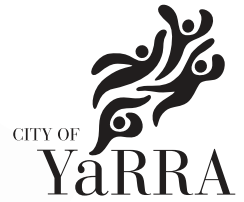


Electric Vehicle Charging For Business



Helping businesses create charging opportunities for customers and staff

Electric vehicle ownership has been rising rapidly in Australia. An opportunity has emerged for businesses to capitalise on this growth by providing EV charging in their customer car parks. This is especially important for Yarra, as a large proportion of residents live in homes without easy access to charging.

A growing number of businesses in Yarra are providing charging for their customers. This Fact Sheet provides information for businesses considering EV charging within their customer car parks.



Figure 1 Public EV charger on private land

Source: Institute for Sensible Transport

Sustainable mobility in Yarra

Council has a strong commitment to make it easier for Yarra residents to use sustainable transport. Increasing the use of space efficient forms of transport is a key objective of our Transport Strategy 2022 - 2032¹. Council will continue to prioritise walking and cycling to be the first choice for short trips.

A transition to EVs is necessary to achieve our climate targets, but it not sufficient on its own. Council will continue to create the conditions in which more people choose walking, cycling and public transport.

This factsheet has been produced for the City of Yarra by the Institute for Sensible Transport

¹ https://www.yarracity.vic.gov.au/sites/default/files/2024-04/yarra_transport_strategy_2022_32.pdf

² <https://www.nature.com/articles/s41467-024-51554-9>

This Fact Sheet is focused on providing practical information to assist business owners interested in providing EV charging for their customers.

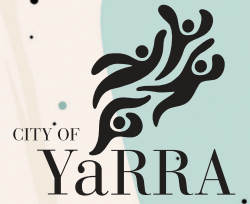
Benefits of EV charging for business

When EVs charge in the public domain, there is generally 30 minutes to 2 hours (depending on the speed of charger) in which the driver and any occupants have time to explore their surroundings. Providing EV charging for customers can benefit businesses in several ways:

- Generate new customers that are attracted by the opportunity to charge
- Diversify revenue through user fees for the charger
- Encourage customers to dwell longer and spend more, while they wait for their EV to charge
- Create a positive brand association for the business.

A recent study conducted by MIT² examined the impact on businesses from over 4,000 charging stations in California. The study, published in the journal Nature, found that for **businesses within 100m of a charger, spending increased by around 3%**. Owners of EVs generally have a higher income than average, and their purchasing power may be greater.

What are the other benefits to your business in providing EV charging to customers?



In addition to raising revenue from the use of the charger, and the boost to customer numbers, EV chargers are also a good way to signal to your customers that you are a business doing the right thing. Transport is the fastest growing source of emissions. Providing a charger outside your business is an effective way of advertising your commitment to a more sustainable future.

Owners of EVs generally have a higher income than average, and their purchasing power may be greater.

Why electric vehicle charging is important for businesses in Yarra?

Many residents of Yarra, as well as other parts of the inner city live in either a terrace house or an apartment. These dwellings either have no private car park, or if they do, residents may find it difficult to install a charger. Many of these residents will be attracted to businesses that provide a convenient charging opportunity.

Around 86% of dwellings in Yarra could have challenges charging EVs at their dwelling. These residents will be attracted to businesses that offer charging.

Census data shows that some 86% of dwellings in Yarra may experience challenges to charging an EV at their home. As the growth of EV ownership continues, it is critical there are sufficient places to charge.

Figure 2 forecasts how many EVs may be owned by Yarra residents in the future. According to one estimate from the CSIRO, there may be up to 35,751 EVs owned by Yarra residents by 2035 (one in two vehicles).

As the price of EVs continues to drop and second-hand market availability grows, more Yarra residents will transition to an EV.

