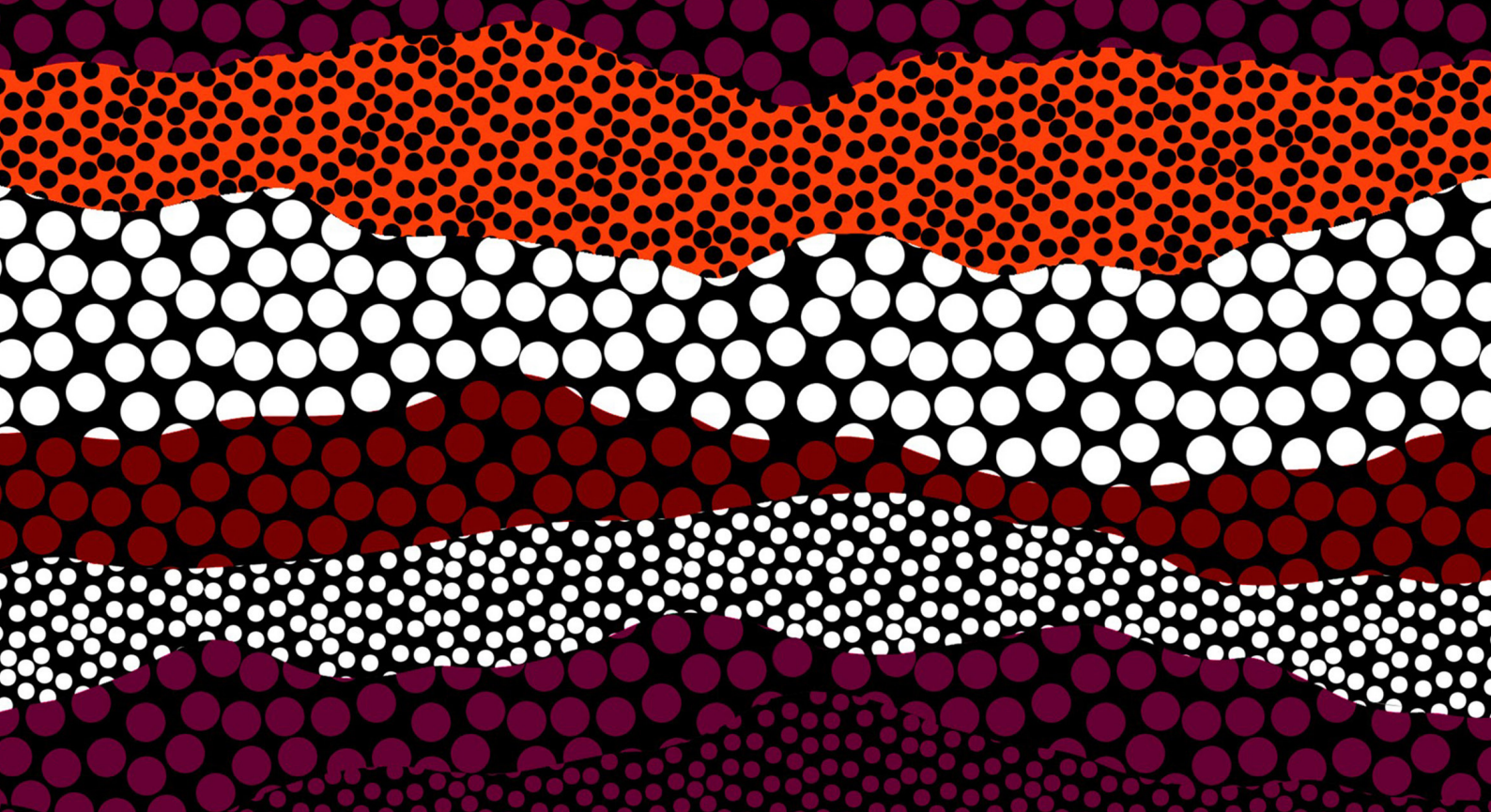




GreenPower Program Strategy

2025–2029



Indigenous artwork.



Acknowledgement of Country

GreenPower acknowledges the Traditional Owners and Custodians of Country throughout Australia and pays our respects to them, and their Elders, past, present and emerging.

