

A close-up photograph of a person's hand plugging a black charging cable into the charging port of a white electric car. The car's headlight and taillight are visible, and the background is blurred, showing a parking area with other vehicles and buildings.

# SUPER- CHARGING OUR SUPERMARKETS

---

How Australian retailers can deliver convenient  
and cheap EV charging for Australia

**GREENPEACE**



## ***Supercharging our Supermarkets***

How Australian retailers can deliver convenient and cheap EV charging for Australia

23 June, 2023

Cover image: Greenpeace / Bianca Vitale

### **ACKNOWLEDGEMENTS**

Greenpeace Australia Pacific acknowledges the Traditional Owners of Country throughout Australia and recognises their continuing connection to land, waters, and culture. We pay our respects to their Elders past, present and emerging, and show our appreciation to Traditional Owners for their respectful custodianship of Country for over 60,000 years.

# CONTENTS

<b>KEY FINDINGS</b>	<b>5</b>
<b>SUPERCHARGING SUPERMARKETS: A PLAN FOR AUSTRALIA</b>	<b>6</b>
SUPERMARKETS LEAD THE WAY OVERSEAS	7
SUPERCHARGING BEYOND SUPERMARKETS	8
<b>HOW MANY CHARGERS DO WE NEED?</b>	<b>9</b>
<b>EXISTING CHARGING INITIATIVES</b>	<b>10</b>
<b>WHAT CHARGERS FOR WHERE</b>	<b>12</b>
CHARGING TYPES	12
THE RIGHT CHARGERS FOR THE RIGHT STORES	14
<b>CUSTOMER BENEFITS</b>	<b>15</b>
OVERCOMING RANGE ANXIETY	15
IMPROVE PUBLIC CHARGER RELIABILITY	16
CHARGE WHILE YOU SHOP	17
<b>SUPERMARKET BENEFITS</b>	<b>17</b>
BUILDING AN EV CUSTOMER HIGHWAY	18
NEW REVENUE OPPORTUNITIES	19
CASE STUDY: ALDI AND TESCO UK	19
<b>GRID BENEFITS</b>	<b>20</b>
MORE CHARGERS, LESS COST	20
<b>WHAT WILL IT COST TO SUPERCHARGE AUSSIE SUPERMARKETS?</b>	<b>21</b>
<b>RECOMMENDATIONS</b>	<b>22</b>
<b>APPENDIX</b>	<b>25</b>

# EXECUTIVE SUMMARY

It's crucial for Australia to accelerate electric vehicle (EV) adoption and bolster charging infrastructure to meet climate targets.

As demand for electric vehicles increases, Australia needs to expand its public electric vehicle charging network and provide flexible options to electric vehicle owners. Currently, there is only one public charger for every 17 electric vehicles nationwide, this is well below the global average of one charger for every 10 vehicles.

While efforts are underway to build a national rapid charging network along Australia's major highway routes and investments are being made in urban public charging, it's important to speed and scale up the provision of charging infrastructure in suburbs and towns to ensure convenient and abundant charging points.

A program to Supercharge Our Supermarkets by installing charging infrastructure at Australia's 4000 supermarkets could energise up to 25,000 new charging points nationwide.

Installing an average of six EV chargers at every supermarket car park in the country would empower EV owners to recharge while they shop, and nearly triple the number of charging locations across Australia.

Supercharge Our Supermarkets will alleviate range anxiety for drivers and enhance charging accessibility, and also benefit supermarkets by increasing customer dwell times and provide an opportunity to offer free charging as an alternative to fuel discounts.

The initiative would also benefit the electricity grid by capitalising on existing substation capacity and aligning EV charging with peak daytime solar power generation.

# KEY FINDINGS

1.

Australia lags behind the worldwide average with one public charger available for every 17 electric vehicles. Globally the average is one public charger for every 10 EVs. To address this disparity and meet the requirements of our expanding fleet, it's crucial to boost our public charging infrastructure nationwide.

2.

Currently, Australia's charging locations have an average of two charging ports per station. Supercharge Our Supermarkets will boost the amount of charging locations nationwide and install an average of six charging ports at supermarket car parks across the country.

3.

Lower wholesale energy costs during daytime hours is an opportunity to provide free and low-cost solar-powered public EV chargers that benefit both drivers and supermarkets.

4.

The success of Supercharge Our Supermarkets relies on a coordinated effort involving Australia's supermarkets, landlords and governments. By working together, we can boost the charging potential of our supermarkets and accelerate the rollout of this initiative.