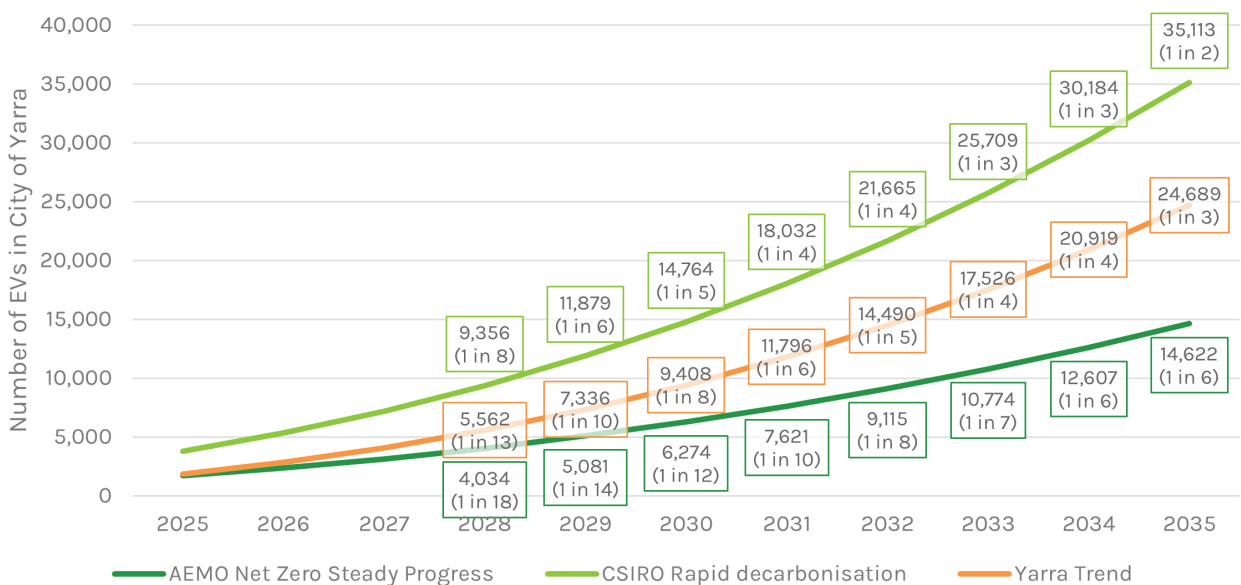


Figure 2 Yarra EV fleet projections to 2035



Source: AEMO, CSIRO, Institute for Sensible Transport

EV charging speeds

There are a wide range of chargers available; slower (AC) chargers, and faster (DC) chargers, as highlighted in Table 1. Faster chargers are not necessarily better than slow chargers. The most suitable charger is the one that provides enough electricity to meet the needs of the user while the vehicle is parked. If the vehicle is going to be parked all day, this could be a 7kW AC charger, whereas if 30 minutes is a typical duration of stay, a faster, DC charger is appropriate. Unlike petrol cars, most EV owners find it works well to charge up whenever there is a convenient charger, much like the way we charge our mobile phones.

Faster chargers are not necessarily better than slow chargers.

Table 1 Different types of chargers, range and cost

| Charger type | Appropriate charger speed | Range added per hour of stay | Charger costs [^] |
|--|---------------------------|------------------------------|----------------------------|
|  AC (slow) Charging | 7 - 11 kW | 30 - 50 km | ~\$1,500 - \$3,500 |
|  DC (fast) Charging* | 25 kW | 125 km | ~\$15,000 - \$30,000 |
| | 50 kW | 250 km | ~\$20,000 - \$50,000 |

[^]Per plug. Does not include the cost of installation. Will vary from site to site

*DC charging general involves electricity upgrades which can be costly and may also involve civil works for supportive infrastructure

Source: Institute for Sensible Transport

Selecting the right speed of charger for your business

The easiest way of determining which charger is right for your business and customers is to think about how long people typically stay at your car park. For most businesses, customers will generally park for between 20 – 60 minutes. If your customers typically only spend ~20 minutes, a fast, DC charger will be suitable, whereas businesses in which people spend 1-2 hours or more may find a slower DC or AC charger more appropriate.

Do customers pay to use the charger?

When a business installs a charger, EV owners expect to have to pay to use the charger. It is typical for fast chargers to cost the user 60 – 80 cents per kWh. At an average consumption of 30kWh per charging session, this equates to revenue of ~\$20 per session. Slower, AC chargers normally charge ~40 cents per kWh generating approx. \$12 per session.

Public charging equipment comes with technology to enable cashless transactions, either via credit card tap, or payment through an App. Ensuring customers pay to use the charger is important, to cover the upfront and operating costs of the charger.

Installation Costs

The installation costs of public chargers will vary, depending on the complexity of connecting the grid and the speed of charger required.

Fast (DC) Chargers

Where customers typically park for a short period (i.e. less than one hour), a fast, DC charger is generally better able to meet the needs of the user. Fast DC chargers can be expensive to install. While every charging situation will be different, it is not uncommon for fast chargers to cost \$50,000 or more. While there are grants that can help subsidise this cost, the economics only works if the chargers also bring in revenue. Fast public chargers generally require a specialist business (known as a Charge Point Operator, or CPO) to be involved. CPOs generally handle all the planning, grant application, installation, operation and maintenance, but this comes at a cost.

Yarra businesses interested in hosting a fast charger are encouraged to contact a CPO, who will have a set of questions to determine whether your site is suitable (see Box 2).

Slower (AC) Chargers

Businesses that have customers that generally park for more than one hour may find a slower, AC charger sufficient, as the installation and maintenance costs are substantially cheaper. These chargers are also perfect for businesses that want to offer EV charging to their staff. It is generally possible to install a slow, AC charger for between \$1,500 – \$10,000.

These chargers are generally funded by the business themselves, rather than a CPO, as they are less likely to generate the level of revenue CPOs require for a commercial return. A number of businesses have emerged to integrate billing into slower, AC charging stations (see Figure 3). The charger pictured in Figure 2 costs ~\$3,500 plus install costs (electrician required). A one hour charging session on an 11kW AC charger will provide around a 15% increase in battery charge or ~60km of driving. If your customers generally stay at your business for 10 – 20 minutes, an AC charger is unlikely to be desirable.



