

How to offer EV charging at your destination

Destinations that install 7 kW or 22 kW AC EV chargers will connect them via their existing electricity supply. The site's electricity bill will reflect any electricity used by the chargers.

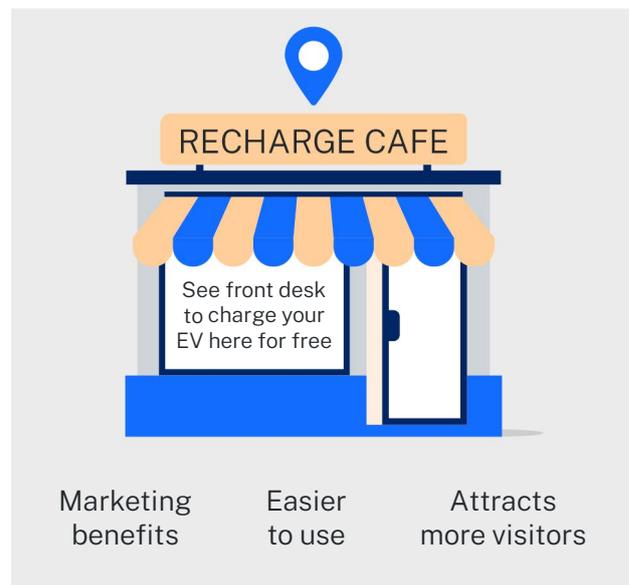
There are many ways a destination can choose to offer EV charging as part of their visitor experience. This guide highlights different ways you can provide EV charging.

Free EV charging

Currently, free charging is recommended as the preferred option for destination EV chargers.

The marketing benefit of 'free EV charging for our customers' can outweigh any cost and administrative overhead of billing for every charge. This is particularly important in the early days where EV drivers are planning trips that include EV charging locations.

The EV chargers funded under the EV destination charging grants have built-in smart capability. The EV chargers can easily switch from free charging to cloud-based billing as utilisation increases over time.



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Cloud based billing

Destinations can use cloud-based billing at each charge to outsource the collection of payments. Integrated software can help manage energy usage, display any charger maintenance requirements, and payment for charging sessions. The grants can pay 50% towards a 2-year software subscription for eligible chargers for interested sites.

How to monitor EV charging costs and supply

What about the cost of electricity?

Electricity costs are relatively low compared to petrol costs. Visitors spending time and money at your destination while they charge can help quickly recoup charging costs.

Average electricity cost for one hour plugged in to each charger size (using an electricity cost of \$0.22c/kWh):

- 7 kW EV charger = \$1.54
- 22 kW EV charger = \$4.84



Flat fee for service



Simple fee for service is another option.

Many destinations will have a transactional business model where the EV driver is already paying the site operator for a service or activity. This might be a meal, accommodation, or entry into a tourist attraction. In these circumstances, a simple 'fee for use' arrangement uses the existing payment methods.

A simple process to start the charging session can be set up, e.g., a sign stating 'EV charger available for overnight use. Please pay at reception' will often be adequate. Another simple approach is using a swipe card or key kept at reception to start the charging session.

This guide is part of a suite of EV destination charging grants supporting documents found at energysaver.nsw.gov.au/EVdestinationgrants.



Image courtesy of Destination NSW.