# SUPERCHARGING SUPERMARKETS: A PLAN FOR AUSTRALIA

With almost half of all Australian drivers willing to replace their petrol car with an electric vehicle, and two in three consider the technology the future of transportation, electric vehicle sales in Australia are accelerating more than ever before.<sup>1</sup>

However, concerns about the lack of public EV infrastructure, such as charging stations and ports, risk stalling Australia's adoption of this technology. This is especially true for drivers who live in apartments or locations without home access to charging.

There are currently **2,392 public electric vehicle charging locations** nationwide.<sup>2</sup> While important initiatives like the Federal National EV Charging Network program, which will invest \$39.3m to build 117 charging stations along key highway routes<sup>3</sup>, are underway, there is a growing need to boost the charging network and create an abundance of charging locations in our suburbs and towns. Luckily, there is a simple yet impactful solution we can implement - Supercharge Our Supermarkets.

Australia boasts more than 4000 supermarkets conveniently located in almost every region, town and suburb across the country.

**A program to support the rollout of electric vehicle chargers in supermarket car parks would nearly triple the number of public**

---

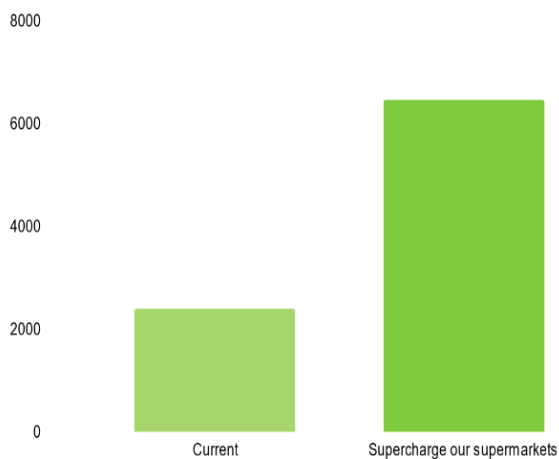
<sup>1</sup> <https://au.sports.yahoo.com/one-two-drivers-revving-electric-020108409.html>

<sup>2</sup> Electric Vehicle Council, Australian Electric Vehicle Industry Recap 2022. Available at: <https://electricvehiclecouncil.com.au/2022-australian-electric-vehicle-industry-recap>

<sup>3</sup> <https://www.dcceew.gov.au/energy/transport/driving-the-nation>

## charging locations in Australia, potentially increasing the number of charging ports from 4,923<sup>4</sup> to over 29,000.

Public charging locations if we supercharge our supermarkets



Supercharge Our Supermarkets will substantially alleviate range anxiety by giving EV drivers the confidence to find a place to charge their vehicle whenever they go to the supermarket.

The program could deliver multiple benefits beyond the expansion of Australia's EV charging infrastructure. Synchronising vehicle charging with peak daytime solar output will facilitate a smoother transition to 100% renewable energy. Additionally, it will make charging more convenient and efficient for drivers, while tapping into existing spare

capacity in supermarket substations, reducing the need for costly and time-consuming infrastructure upgrades.

By leveraging the widespread presence of supermarkets, we have an opportunity to revolutionise the EV charging landscape in Australia. Supercharge Our Supermarkets not only addresses the need to expand charging infrastructure, but it's also advantageous for drivers, supermarkets and the electricity grid.

Through collaborative efforts, we can pave the way towards a sustainable and electric future.

## SUPERMARKETS LEAD THE WAY OVERSEAS

Supermarkets worldwide are taking the lead in establishing electric vehicle charging infrastructure. In the UK, supermarkets installed more than 1000 new chargers between 2020-2021, and currently host 8% of all charging points.<sup>5</sup>

<sup>4</sup> <https://www.zap-map.com/news/supermarkets-add-1000-ev-charge-points-since-2020/>

<sup>5</sup> <https://www.zap-map.com/news/supermarkets-add-1000-ev-charge-points-since-2020/>

