

Scorecard star rating sticker trial Project summary



Introduction

The Residential Efficiency Scorecard program is Australia's only home energy and comfort rating program for existing homes. It provides homes with an energy star rating out of 10 stars. The rating represents the average yearly cost to operate the major fixed appliances in the home. The higher the stars the lower the cost. Scorecard investigated the potential role of providing households with Scorecard energy star rating stickers that can be displayed in and around the home.

The benefits of living in energy efficient homes such as, improved health outcomes¹, reduced energy costs and greenhouse gas emissions^{2,3}, and attracting a premium at point of sale⁴ have been documented. However, there is no known research into how to best demonstrate or display a home's energy efficiency and the role energy star rating stickers may play.

The Scorecard sticker trial project was delivered in two tranches to gain a well-rounded understanding of the potential use case for Scorecard energy star rating stickers.

In total 166 households and 6 Scorecard assessors were mailed Scorecard energy star rating stickers.

Tranche one

The first tranche targeted high performing homes as it was determined they were more likely to be motivated to display the stickers than lower performing homes. High performing homes were defined as homes achieving 7 Scorecard stars or higher.

Tranche two

The second tranche targeted Scorecard assessors based on their level of activity and geographical location with a focus on capturing feedback from across Australia.

Objectives

The project was designed to achieve a range of objectives over the two tranches.

Householder objectives

1. Establish whether Scorecard energy rating stickers are of value to householders.
2. Understand how to best design the stickers to meet household needs.
3. Investigate whether stickers could help improve wider community

¹ [The Victorian Healthy Homes Program – Research findings](#)

² [Improving the energy performance of homes in Australia](#)

³ [Learnings from the Energy Savvy Upgrades program for vulnerable householders](#)

⁴ [Domain Sustainability in Property 2024](#)

awareness, interest in and engagement with the Scorecard program.

Assessor objectives

4. Establish whether Scorecard energy star rating stickers are of value to Scorecard assessors.
5. Understand how to best design the stickers to meet assessor needs.
6. Investigate whether assessors would be willing to purchase Scorecard energy star rating stickers.

Key Findings

To understand whether the project met its objectives, participants were surveyed via email. 38 households and all 6 assessors provided feedback. This feedback revealed four key findings:

1. The Scorecard energy star rating stickers are of value to both households with high performing homes and Scorecard assessors.
2. Scorecard assessors are willing to purchase Scorecard energy star rating stickers if available at low cost.
3. The small and medium sized stickers were the most popular with both households and Scorecard assessors
4. There was strong support for the stickers to be provided as part of a Scorecard assessment if requested by the householder.

There was also support shown for the use of stickers at point of sale to highlight the benefits of a high performing home and differentiate the home in the market.

Sticker design

Scorecard was designed for voluntary and mandatory disclosure at the point of sale or lease. The sticker design leveraged the graphic design work already undertaken for Scorecard real estate branding to reduce costs and maintain consistency.

Each sticker includes the energy star rating, the Residential Efficiency Scorecard logo, the homescorecard.gov.au URL and a Quick Response (QR) code linked to homescorecard.gov.au

Stacked design

Used for the small and large stickers.



Side-by-side design

Used for the medium sized sticker

