

Phone +61 8 8328 3850

Fax +61 8 8328 3951

Address Seeley International Pty Ltd  
112 O'Sullivan Beach Road  
Lonsdale SA 5160  
AustraliaPostal PO Box 164  
Lonsdale SA 5160  
Australia

ABN 23 054 687 035

Web seeleyinternational.com

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Mr Stephen Procter  
Strategic Delivery Manager, Sustainability Programs (Energy, Climate Change, Sustainability)  
NSW Department of Planning, Industry and Environment  
Email: [sustainability@environment.nsw.gov.au](mailto:sustainability@environment.nsw.gov.au)

Dear Mr Proctor,

Thank you for the opportunity to respond to the Energy Savings Scheme Consultation Paper, June 2021.

Seeley International is Australia's largest heating, ventilation and air-conditioning manufacturer (HVAC), with manufacturing facilities in NSW, South Australia and USA. Seeley employs approximately 100 people in NSW and 500 people globally. The company has a large domestic market of evaporative, indirect evaporative, reverse-cycle air-conditioning and ducted gas heating, as well as exporting to over 100 countries.

Seeley's experience in offering incentives to customers is that successful engagement and uptake relies on the process being as simple as possible.

Based on the NSW Department's research of the residential and commercial markets, the benefits of the activity shown appear to cancel each other out. Seeley believes that the residential market is the optimal target as individuals will make decisions on updating or installing product much quicker than in a commercial setting.

In relation to sizing of equipment, Seeley's view is that a heat load should be calculated for each installation. As per our initial comment regarding simplicity, the heat load calculation needs to be brief enough to not be burdensome on contractors, yet detailed enough to calculate an acceptably accurate result.

The mandatory inclusion of DRED is important as it allows the energy industry to have the option to manage the air conditioner load on the network during peak demand. If the network is re-engineered to accommodate the increasing peak load, those costs will need to be recouped from consumers.

In regard to product eligibility for the scheme, Seeley preferences the Simplified Baseline AEER/ACOP method. As you would be aware, higher efficiency products tend to be more expensive. This method achieves a higher efficiency requirement whilst also being accessible to a broader socio-economic group. The data is readily available for contractors as all brands we have checked list the AEER/ACOP on their brochures.

As an Australian manufacturer which leads the world in hyper-efficient air-conditioning solutions, Seeley greatly values the opportunity to make a meaningful input to the NSW scheme. As well as supporting the intent of driving energy efficiency, the scheme also has the opportunity make a broader economic contribution through supporting Australian jobs and sovereign capability.

If you would like to discuss this submission in further detail, please contact me on me on 0401 770 320 or at [CCummings@seeleyinternational.com](mailto:CCummings@seeleyinternational.com).

Yours sincerely

*C. Cummings*

**Con Cummings**  
State Sales Manager, NSW and ACT