by most people then. Similarly, Australian public perceptions of EVs are boxed by preconceptions and clouded by uncertainty that accompanies most technological innovations.

So, how do we build consumer confidence to accelerate adoption of EVs in Australia? Based on the experiences of other nations that have achieved success with EV uptake, what we need is a national, unified approach that builds public awareness, trust and the ‘case for change’.

Norway: international leader of electric vehicle adoption

Since as early as the 1990s, the Norwegian government has been intent on reducing GHG emissions from road traffic. In a quest for cleaner air, especially in urban areas, the Norwegian government turned its attention to EVs. Through a combination of advanced research and the provision of charging infrastructure, financial and non-financial incentives and public awareness campaigns, a breakthrough was made. Earlier than planned by more than three years, the Norwegian government exceeded its target to have 50,000 EVs on the road by 2020.[40] As at 2019, there were more than 70,000 EVs in the country and approximately 56% of the new vehicles sold were EVs.[41] This achievement has resulted in direct, proportional improvements to the air quality and lower transport emissions across the country.[42]

China: world’s largest electric vehicle market

In 2019, nearly 1.3 million EVs were sold in China – the highest number of EVs sold in any country around the world.[43] It is also the world’s leading manufacturer of EVs, responsible for producing 2.58 million EVs in 2019 – about 54% of global production.[44] China’s focus on EV adoption is driven by an ambition to improve air quality in urban areas, reduce reliance on imported oil, create jobs in the local automotive industry and provide a strong new export market.

The huge growth in EV adoption has been driven by:

- strong government support through mandatory regulations, targets and industrial policies[45]
- a range of economic incentives for purchasing EVs and investing in charging infrastructure (e.g. licence plates for fuel-powered vehicles are tightly controlled in many cities across China, but it’s much easier to secure a licence plate for an EV).[46]
- significant investment in charging infrastructure (e.g. 82% of the world’s 150,000 public fast-charging stations are located in China)[47]
- establishment of business collectives, such as the China Electric Vehicle Association, has also facilitated consistent standards and sharing of information to develop high-quality Chinese EVs.

But jurisdictions are moving at different speeds

Australia is one of few developed countries without a consistent national approach to EV adoption. Although transitioning to EVs in the future is somewhat inevitable, without a coordinated approach we run the risk of creating unnecessary complexity and duplication in our EV infrastructure, regulations, policies and standards that will ultimately cost time, money and public confidence.

To date, the Australian federal government has not published a national EV strategy. To bridge the gap, some states and territories have introduced their own policies and incentives in recent years. However, these attempts have tended to be inconsistent and their progress limited, creating a complex landscape.

The Electric Vehicle Council recently released a scorecard assessing the EV policies of state, territory and federal governments. The ACT Government leads the pack, driven by targets to move its own fleet to EVs and a commitment to make new building developments 'EV-ready'.

Scorecard	ACT	NSW	QLD	VIC	SA	TAS	WA	NT	FED
	B	C	C	D	D	D	F	F	F

Source: Electric Vehicle Council[48]

Such a fragmented approach across the country increases the risk of conflicting standards, incompatible technologies and unnecessary or duplicate investments.

Collective action, aligned to a clearly articulated vision, is necessary to boost the uptake of EVs in Australia and to pave the way to a cleaner future for future generations.[49] The final article in Australia's road to a clean transport future series will explore what a national, unified approach to transition to EVs might involve.

3

Solution to accelerate the pace for change

Collective action to coordinate and accelerate electric vehicle adoption

The time for action towards a clean transport future is here. To coordinate and accelerate electric vehicle (EV) adoption, we need government and industry leaders to work together to make the transition to EVs an immediate national priority.

The transformation to a clean transport future will not be realised through an industry- or government-led push alone. To succeed, we need systems-level change across the entire value chain in the transport sector. We all have a role to play in the transition to EVs, and it's critical that Australian governments and businesses proactively seek and leverage opportunities for collective action.

Successful collective action will coalesce around mutually beneficial activities to achieve a shared vision that EVs are good for business and good for society. This involves all stakeholders working together to take positive action in their own field of influence. While governments focus on implementing policies and standards – at national and state or territory levels, businesses can use their collective purchasing power to build demand for EVs. For example, EV100 is a global group of businesses aiming to make EVs the new normal by 2030.[50] The range of commitments the group supports includes transitioning their commercial fleets to EVs, stipulating EV usage in service contracts and installing charging infrastructure at all business premises. Notably, of the 82 organisations that are currently EV100 members, none are based in Australia.[51]

Nations around the world have established collectives of government and industry leaders aligned to the common goal of reducing transport emissions. In 2016, New Zealand established a collective of leaders in business and government to identify barriers to adoption, recommend solutions and promote the uptake of EVs.[52] These collectives bring together a wide range of stakeholder perspectives and are effective in driving early adoption of EVs.

There is generally strong consensus on the need for governments and industry leaders to participate in collective action for adoption of EVs. A key enabler will be a clear leadership, strong governance and a compelling national vision for a clean transport future that is shared by all.

The key elements of a clean transport strategy

We believe there are a number components to an effective, coordinated approach to promote EV uptake in Australia.

The key elements of a clean transport strategy include:

- a clear, timely and national target for EV uptake
- compulsory fuel efficiency standards
- investment in EV charging infrastructure
- consumer incentives to support behavioural change
- public awareness campaign to address consumer misinformation.