**We can do the same here in Australia.**

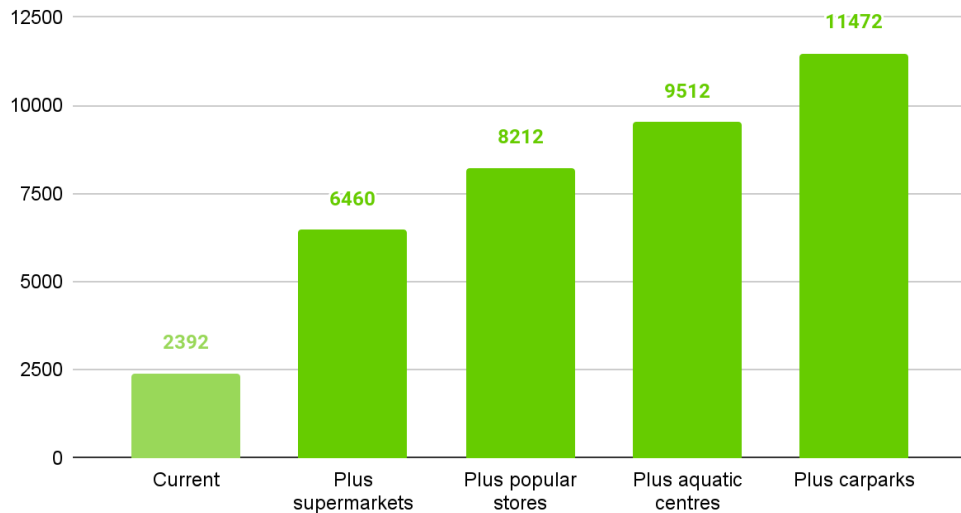
Introducing charging infrastructure at supermarkets will foster customer loyalty, attract EV-driving customers and increase their dwell times, and create opportunities for ‘charge while you shop’ incentives that can facilitate the transition away from petrol discounts and the reliance on fossil fuels.

While electric vehicle charging stations are now standard for new supermarkets built in Australia, we need faster deployment of charging infrastructure at existing stores.

Supercharge Our Supermarkets will benefit consumers by making charging infrastructure easy to find, accessible, and depending on the rollout, cheap to recharge.

## SUPERCHARGING BEYOND SUPERMARKETS

Supercharging network expansion



While supermarkets are the logical choice for EV vehicle charging, they are not the only location where drivers park their cars for a long time. Gyms, aquatic centres, train stations, paid car parks and popular stores like Bunnings, Kmart, JB Hi-Fi and Big W are all places drivers park and stay for a while.



Knowing this, we should look to expand charging infrastructure to all common places drivers are likely to park their cars.

By adopting a comprehensive rollout strategy that encompasses supermarkets, as well as the abovementioned locations, we can significantly expand the number of charging locations to over 11,000 nationwide. This approach would complement the rapid charging network that's being rolled out by state and federal governments.

In addition, supporting the installation of fast charging stations at tourist destinations like theme parks, beaches and wineries, would provide an accessible charging network that caters to the needs of Australian drivers as they transition to an electric vehicle fleet.

# HOW MANY CHARGERS DO WE NEED?

The global average ratio of electric vehicles to public chargers was 10 EVs for every charger in 2021.<sup>6</sup> This aligns with the ratio specified in the European Union's [Alternative Fuel Infrastructure Directive](#) which regulates the deployment of public electric supply equipment.

However, Australia falls significantly below the global average. As of December 2022, there were 83,000 electric vehicles on the road and only 4,943 public chargers<sup>7</sup>, resulting in a ratio of 17 EVs per public charger. To bridge this gap and meet the global standard, Australia will need to almost double the number of public chargers to adequately service the EVs on our roads today.

The federal government's *Powering Australia Plan* has set a target of

---

<sup>6</sup> <https://www.iea.org/reports/global-ev-outlook-2022/trends-in-charging-infrastructure>

<sup>7</sup> Electric Vehicle Council, Australian Electric Vehicle Industry Recap 2022. Available at: <https://electricvehiclecouncil.com.au/2022-australian-electric-vehicle-industry-recap>

achieving 3.8 million electric vehicles on the road by 2030.<sup>8</sup> Maintaining a target ratio of one charger for every ten vehicles will require the deployment of 380,000 public chargers.

## EXISTING CHARGING INITIATIVES

Supermarket charging will work in synergy with the existing EV charging programs already underway in Australia. These include, but are not limited to, the following:

- The federal **Driving the Nation Fund** which allocates \$39.3 million to build 117 EV chargers along key highway routes<sup>9</sup> and \$70 million for innovation related to public charging stations.<sup>10</sup>
- NSW's \$20 million **Electric Vehicle Destination Charging** grants program<sup>11</sup>.
- Queensland's \$10 million expansion of the **Queensland Electric Super Highway and Public Charging program**.<sup>12</sup>
- Western Australia's \$15 million **Charge Up** program.<sup>13</sup>
- Victoria's \$5 million **Destination Charging Across Victoria** program.<sup>14</sup>
- The ACT's **Public Charging Expansion** program, which aims to install 180 public chargers by 2025.<sup>15</sup>
- Non-government initiatives including Ausgrid's **Pole Mounted Charging Program**, which aims to install 30 thousand pole-mounted chargers by 2029.<sup>16</sup>

In addition to these initiatives, Australia's supermarkets have already started to install public charging infrastructure at new and refurbished stores across the country, demonstrating their commitment to supporting the country's EV charging network.

By integrating supermarket charging infrastructure with the abovementioned programs, we can create a comprehensive and robust public charging network for Australia's electric vehicle owners.

