



## STRATEGIC PLAN 2025-2026

Summary version: 26 February 2025

### Foreword

AEVA has existed for over 50 years as an association of volunteers with a shared aspiration for 100% electric transport, and a transition away from imported fossil fuels. AEVA encourages electric vehicle (EV) uptake, regularly counters misinformation about them, advocates for improved public charging infrastructure, and advances policies which will accelerate the transition in the fairest way possible.

EVs take many forms, including battery electric cars, vans, trucks, trains, aeroplanes, motorcycles, bicycles and scooters. We represent the consumers: the owners, drivers and enthusiasts of the technology. We are a voice for the end-user, who ultimately determines the success or otherwise of transport electrification.

In December 2023 AEVA embarked upon a Growth and Transformation Project, aiming to strengthen its influence, grow the membership and raise the association's profile. AEVA aims to be widely recognised, is respected for its policy advocacy and has sufficient financial strength to eventually employ staff.

The Strategic Plan sets out AEVA's goals, objectives and priorities on our pathway to achieve these aims. This Plan summary covers the period from January 2025 to December 2026. It guides the development of annual Operational Plans including milestones, project roadmaps and budgets.

### Vision

That the AEVA is widely recognised as Australia's leading consumer advocacy group in the pursuit of full electrification of transport.

### Mission

AEVA advances the full electrification of Australia's transport networks by amplifying and channeling the voices of EV consumers and end-users. We are trusted by governments and industry, and are respected by decision-makers for our efforts.

### Motivations, values and philosophy

AEVA is motivated by our understanding that the transition to electric transport will:

- bring significant benefits in public health;
- end Australia's dependence on imported fossil fuels; and
- address the worsening impact of climate change by reducing transport emissions.

AEVA supports the [Avoid-Shift-Improve](#) hierarchy of transport solutions, with mode shift and vehicle improvement being key features of the Association's objectives. We recognise that a simple one-to-one replacement of ICE cars to electric is misguided, and that a broader, more

integrated solution is required. AEVA encourages 'right-sizing' our electric transport needs; using the most appropriate EV for the task, minimising waste and further externalised harm. AEVA supports inclusive access to EVs, and removing barriers to inexpensive EVs. All who need private transport should have an EV option, while electric mass transit and active transport should be an option for all Australians.

For many years, AEVA led the way with the conversion of road-going vehicles to electric drive, and AEVA will continue to foster this knowledge and skill base among its members. We remain committed to ensuring that Australians, with the appropriate training and competency, retain the right to build and repair their own EVs.

AEVA will also foster other important communities of interest within its membership. It signalled this aspiration during 2024 when it established a national Motorsport Development Committee, and will continue to liaise with electric bike and scooter user groups when formulating policy and running events.

## **AEVA in 2024**

At the end of 2024, AEVA had 1650 financial members. A survey of members undertaken in 2024 attracted over 500 responses, and some key findings from the survey are presented in Appendix 1.

When asked about AEVA's activities, members indicated that they:

- are proud of AEVA's advocacy work, and want to see it increase
- wish to see advocacy for measures that increase EV uptake to meet climate goals
- value the information and technical support provided through all of AEVA's channels, especially in-person meetings and workshops
- are keen for more education about misinformation and disinformation relating to EVs.

## **AEVA's strengths and opportunities**

AEVA has a long history of achievement. Some of our notable successes since formation include:

- Conducting EV expos and conferences, long before EV expos were as frequent as they are now
- Helping draft regulations and standards in use today
- Pioneering support for technology innovators and those building EV conversions
- Seeding interest in critical EV charging infrastructure in regional and remote Australia
- Through our submissions and policy statements, informing governments about the economic, social and environmental opportunities electrification presents.

### **AEVA's strengths include:**

- The practical, lived experience of our members in driving, charging and maintaining EVs
- Our strong, broad transport and energy policy knowledge base
- AEVA's ethos as non-commercial and non-partisan
- A growing membership of individuals and small businesses who appeal to decision makers with ideas and concerns as voters, not lobbyists.
- A broad network of contacts in all levels of government, academia, business and civil society

**Opportunities for AEVAs community, and the nation more broadly, include:**

- Falling cost and expanding model range of new EVs
- Incentives for electrification caused by the rising prices of liquid fuels
- Australia’s poor fuel security status is a prime opportunity for electrification of transport
- Potential benefits of practical partnerships with car importers and dealers
- Cooperation with like-minded organisations in our advocacy efforts
- Connecting with a broader audience through electric motorsport development, DIY EV conversions and grassroots EV challenges.

**Outcomes, strategies and actions**

To contribute to our 2025-2026 goals, AEVA will work across these five strategic areas:

- Evidence-based policies
- Communication and advocacy
- Membership
- Governance and management
- Financial resilience.

The strategies and actions to be undertaken in these five strategic areas are set out in the diagram below. The methods for achieving these actions will be addressed in the annual operational plans.

