

Media Release

The Hon Lily D'Ambrosio MP
Minister for Climate Action
Minister for Energy and Resources
Minister for the State Electricity Commission



Thursday, 4 September 2025

LATROBE VALLEY HOUSEHOLDS SET TO SAVE ON ENERGY BILLS

Latrobe Valley households will be able to slash their energy bills by upgrading to efficient electric heat pump hot water systems through an expansion of the Allan Labor Government's SEC one stop shop pilot.

Minister for Energy and Resources Lily D'Ambrosio today announced the expansion of the pilot to the Latrobe Valley – supporting households in Morwell, Moe, Newborough, Traralgon, Churchill and other parts of the region.

Water heating accounts for around 20 per cent of household energy costs and switching to an energy efficient electric heat pump can save you \$330 a year off your energy bills.

For households with solar, the savings are even greater – households can heat their hot water for free by setting their heat pump hot water system to heat water when the sun generates the most energy.

The expansion will mean Latrobe Valley residents can now access the one stop shop pilot, including getting a free quote from a trusted, SEC-endorsed installer.

They can also learn how heat pump hot water systems work, compare products and indicative prices, and see all government discounts and rebates.

The heat pump hot water pilot is also available to residents in Ballan, Maroondah and the Yarra Ranges, while households in the areas of Casey, Ballarat and Merri-bek can also access the installer network – which will roll out across the state in 2026.

SEC has partnered with endorsed installers Adsolar and Electrical, Specialized Solar and Electrical and Solargain to make it simpler for Latrobe Valley residents to access expert installation.

Morwell heat pump manufacturer Earthworker Cooperative is also participating in SEC's Expression Of Interest process to become an endorsed installer. More local, regional and metro installer and trade businesses with expertise in home electrification are encouraged to apply.

For more information on the pilot, households can call 1300 305 700 or visit secvictoria.com.au/households.

Quotes attributable to Minister for the State Electricity Commission Lily D'Ambrosio

"Simple upgrades like switching to an energy-efficient heat pump means Latrobe Valley families can save hundreds of dollars each year off their energy bills."

"While the Liberals have said they'll scrap the SEC, we're driving jobs and delivering lower energy prices and cost of living support for households across the Valley through initiatives just like this."

Quote attributable to Member for Eastern Victoria Tom McIntosh

"The SEC is already powering local schools, hospitals, police stations, traffic lights and more with reliable, publicly-owned renewable energy."

Quote attributable to State Electricity Commission CEO Chris Miller

“Through its expanded pilot the SEC is providing Latrobe households with trusted, simple information, products and services to help them make the switch to hot water systems and save on their energy bills.”

Quote attributable to Adsolar & Electrical Managing Director Adam Robertson

“We’ve been able to help families in the Latrobe Valley make the switch to a heat pump hot water system and enjoy substantial savings on their energy bills. We’re looking forward to helping more families save and enjoy reliable hot water all year round.”