---

<sup>8</sup> Reputex, The Economic Impact of the ALP's Powering Australia Plan, 2021. Available at: [https://www.reputex.com/wp-content/uploads/2021/12/REPUNETEX\\_The-economic-impact-of-the-ALPs-Powering-Australia-Plan\\_Summary-Report-1221-2.pdf](https://www.reputex.com/wp-content/uploads/2021/12/REPUNETEX_The-economic-impact-of-the-ALPs-Powering-Australia-Plan_Summary-Report-1221-2.pdf)

<sup>9</sup> <https://www.dceew.gov.au/energy/transport/driving-the-nation>

<sup>10</sup> <https://arena.gov.au/blog/arena-targets-more-frequent-ev-charging-stations/>

<sup>11</sup> <https://www.energy.nsw.gov.au/business-and-industry/programs-grants-and-schemes/electric-vehicles/electric-vehicle-destination>

<sup>12</sup> <https://www.qld.gov.au/transport/projects/electricvehicles/super-highway>

<sup>13</sup>

<https://www.wa.gov.au/government/announcements/wa-government-launches-grant-program-electric-vehicle-chargers>

<sup>14</sup> <https://www.energy.vic.gov.au/grants/destination-charging-across-victoria-program>

<sup>15</sup> <https://www.climatechoices.act.gov.au/transport-and-travel/cars-and-vehicles/charging>

<sup>16</sup> <https://www.ausgrid.com.au/About-Us/News/Pole-mounted-EV-charger>

# WHAT CHARGERS FOR WHERE

## CHARGING TYPES



	Level 1 - Slow	Level 2 - Fast	Level 3 -Rapid & Ultra Rapid
	Home	Home & Public	Public
	The slowest form of EV charging that plugs into a standard power point. Provides about 10 km of range per hour.	The most common type of EV charging for homes and public locations. Provides between 40-100 km of range per hour.	Uses Direct Current (DC) to charge EV batteries at very fast rates. Provides anywhere from 200 to 1000 km of range per hour.
<b>Output (kW)</b>	~1.8	7-22	50-350
<b>Current</b>	AC	AC	DC
<b>Range in km/h</b>	10	40-120	200-1000
<b>Cost (2023)</b>	\$500	~\$10k	\$50k-\$100k+

There are three main types of electric vehicle chargers that offer varying levels of speed, cost and impact on the electricity grid:

- Level 1 - Slow
- Level 2 - Fast
- Level 3 - Rapid

The longer dwell times at supermarkets make them ideal locations for accelerated rollout of level 2 fast chargers, which would allow EV drivers to add between 40-120 km of charge during a one-hour shop.

We therefore recommend level 2 fast chargers over level 3 rapid chargers because most supermarkets already have sufficient substation capacity to accommodate up to six level 2 chargers. Level 2 fast chargers offer a solution which enables more drivers to access charging with lower costs and requires fewer electrical upgrades.

In contrast, level 3 rapid chargers require more careful planning and often require more comprehensive electrical infrastructure upgrades due to high power demands. This makes level 2 fast chargers more practical and cost-effective for supermarkets for a mass charging rollout.

Most supermarkets will have sufficient substation capacity to add up to six level 2 fast chargers without needing to undertake expensive electrical upgrades, in contrast to most only having existing capacity for one level 3 charger.

## THE RIGHT CHARGERS FOR THE RIGHT STORES

Each supermarket location will have unique charging requirements due to varied store formats, sizes, existing electrical capacity and customer requirements.

Small format and metro stores, for example, are likely to be better suited to Level 3 rapid chargers due to shorter dwell times, parking availability and space constraints, while stand-alone supermarkets and those located in shopping centres are better positioned to host more chargers with slower speeds.



	<b>Metro &amp; small format stores</b>	<b>Stand alone supermarkets</b>	<b>Shopping centres</b>
<b>Dwell time</b>	Short dwell times of 10-20 minutes with limited parking.	Moderate dwell times of 40-60 minutes with dedicated car park.	Long dwell times of multiple hours with very large car parks.
<b>Charger type</b>	Recommend one or more Level 3 rapid chargers for time poor shoppers.	Recommend six or more Level 2 fast chargers offering 7kW and 22kW options.	Recommend multi-bay Level 2 fast chargers and Level 3 rapid charging station
<b>Typical range added</b>	A shopper can add ~100 km during a 10-20 minute shop.	A shopper can add between 40-120 km during a one hour shop.	A shopper can add between 120-360 km during a three hour shop.

# CUSTOMER BENEFITS

Supercharge Our Supermarkets will revolutionise the EV charging experience, providing drivers with more convenient, accessible and abundant locations to charge.