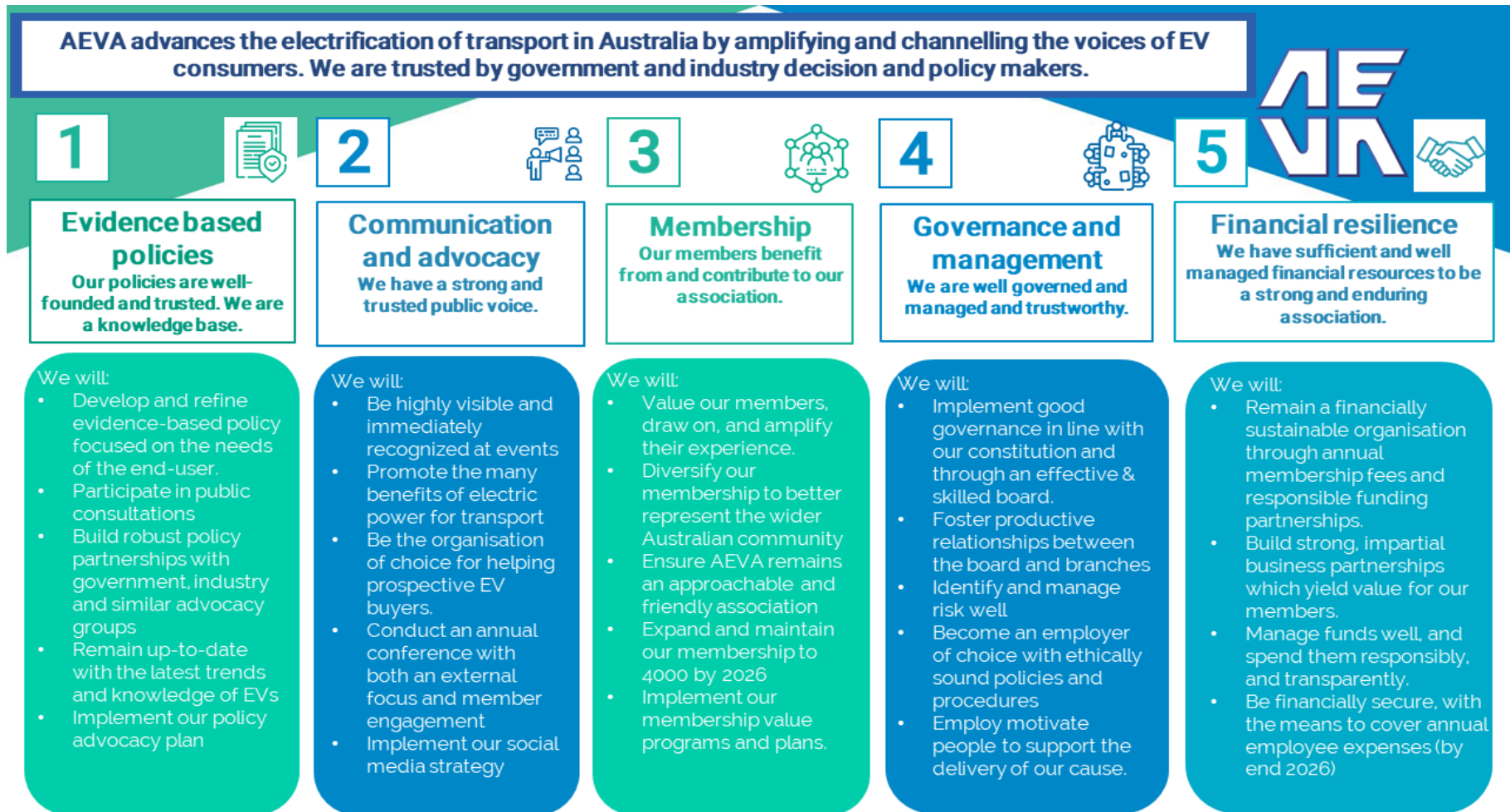


FIGURE 1 AEVA'S OUTCOMES, STRATEGIES AND ACTIONS

## Measuring our progress

Our AEVA Board will undertake an annual review of progress towards our outcome and against our strategies and actions identified in this Strategic Plan. We will update our Strategic Plan every two years.

We will develop a complementary Annual Operational Plan early in each calendar year. Our Board will review progress against that plan at six-monthly intervals.

## Appendix 1: AEVA in 2024

The survey of AEVA members conducted in September 2024 revealed the following:

- AEVA members are enthusiastic early adopters of electric vehicles
- About half our members have more than one form of electric transport
- Almost all intend to buy an EV for their next car purchase, mainly due to low running costs, quality of the driving experience and ease of charging (only 2% would consider buying a new ICE vehicle)
- More than half are keen to see the vehicle used as a battery for the home, the grid and individual appliances
- Most members rarely have to wait more than 10 minutes for a fast charge
- Members want to see ongoing financial incentives and EV education to increase EV uptake to meet climate goals
- Members are proud of AEVA's advocacy work, and want to see it increase
- They value the information and technical support provided through all of AEVA's channels, especially face to face
- In particular, members want to see better education about misinformation and disinformation relating to EVs.