



MOONEE **EV** VALLEY



# ELECTRIC VEHICLE FESTIVAL

## EVENT REPORT

SUMMARY, FEEDBACK & NEXT STEPS

PREPARED BY  
MOONEE VALLEY SUSTAINABILITY  
APRIL 2021

## **INTRODUCTION**

The *mooneEValley Electric Vehicle Festival* was held on Saturday 17th April 2021.



The event was organised by Moonee Valley Sustainability and held at Dwell (Ascot Vale Church of Christ, 78 St Leonards Rd Ascot Vale).

## **PROGRAM**

The event included:

- 6 electric cars on display with their drivers available to talk about ownership, on-road experiences, charging and maintenance.
- trade display of 6 electric bicycles (folding, road, touring, off-road, and cargo).
- display of over 20 electric bicycles and scooters with their riders available to talk about ownership and on-road experience.
- a ticketed 45 minute talk and slide show presentation “Electric Vehicles 101”
- a display of 20 informational posters covering EV charging, suppliers and services, community initiatives, and EV owners clubs.
- a mapping project inviting people to indicate where they would like a Community Charging Station to be installed ( see attached map )





## **ATTENDANCE**

Over 300 people attended through the day with 45 people attending a ticketed 'EV 101' talk.



The event was formally opened with an Acknowledgment of Country by host Gregg Morris (Dwell).

Speeches of support were made by:

- Katrina Hodgson (Dept Mayor - Moonee Valley City Council)
- Danny Pearson MP (State Member for Essendon)
- Ben Carrol MP ( State Member for Niddrie & Minister for Public Transport / Roads)
- Bill Shorten MP (Federal Member for Maribyrnong )

Also in attendance were:

- Helen Sui (CEO - Moonee Valley City Council )
- Cr Rose Iser (MVCC Councillor - Myrnong Ward)
- Cr Ava Adams (MVCC Councillor - Buckley Ward)
- David Limbrick (MLC for South Eastern Metropolitan)
- Huong Truong (former MLC for Western Metropolitan)
- Nicole Marshall (former MVCC Councillor - Myrnong Ward)

The event was covered by Renewables, Tech & Travel writer, Chris Vanderstock, who produced an 8 minute video including interviews at <https://www.youtube.com/watch?v=DRIBZxHaskg>



L-R: Ben Carroll MP, Cr Ava Adams, Bill Shorten MP, Helen Sui, Danny Pearson MP, Cr Katrina Hodgson, Cr Rose Iser, James Williams, Teresa Day, Logan Shield

## **FEEDBACK**

The event achieved our aim to raise awareness of the opportunities available to move to renewable energy based transport, a switch that is inevitable both for environmental and economic reasons.

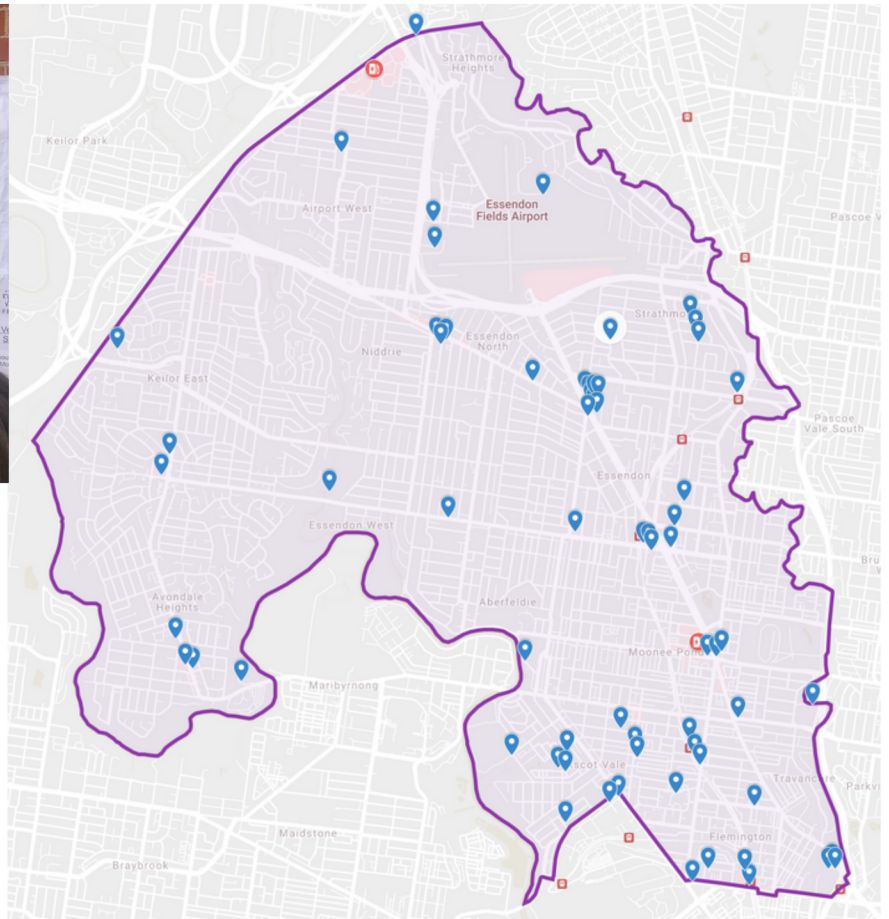
The drivers, cyclists, and experts, who donated their time to speak to attendees, were unanimous in their feedback - that they had made many connections, addressed unfounded fears that the switch was difficult, and themselves, broadened their contacts within the first-adopter community.