Supermarket charging locations have the potential to change the way we recharge our vehicles. Unlike the current approach of replicating the petrol station model with dedicated charging locations near major roadways, supermarket chargers allow drivers to charge while they shop, which is far more convenient and time-efficient than making dedicated trips to recharge.

Some households can already charge their EVs at home, avoiding the need to find a petrol station. For others without access at home, supermarket charging can enable people to access charging while they do their weekly shop. Adopting a 'charge where you park' approach at supermarkets will bring these benefits to the public charging network too.

## OVERCOMING RANGE ANXIETY

The majority of Australians live within 1.5 km of a supermarket.<sup>17</sup> Supermarkets are typically centrally located and easy to find. The rollout of EV chargers at every supermarket in Australia could eliminate range anxiety and driver concerns about finding an EV charger.

Supercharge Our Supermarkets will instil confidence in electric vehicle drivers that **if they can find a supermarket, they can find a charger.**

---

<sup>17</sup> <https://www.statista.com/statistics/1040866/australia-supermarket-accessibility-by-distance/>



# IMPROVE PUBLIC CHARGER RELIABILITY

There are only two EV chargers on average per charging location in Australia, but outages mean that sometimes only one or none are available to use.<sup>18</sup>

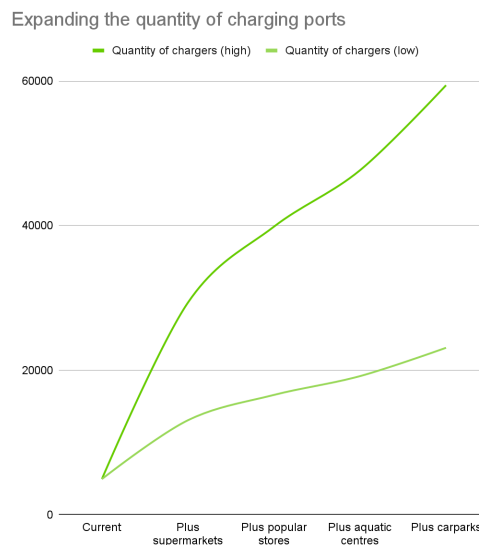
Increasing the number of chargers to six per location offers EV drivers a better experience and assurance that reliable and working charging stations are always available.

The average supermarket can add six level 2 fast chargers without the need for substation or major electrical upgrades.

**A program to Supercharge Our Supermarkets and other locations could increase the number of public EV charging ports from 4,943<sup>19</sup> to 59,000 if six are added per location, and mitigate the impact of port failures and unavailability across the network.**

“If there are multiple EV chargers, and one charging asset out of multiple co-located EV chargers is offline, it is far less likely to negatively impact the driver than a site with a single EV charging asset.”

– Ross De Rango, Head of Energy and Infrastructure, Electric Vehicle Council<sup>20</sup>



<sup>18</sup> Electric Vehicle Council, Australian Electric Vehicle Industry Recap 2022. Available at: <https://electricvehiclecouncil.com.au/2022-australian-electric-vehicle-industry-recap>

<sup>19</sup> Ibid

<sup>20</sup> Electric Vehicle Council, Public High Power EV Charging Availability, 2023. Available at: [https://electricvehiclecouncil.com.au/wp-content/uploads/2023/05/public-high-power-EV-charging-availability\\_22MAY2023.pdf](https://electricvehiclecouncil.com.au/wp-content/uploads/2023/05/public-high-power-EV-charging-availability_22MAY2023.pdf)

## CHARGE WHILE YOU SHOP

Imagine the convenience of being able to recharge your car for free every time you shop. Well, that's already a reality for drivers in the UK thanks to its public network of supermarket charging stations. Popular supermarkets including Aldi, Lidl, and Sainsbury's all offer free EV charging for shoppers.<sup>21</sup>

Supercharging Our Supermarkets can increase the availability of free and discounted public EV charging locations across Australia. This is particularly compelling during daytime hours when solar power significantly reduces electricity prices. Supermarkets could offer promotions, including allowing customers to charge their vehicles for free when power prices are low as an alternative to traditional petrol discounts.

---

<sup>21</sup> <https://www.zap-map.com/ev-guides/free-ev-charging-points-where-are-they/>

# SUPERMARKET BENEFITS

Supercharge Our Supermarkets won't just benefit the customer, there are many benefits for the supermarkets too.

Boosting EV charging infrastructure can improve customer loyalty, increase supermarket dwell times and attract EV drivers, boosting opportunities to explore new revenue streams and transition petrol discounts to EV charging incentives.

To achieve this, our program proposes a rollout of a minimum of six level 2 fast chargers at every Australian supermarket within the next five years. This would see Australia's public charging network grow to 6,460 locations and 29,000 chargers.

