

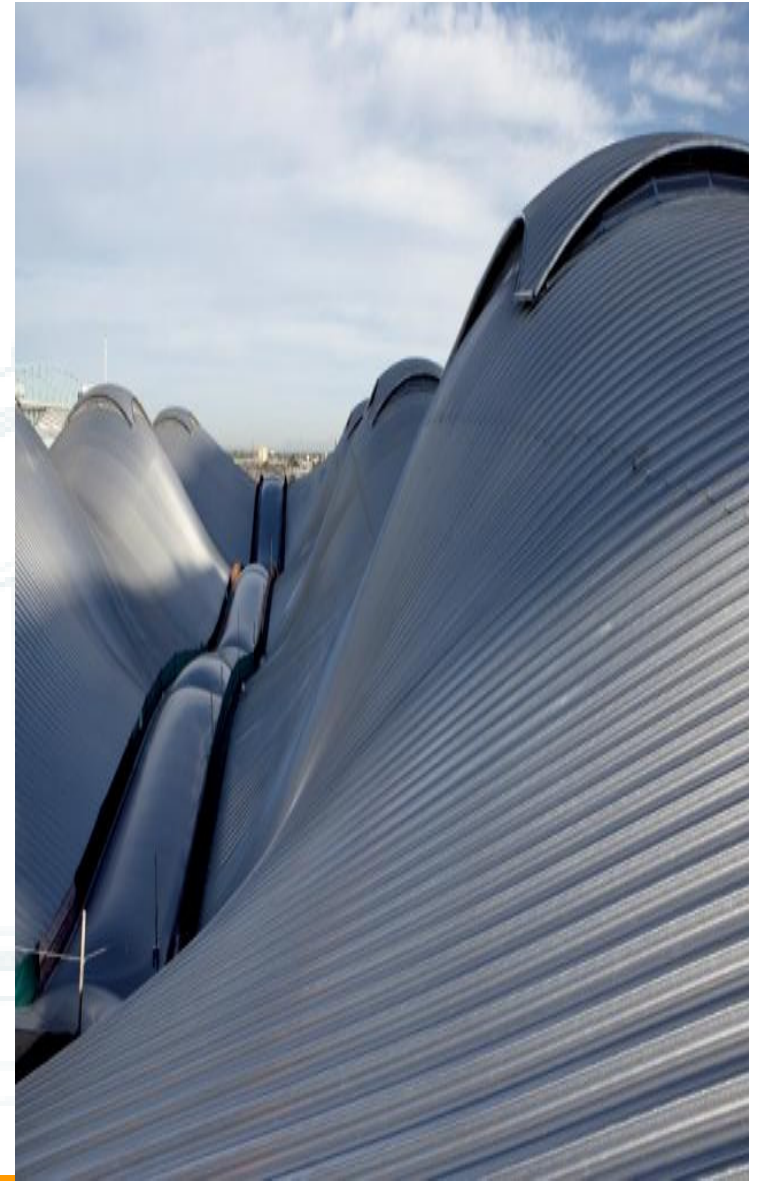
***PlumbSmarter in my home pilot program:
incentives to green and grow Victorian plumbing***



What's the idea?

**The plumbing industry
should be on the frontline of
green change...**

**plumbers can be...
given the right motivation
and resources.**



What's the program?

PlumbSmarter in my home gives plumbers incentives and equips them to offer a green plumbing condition report - recommendations about ways to improve use of energy and water.



Plumbing
Industry
Commission

What's the program?

The 60 minute service also includes:

- **installation of high quality efficient showerheads**
- **on-the-spot, face to face green advice**
- **quickly performed green improvements**
- **a 'showbag' with sustainability information, devices & offers**

What are the goals of the pilot?

- **test and improve the program design**
- **estimate outcomes of a full-scale program**
- **gain sustainability and economic benefits**

Why would plumbers be interested?

- **\$75 payment per delivery**
- **free showerheads**
- **free value-add pack for customers**
- **advice and marketing support**
- ***potential for follow-on work***

What's needed to make it happen?

- **qualified plumbers**
- **introductory training**
- **condition report forms**
- **showerheads**
- **manual, brochures, other program tools**
- **field manager support**
- ***followup contact with service recipients***

What's the state of play?

- Launched late October 2010
- Aiming at 3,000 service deliveries
- 62 plumbers, 39 small to medium firms signed up
- 1,700 packs (incl. showerhead) distributed
- around 400 service deliveries to date
- 278 forms processed
- larger participating firms only now becoming active
- the quality (# recommendations, % showerhead installs, jobs done, etc) of service deliveries is high

What are the statistical results to date?

- 1,358 change recommendations, averaging 5 per delivery
- of these, 791 quoted before form submitted
- of these, 383 finished jobs before form submitted
- across all areas of plumbing & some non-plumbing
- largest activity – about 33% - is servicing gas appliances
- 32 electric hot water services noted; 6 new HWS installs
- 200 showerhead replacements
- 63 single-flush toilets noted; 120 toilet replacements or repairs recommended; 31 repairs; 18 replacements

What are the outcomes of the pilot to date?

- we've learnt a lot....
- we have a good set of program tools in place
 - water savings*
 - showerhead replacements: 3.6 million litres p.a.
 - single-flush toilet replacements: 720,000 litres p.a.
 - other: upgraded taps, pipework, tanks, advice...
 - energy savings*
 - gas appliance servicing, controller & thermostat adjustments, upgrades of heating & cooling systems, more efficient showerheads, insulation, draught sealing, advice, other...

What are the outcomes of the pilot to date?

economic benefits

- estimated \$120,000 industry turnover (labour & materials) from 383 completed jobs to date
- \$427 average turnover benefit to date per service delivery - compared to around \$135 marginal cost per delivery
- further 400 quotes and further 600 recommendations to be pursued

What now?

immediate

- need better marketing support for participants – consumer advice sheets, subsidised offers, etc
- need better incentives.... for more active participation... for converting recommendations & quotes to jobs done

longer term

- evaluation report
- more green plumbing training
- pursue support for continuing the program