The attendee feedback was equally positive, with many expressing their intentions to switch their transport mode, and 26 people signing up on the day to our pilot EV Bulk Buy initiative.

## **COMMUNITY EV CHARGING**

We asked attendees to mark on a map where they would like to see Community EV Charging Stations in Moonee Valley. The map had 65 dots added which has been converted to a Moonee Valley EV Charging Stations Google Map.

The feedback indicated a desire to follow similar size urban Council's model and install public charging in places where short stay top-up charging was feasible, like sports grounds and street shopping hubs; to have a few fast chargers at key transport hubs like train stations, where charge and run would support longer trips. There was less interest in ultra-fast charging except where that added to the current "Round Australia Electric Highway" project





## **NEXT STEPS**



### **INDIVIDUALS**

- Anyone interested in joining a future Moonee Valley specific EV-Bulk Buy of more affordable second hand EV's through the Good Car Co. (or just for further information from the event) can sign up to our [Moonee Valley Sustainability mailing list](#) and select 'EV Bulk Buy Info Please'
- Anyone interested in joining a current EV-Bulk Buy of more affordable second hand EV's can register interest for the [Good Car Co. Melbourne EV-Bulk Buy](#).

### **COUNCIL**

"The greatest barrier to EV uptake remains the lack of public charging infrastructure" (Item 10.2 Electric Vehicle Charging in Moonee Valley, MVCC, 13 April 2021). In order to overcome this and show leadership in line with [Council's pledge to the Cities Power Partnership Program](#) to "support the uptakes of electric vehicles", we suggest the following actions:

- Install (or facilitate the installation) of at least 10 community EV charging station sites by July 2022. Sites with 2 x AC towers of 7-22kW each station with 2 outlets per tower could be located at aquatic centres and sports club carparks, restaurant / cafe precincts, parks and playgrounds.
- Apply for State or Federal funding (eg. Local Roads and Community Infrastructure fund) to install at least 2 x DC Super Fast Chargers (175kW) or 4 x DC Fast Chargers (50kW) by July 2022. Suitable sites would be high turnover locations and for supporting local business and trade vehicles, and community transport passenger vehicles.
- Develop a municipal 'EV Charging Station Strategy' to plan infrastructure, to guide spending and identify shovel ready projects for future State or Federal funding opportunities.

### **STATE GOVERNMENT**

- Publicise Treasury modelling that predicts fossil-fuel powered and electric vehicles to reach cost parity by 2025.
- Review current limited incentive for electric cars (the exemption from the "luxury vehicle" rate of stamp duty ( EV vehicles over \$77,565 ) so a stamp duty exemption incentive applies to the majority of these new EVs)
- Preserve or increase the current \$100 annual discount on all EV vehicle registration
- Publicise Federal Government modelling that 26% of all cars owned in Australia will be electric by 2030, so business, local government, and the public can make informed decisions about car purchases, and establishing support services and infrastructure.
- Review the Treasury model to establish a user-pays structure to include options for automated tax collection through charging station fees rather than individual vehicle log books.