## BUILDING AN EV CUSTOMER HIGHWAY

A recent UK study found that supermarkets are the most popular location for drivers away from home.<sup>22</sup> A nationwide rollout of electric vehicle chargers will position supermarkets as reliable charging locations and attract a loyal base of EV drivers.

Australia's electric vehicle market has seen purchases double in 2022.<sup>23</sup> The number of EV drivers on Australian roads is expected to accelerate once a Fuel Efficiency Standard is introduced.

Proactive early adopters that install extensive charging networks have an opportunity to capture the loyalty of electric vehicle owners. Additionally, shoppers who spend an hour charging their vehicle at a

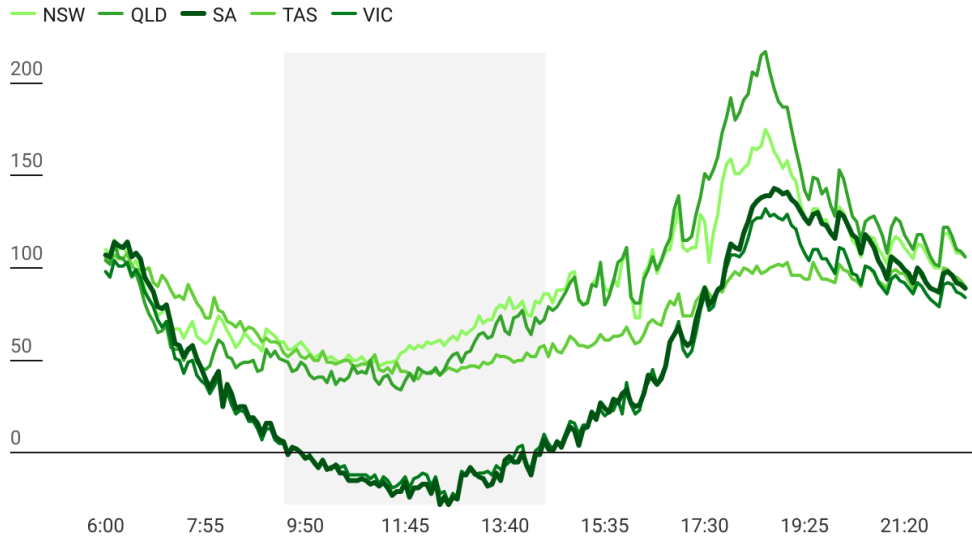
---

<sup>22</sup>

<https://www.electrifying.com/blog/press/study-reveals-tesco-is-uk-s-best-supermarket-for-electric-car-charge-points>

<sup>23</sup> Electric Vehicle Council, Australian Electric Vehicle Industry Recap 2022. Available at: <https://electricvehiclecouncil.com.au/2022-australian-electric-vehicle-industry-recap>

Average energy prices (\$/MWh) by region – Q1 2023



Created with Datawrapper

Level 2 fast charger are likely to spend more time in-store, increasing dwell time and total customer spend.<sup>24</sup>

## NEW REVENUE OPPORTUNITIES

Embracing electric vehicle chargers will provide supermarkets with new opportunities to deepen customer loyalty and rewards, including offering free charging while they shop.

A well-designed, free charging program could be revenue positive due to the evolving energy market.

As solar power reduces daytime electricity prices, the trend has resulted in low and negative wholesale power prices in some regions.

Data from the Australian Energy Network Operator shows that during Q1 2023, the average wholesale electricity price in Victoria and South Australia was zero or less between 9:30 am and 2 pm. Providing free vehicle charging during these hours could generate a positive return for supermarkets and align electric vehicle charging with peak daytime renewable energy generation. This not only benefits supermarkets financially but also promotes clean energy sources while fostering sustainable practices.

<sup>24</sup>



## CASE STUDY: ALDI AND TESCO UK

In 2020, Aldi UK announced that all new stores will be equipped with electric vehicle chargers. The rollout involved installing 140 level 2 fast chargers with speeds of up to 22kW in Aldi car parks across the UK, with free charging offered at the majority of stores.<sup>25</sup>

The leading supermarket in the UK for charging infrastructure is Tesco which installed EV charging ports at 66% of locations by 2022 and recently celebrated the installation of charging infrastructure at 600 stores.<sup>26 27</sup>

---

<sup>25</sup>

<https://evfleetworld.co.uk/aldi-and-newmotion-partner-to-bring-hundreds-of-ev-charge-points-to-shoppers/>

<sup>26</sup><https://www.electrifying.com/blog/press/study-reveals-tesco-is-uk-s-best-supermarket-for-electric-car-charge-points>

<sup>27</sup><https://www.tescopl.com/tesco-celebrates-reaching-target-of-600-stores-with-electric-charging-points-saving-more-than-24-000-tonnes-of-carbon-emissions/>

# GRID BENEFITS

Supercharge Our Supermarkets is also advantageous for the electricity grid.