We recognise their enduring connection to the land, waters, and culture, and honour their vital role as the first and most knowledgeable custodians of the land.

We acknowledge that for thousands of years, First Nations people have cared for and maintained Country, with their deep knowledge and cultural practices being integral to the land itself. This rich, ongoing relationship with Country continues to inspire and guide us in our work.

Just as First Nation people have lived in harmony with the land and waters, we are dedicated to nurturing and respecting Country in all that we do. We are committed to learning from, honouring, and incorporating their practices, which have sustained the environment across generations.

Together with First Nations people our goal is to safeguard, restore and sustain the land, ensuring its health and resilience for the wellbeing of future generations.

Welcome to the GreenPower program strategy

GreenPower is a national program that enables hard-to-abate industries, businesses, governments, and households to match their energy usage with government-certified renewable gas and electricity.

GreenPower has supported greenhouse gas emission reductions of almost 20 million tonnes since 2005, and has facilitated over \$1 billion in additional revenue for the renewable energy industry. Currently, over 150,000 households and 40,000 businesses and government entities purchase GreenPower.

GreenPower operates in a market experiencing substantial change. Government targets, regulations, funding, emerging new technologies, and greenwashing concerns are driving consumer demand for trusted, government-accredited renewable energy solutions. This is where GreenPower excels.

This strategic plan contains a pathway for GreenPower to facilitate a further 10.5 million tonnes of carbon emission reductions in the 5-years to December 2029 via a range of initiatives designed in collaboration with industry groups and jurisdictions, to meet energy users' needs.

GreenPower team members played a significant part in shaping this Strategy alongside 45 stakeholder organisations – including the Clean Energy Regulator, local, state, and federal governments, renewable energy consumers, developers, generators and providers, peak industry bodies, and other key renewable energy experts.

Thank you to everyone who contributed their ideas!



Tim Stock
Director, Hydrogen and Clean Energy



Brief history of GreenPower



Renewable electricity

GreenPower initially focused on enabling businesses, governments, and households to match their electricity usage with trusted renewable electricity. The Program aimed to encourage demand for renewable electricity, provide credible renewable electricity certifications, decrease greenhouse gas emissions from electricity generation, and drive investments in an embryonic renewable electricity market beyond mandatory requirements.

The renewable energy landscape has changed significantly since the Program's inception in 1997, and will continue to evolve up to, and beyond 2030. This requires GreenPower renewable electricity to adapt in response. Changes impacting energy users and the Program include:

- a high uptake of rooftop solar, reducing demand for households to purchase renewable electricity
- easy access to non-accredited renewable electricity and carbon-offset electricity
- the uptake of Power Purchasing Agreements by businesses wanting to showcase their commitment to sustainability, drive investment in renewable energy, and reduce costs
- new opportunities for large electricity purchases by business and governments, such as Power Purchase Agreements, to be verified through GreenPower
- the introduction of the Renewable Electricity Guarantee of Origin scheme for certifying renewable electricity, up to and beyond the sunset of the Renewable Energy Target schemes at the end of 2030
- development of new approaches, such as 24/7 carbon-free electricity, by sustainability leaders aiming to power their companies with renewable electricity every hour and every day.



Renewable fuels

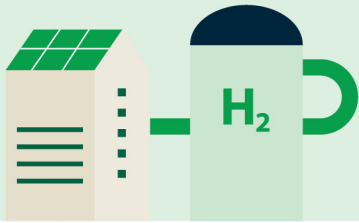
GreenPower launched its Renewable Gas Certification in August 2023, covering renewable biomethane, biogas, and hydrogen.

This certification aims to support renewable gas production in Australia, helping projects reach financial close and lower gas use emissions by displacing fossil fuels used by hard-to-abate industries wishing to reduce their emissions.

GreenPower is working closely with the National Greenhouse and Energy Reporting Scheme (NGERS) to ensure this certification is recognised under the scheme for Scope 1 emissions reductions. This will enable GreenPower renewable fuel users to make credible claims about their renewable energy use and drive demand for renewable gas, increasing GreenPower certificate uptake.

Opportunities also exist to explore the viability and demand for government-accredited renewable fuels (including sustainable aviation fuels, renewable LPG, and renewable diesel) and biogenic CO₂ that meet or exceed stringent social and environmental criteria.