A national target for electric vehicle uptake to achieve shared value

In order to achieve meaningful global action on climate change, developed nations such as Australia must lead by example. An ambitious but achievable target for EV adoption will keep us on track to meet our broader global commitments such as the Sustainable Development Goals.

A national target will help us to meet goals on climate action, energy efficiency and public health, as well as promote inclusion. The high initial purchase cost of an EV is a huge barrier for many Australians. EV manufacturers are prioritising their supply to markets that have strong government support, which in turn improves supply, choice and affordability for consumers. A clear national approach (with supporting policies, incentives and infrastructure) will help to even the playing field so that no one is excluded from the EV journey.

Many nations around the world, recognising the numerous benefits of reducing transport emissions, have set clear and specific EV targets. For example, many governments have adopted a target to achieve a 30% sales share of EVs by 2030. Members of the EV30@30 campaign include the governments of Canada, China, Finland, France, India, Japan, Mexico, Netherlands, Norway and Sweden.[53]

The social disruption caused by COVID-19 has shown that rapid change – in the way we live, work and travel – is possible. Australia has a window of opportunity to prioritise green recovery as we start to rebuild our economy. But this will require timely and clear direction from the federal government. Early data shows that within weeks of restrictions lifting, car sales and traffic congestion cities around the world are returning to pre-COVID levels. It's also estimated it will take public transport in Australia years to bounce back, as people continue to opt for private car use due to health concerns.[54] The resulting potential for an increase in transport emissions only serves to reinforce the need to transition to lower or zero emissions vehicles. Setting a national target for EV adoption now will capitalise on current social instability to lock in beneficial change towards a cleaner transport future.

Clear, compulsory fuel efficiency standards to drive investment in infrastructure

Australia's attempts to implement fuel efficiency or vehicle emissions standards over the last several years have repeatedly failed.[55] Analysis from Transport Energy/Emission Research suggests that this failure means Australians are paying 30% more for fuel than they should.[56]

The European Union (EU) is currently the global leader in vehicle emissions standards. Compared to the EU, the average GHG emissions intensity for passenger vehicles is approximately 45% higher in Australia.[57] The EU recently announced a more stringent target that all new cars must meet an average emissions target of 95 gCO2/km by 2021 – a remarkable reduction given Australia's average emissions intensity of 169 gCO2/km.[58]

Government and industry leaders should collaborate and agree on mandatory fuel emissions standards for vehicles. A mandatory phased approach that strengthens requirements over time will be key to ensuring sustainable standards.

Investment in electric vehicle charging infrastructure

Adequate access to EV charging options is critical for uptake of EVs across the country. Most EV owners will charge their vehicles at home, but public charging stations remain essential for those without access to off-street parking and to alleviate range anxiety.

There has been a significant amount of private investment, including from car manufacturers and building owners, to provide public charging options.[59] Public charging is currently, and should continue to be, co-funded by government and industry.

An effective charging infrastructure network would require:

- greater government investment in public charging options, particularly near freeways and other major roads
- greater industry investment in public charging options, particularly 'destination' charging options which may include hotels, restaurants, shopping centres and, importantly, workplaces
- government policies that mandate minimum EV charging requirements for all new building developments, particularly for multi-dwelling units
- government provision of additional subsidies for consumers to install at-home charging stations powered by renewable energy.

Financial and non-financial incentives to support behavioural change

Modelling by the Bureau of Infrastructure, Transport and Regional Economics (BITRE) estimated that the use of incentives was one of the biggest drivers of Norway's successful EV uptake.[60] Consumer financial incentives that can be accessed at the time of purchase are particularly important to offset the higher upfront purchase costs of EVs.

A robust national EV policy would consider a range of incentives such as:

- tax reductions, exemptions or rebates (e.g. to mitigate the luxury vehicle tax or stamp duty for new EVs)
- discounts on road user and licence fees
- subsidies for at-home charging stations
- free public car parking
- access to express or bus lanes
- discounts or exemptions from road tolls
- free or subsidised battery charging.

A national public awareness campaign to counter consumer misinformation

We need to publicly articulate a compelling case to change the hearts and minds of consumers. The case needs to position EVs as an aspect of responsible car ownership that has significant environmental, health, social and economic benefits for Australians.

Many countries have used public awareness campaigns to drive EV adoption with great success. Since 2011, the US has celebrated 'National Drive Electric Week', a week-long national event founded by environmental advocacy groups and an automotive association.[61] Events around the country are designed to raise awareness of the benefits of EVs, including parades, tailgate parties, press conferences and information booths. As at 2018, 22% of all EVs on the road around the world are in the US.[62]

In Australia, a public awareness campaign will be critical to building consumer confidence and trust in use of EVs. Government-led resources may include clear and accurate information on the pros and cons of owning an EV, as well as a national campaign through traditional and online media. Businesses from across all industries have an important role to play in educating their staff. Of particular importance will be provision of opportunities for EV education and support to one of the most important influencers in purchasing decisions – car dealers.

We all have a role to play if we are to realise the opportunity presented by electric vehicles

All governments and businesses have a role to play in realising a cleaner transport future. It is our hope that this series can spark discussion and action about what we need to do to using a shared value approach. There is no better time for Australia to embark on the EV journey: the opportunities are here, now, for the seizing before it's too late.

PwC can help by bringing key stakeholders together to design and accelerate an effective roadmap for EV adoption. Reach out if you're interested in joining the conversation.

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