By installing chargers at supermarkets, Australia can better manage electricity supply and demand. This can be achieved by encouraging EV drivers to charge their vehicles during daytime hours, to utilise solar generation during peak production. Longer dwell times at supermarkets also make them a suitable location for level 2 fast chargers, which will be easier to integrate into the grid.

The utilisation of existing substation capacity in supermarkets will minimise the need for investment in new electrical infrastructure to meet EV charging needs. This will reduce the strain on the electrical workforce and ease demand on already stretched resources.

## MORE CHARGERS, LESS COST

While level 3 rapid chargers have exceptionally fast charging speeds, they also result in significant spikes in electricity demand for short durations.

In contrast, level 2 fast chargers have lower peak power demand and draw electricity at a consistent rate over a longer period.

Considering current grid infrastructure, a widespread rollout of level 2 fast chargers is a simpler, faster, and more cost-effective option for mass deployment.



# WHAT WILL IT COST TO SUPERCHARGE AUSSIE SUPERMARKETS?

A program to supercharge Australia's 4068 supermarkets is estimated to cost \$244 million. This estimate is based on an assumed cost of \$10,000 per fully installed level 2 fast charger and an average of six chargers per supermarket.

A more comprehensive program to install four chargers at 9,080 additional locations\* would cost \$363 million and result in 51,287 public chargers. This would provide a significant boost to Australia's public EV charging network, approximately 10.4 times the current number of 4,923 public chargers nationwide.

\*Additional locations based on long dwell time and outlined in Appendix 1.

# RECOMMENDATIONS

Supercharge Our Supermarkets can greatly boost Australia's public electric vehicle charging network by accelerating the rollout of convenient charging locations nationwide.

Increasing EV charging stations at supermarkets will improve accessibility for all EV drivers, particularly those who live in apartments and townhouses and rely on the public network to charge their vehicles

Boosting charging infrastructure could grow the number of Australia's charging locations from 2,392 to more than 6,460, and increase chargers from 4,923 to more than 29,000.

The following recommendations will help make Supercharge Our Supermarkets a reality.

## RECOMMENDATIONS FOR SUPERMARKETS

To ensure a successful rollout of EV charging infrastructure, it's recommended that supermarkets adopt comprehensive deployment strategies as part of their business plans. The following should be considered:

- Establish a target year for the rollout of EV charging infrastructure to 100% of stores, including specific timelines for installation across all locations. Having a target will provide a clear roadmap and demonstrate commitment to supporting Australia's transition to electric vehicles.
- Allocate annual capital expenditure for charging infrastructure in supermarket budgets to ensure ongoing investment in expanding the charging network.
- Work with charging infrastructure providers to set consistent accessibility standards. This can be modelled on existing standards such as the UK's PAS 1899:2022 Standard or similar guidelines.<sup>28</sup>
- Proactively engage with supermarket tenants and landlords to explore mutually beneficial ways to install EV charging infrastructure onsite. This includes discussing shared costs,

---

<sup>28</sup> <https://www.bsigroup.com/en-GB/standards/pas-1899/>

identifying suitable locations for charging stations and leveraging potential benefits for all parties.

- Commit to electrify your fleet by setting targets to:
  - Electrify all new cars added to the fleet from 2025 and set a target for 100% of passenger cars by 2030.
  - Commit to zero emissions trucking by 2040, starting with a transition to electric for short distance and delivery trucks by 2030.
  - Get supply chains on board with the commitments by adding them to tenders and contracts by 2024.
  - Lead the charge by advocating to the government, and enabling staff and customers to access renewable-powered electric vehicles.

By implementing these strategies, supermarkets can play a leading role in expanding the public EV charging network, ensuring drivers have widespread access to charging stations while supporting the transition to sustainable transportation in Australia.

## RECOMMENDATIONS FOR GOVERNMENT

The Australian Government can support Supercharge Our Supermarkets and boost the country's public EV charging network by undertaking the following actions:

- Establish a Supercharge Our Supermarkets investment package via the Clean Energy Finance Corporation to provide financial support and incentives to overcome the investment hurdle. The package should include streams for:
  - Major supermarkets, big box stores, and car park operators
  - Independent and community-owned supermarkets
  - Tourism-based long dwell time locations
  - Local governments
- Provide zero interest loans or similar for supermarket site landlords to upgrade electrical infrastructure for EV charging.
- Review all government-controlled car parks, particularly at the local government level, to identify suitable EV charging locations and expedite investment in appropriate charging infrastructure at supermarkets and other long dwell locations.
- Establish a guaranteed uptime metric for all public chargers to

improve confidence and reliability of charging infrastructure.<sup>29</sup>

- Establish an Australian electric charging accessibility standard, this could be based on the UK PAS 1899:2022 Standard, to ensure supermarket EV sites are accessible for all drivers.
- Mandate set amounts of charging infrastructure to be installed as part of planning approvals for all new supermarkets and major parking developments.