Contributing organisations

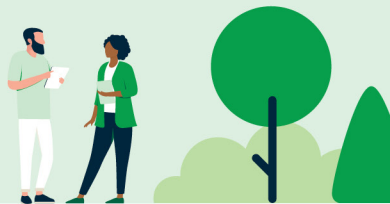


RENEWABLE GAS DEVELOPERS

- Australian Gas Infrastructure Group
- Jemena
- LMS Energy
- Optimal Group
- Valorify

GENERATORS AND PROVIDERS

- ACXargyle
- AGL Energy
- Ampol
- Diamond Energy
- Ergon Energy
- Energy Australia
- Iberdrola Australia
- LMS Energy
- Momentum Energy
- Origin Energy
- OVO Energy
- Red Energy
- Shell Energy



INDUSTRY PEAK BODIES AND ENERGY MARKET EXPERTS

- BraveTrace NZ
- Bioenergy Australia
- Clean Energy Council
- Climate Works Centre
- RACE for 2030
- UNSW


BUSINESSES AND HARD-TO-ABATE INDUSTRY

- Australian Ethical
- Bank Australia
- Bendigo Bank
- Breathe Architecture
- Brickworks
- Docklands Film Studios
- GPT Group
- Melbourne Airport



GOVERNMENT

- City of Brisbane
- City of Melbourne
- City of Sydney
- Gawler City Council
- Resilient Sydney (coalition of 33 Greater Sydney councils)
- Sunshine Coast Council
- Yarra City Council
- Australian Energy Regulator (Energy Made Easy)
- Climate Active
- Clean Energy Regulator
- National Greenhouse and Energy Reporting Scheme (NGERS)
- SEC Victoria



Our mission

Help energy users access government-accredited, Australian-made renewable electricity and renewable fuels to reduce emissions.



Program target

Support 10.5 million tonnes of carbon emission reductions.



Strategic focus areas



Product Development

Evolve GreenPower to increase its impact and desirability



Market Development

Develop new and existing markets to provide easy, affordable GreenPower access



Marketing

Raise awareness and desire for GreenPower to drive uptake

Renewable Fuels



New certifications: Introduce new priority renewable fuels and biogenic CO₂ certifications – to activate voluntary carbon markets and meet energy users’ needs – in collaboration with the Clean Energy Regulator, Australian governments and other key energy market players.

Program



Increase GreenPower uptake from large energy users: Focus on direct sales to governments, banks, buildings, hard-to-abate industries, and other large energy users.

Program



Strategic marketing and outreach: Raise awareness of GreenPower, its unique value, and ways to purchase GreenPower with targeted energy users. Enlist allies, such as local councils and other renewable energy advocates, to amplify the Program’s reach.

Renewable Electricity



New accreditations: Introduce new renewable electricity accreditations – to activate voluntary carbon markets and meet energy users’ needs – in collaboration with the Clean Energy Regulator, Australian governments and other key energy market players. This includes an early-to-market time-matched GreenPower accreditation and an Electric Vehicle charging network accreditation.

Renewable Fuels



Share industry insights: Provide industry insights to jurisdictions developing renewable fuels policies and programs to support the activation of these markets.

Renewable Electricity



Increase GreenPower sales via energy retailers: Make it easier to purchase GreenPower from GreenPower Providers to drive uptake.

Enable access to GreenPower via Electric Vehicle charging networks: Collaborate with and accredit Electric Vehicle charging networks to match their electricity use with GreenPower renewable electricity.

Targets: 2025–2029



Program target

Support **10.5 million tonnes of carbon emission reductions from January 2025 to December 2029.**



RENEWABLE ELECTRICITY TARGETS



RENEWABLE FUELS TARGETS

Emissions reductions facilitated

9 million tonnes of Scope 2 emissions.

1.5 million tonnes of Scope 1 emissions.

Energy matched with GreenPower certificates

22 million MWh from:

- 1.5 million MWh from residential energy users
- 20.5 million MWh from business and government customers, including 70 direct agreements with large customers.

30 petajoules renewable gas from at least 15 renewable gas projects.

Note – Targets for additional renewable fuels will be introduced as the program identifies which fuel types to certify and the trajectory for uptake in these markets is understood.





Bogandora Wind Farm.

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