By implementing these recommendations, the government can actively support Supercharge Our Supermarkets and accelerate the rollout of EV charging infrastructure across Australia.

---

<sup>29</sup> Electric Vehicle Council, Public High Power EV Charging Availability, 2023. Available at: [https://electricvehiclecouncil.com.au/wp-content/uploads/2023/05/public-high-power-EV-charging-availability\\_22MAY2023.pdf](https://electricvehiclecouncil.com.au/wp-content/uploads/2023/05/public-high-power-EV-charging-availability_22MAY2023.pdf)

# APPENDIX

**Table 1**

<b>Supercharge Our Supermarkets new charging locations</b>	
<b>Supermarkets</b>	<b>Quantity of stores</b>
Coles supermarkets <sup>30</sup>	835
Aldi <sup>31</sup>	570
Woolworths supermarkets <sup>32</sup>	995
Woolworths metro <sup>33</sup>	90
IGA <sup>34</sup>	1400
Foodland <sup>35</sup>	92
Drakes <sup>36</sup>	60
Harris Farm Markets <sup>37</sup>	26
<i>Sub-total</i>	<i>4068</i>
<b>Popular stores</b>	<b>Quantity of stores</b>
Big W <sup>38</sup>	176
Kmart <sup>39</sup>	300
Target <sup>40</sup>	128
Bunnings <sup>41</sup>	381
JB HiFi <sup>42</sup>	300
Mitre 10 <sup>43</sup>	300
Officeworks <sup>44</sup>	167
<i>Sub-total</i>	<i>1752</i>
<b>Aquatic centres</b>	<b>Quantity of locations</b>
Aquatic centres <sup>45</sup>	1300
<i>Sub-total</i>	<i>1300</i>
<b>Car parks</b>	<b>Quantity of locations</b>
Train stations <sup>46</sup>	960

<sup>30</sup>

[https://www.colesgroup.com.au/FormBuilder/\\_Resource/\\_module/ir5sKeTxxEOndzd00hWJw/file/Annual\\_Report.pdf](https://www.colesgroup.com.au/FormBuilder/_Resource/_module/ir5sKeTxxEOndzd00hWJw/file/Annual_Report.pdf)

<sup>31</sup> <https://corporate.aldi.com.au/en/about-aldi/>

<sup>32</sup>

<https://www.woolworthsgroup.com.au/content/dam/wwg/investors/reports/2022/full-year/2022%20Annual%20Report.pdf>

<sup>33</sup> *ibid*

<sup>34</sup> <https://www.iga.com.au/stores/#view=storelocator>

<sup>35</sup> <https://thechampagnemile.com.au/supermarkets-in-australia/>

<sup>36</sup> *ibid*

<sup>37</sup> *ibid*

<sup>38</sup> [https://en.wikipedia.org/wiki/Big\\_W](https://en.wikipedia.org/wiki/Big_W)

<sup>39</sup> <https://www.kmart.com.au/about-kmart/>

<sup>40</sup> <https://www.wesfarmers.com.au/our-businesses/kmart-group>

<sup>41</sup> <https://www.bunnings.com.au/about-us/who-we-are>

<sup>42</sup> <https://investors.jbhifi.com.au/jb-hi-fi-group/>

<sup>43</sup> <https://www.metcash.com/our-businesses/hardware/>

<sup>44</sup> <https://www.officeworks.com.au/information/about-us>

<sup>45</sup>

[https://www.royallifesaving.com.au/\\_\\_data/assets/pdf\\_file/0004/69385/RLS\\_AquaticInfrastructureReport2022.pdf](https://www.royallifesaving.com.au/__data/assets/pdf_file/0004/69385/RLS_AquaticInfrastructureReport2022.pdf)

<sup>46</sup>

<https://www.abc.net.au/news/2018-08-29/the-unconscionable-state-of-australias-train-stations/10147174>

Wilson Parking <sup>47</sup>	400
Secure Parking <sup>48</sup>	600
<i>Sub-total</i>	1960
<b>Total</b>	<b>9080</b>

---

<sup>47</sup> <https://www.wilsonparking.com.au>

<sup>48</sup> <https://www.secureparking.com.au/en-au/about/>