Figure 3 Nayax EV charging for businesses

Source: Nayax

Charging for staff EVs

A business that provides parking for their staff may wish to provide EV charging. Chargers performing this role are less expensive than public chargers for the following reasons:

- **Lower power:** Chargers for staff, who will typically be parked for 7 – 8 hours will only need a 7kW AC charger. These units cost ~\$1,500 plus another \$1,000 - \$2,000 for installation, depending on the complexity of the site.
- **No payment:** In most cases, EV charging for staff is generally free to the user. The amount of energy drawn is relatively insignificant and the provision of free charging supports the goodwill of the employer with the employee. If the employer insisted on requiring a fee to use, there are low speed chargers (AC) on the market that offer this function

More information on workplace charging can be found from the Electric Vehicle Council: <https://electricvehiclecouncil.com.au/wp-content/uploads/2024/12/EV-Workplace-Charging.pdf>

Case Study:

EV charging benefits business by attracting customers

A growing number of businesses have begun installing EV charging stations. We have spoken to a business who has been installing EV charging stations at their properties. This case study profiles one of Australia's most prominent shopping centre managers, who began installing EV chargers at their properties in 2018. Over the past seven years, the business has progressively expanded its network, adapted its approach, and learned valuable lessons about the role of EV charging in retail environments.



Figure 4 EV charging for businesses

Source: Plugshare

Timeline

The following provides a summary of the key milestones in the development of the charging network:

2018: The company began with 7kW AC chargers, which required 4–6 hours for a full charge. These were useful for staff but impractical for most customers, whose visits are typically under 2 hours.

2021: The company began installing faster DC chargers to better match customer dwell times. Usage increased steadily.

2025: The shopping centre operator now manages 28 DC charging stations, comprising approximately 85 individual plugs or bays across their network.

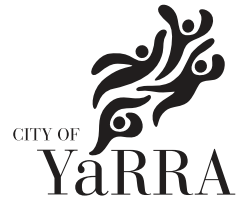
Key insights

Return on Investment

- The business reports a positive return on investment (ROI) from its charging infrastructure:
- The payback period is estimated at 8 to 10 years, based solely on revenue generated from the chargers themselves.
- This calculation does not include the additional value from increased customer dwell time, spending, or brand positioning.
- The company emphasises that the business case for EV charging is now clear, especially with revenue-sharing partnerships and targeted government funding support.

Case Study:

EV charging benefits business by attracting customers



Charging behaviour

The business reports a positive return on investment (ROI) from its charging infrastructure:

- Average session duration: 35–40 minutes
- Utilisation: On busy days, each plug is used for up to 10 charging sessions, indicating strong demand and turnover.

What has worked well

Key success factors identified by the business include:

Partnering with EV charging suppliers

- These partners help navigate federal and state funding programs, reduce upfront costs, and share in the revenue.

Partnering with Charge Point Operators (CPOs)

- CPOs handle customer billing, maintenance, troubleshooting, and service delivery—ensuring a reliable user experience.

Choosing sites with expansion potential

- As EV adoption grows, scalable locations are better positioned to meet future demand.

Introducing idle fees

- A \$1/minute idle fee is applied 30 minutes after charging ends, encouraging drivers to vacate the bay. Customers responded positively, as it promotes fair access.

Selecting appropriately powered chargers

- Chargers in the 75kW to 150kW range align best with typical shopping trip durations. Chargers that are too fast may encourage drivers to stay in their cars rather than visit the shops.

Targeting areas near apartments

- Chargers located near high-density residential buildings tend to be busier, serving both local residents and shoppers.

Lessons learned

Over time, the company has refined its strategy. Key takeaways include:

- Avoid slow (7kW) chargers for customer-facing sites: These are only suitable for all-day parking (e.g. staff), not customers making short visits.
- Avoid free charging: Free charging undermines the financial sustainability of charging infrastructure. Public fast chargers commonly charge \$0.60–\$0.80 per kWh, and EV users are accustomed to paying.
- Avoid very small installations: Stations with only 1–2 plugs often lead to queues, driver frustration, and missed revenue. Installing 4+ plugs improves accessibility and utilisation.
- Choose modular/expandable equipment: This allows cost-effective upgrades as demand increases.
- Select reliable hardware: Kempower and Zerova DC chargers have proven to be reliable, modular and well-suited to a retail environment.

Conclusion

This case study illustrates the evolution of EV charging from a novel amenity to a **core retail service**. The business has demonstrated that:

- EV charging can generate a direct return on investment,
- Successful deployment relies on partnerships and site selection
- Charging infrastructure can increase the enhance customer experience and boost business turnover.

Next steps for businesses wanting to provide EV charging

This section guides business owners looking to take the next step towards growing their business by providing EV charging to customers.

Figure 5 provides a guide to business owners looking to investigate EV charging for their customers. This is designed to be used to guide, rather than dictate decisions.

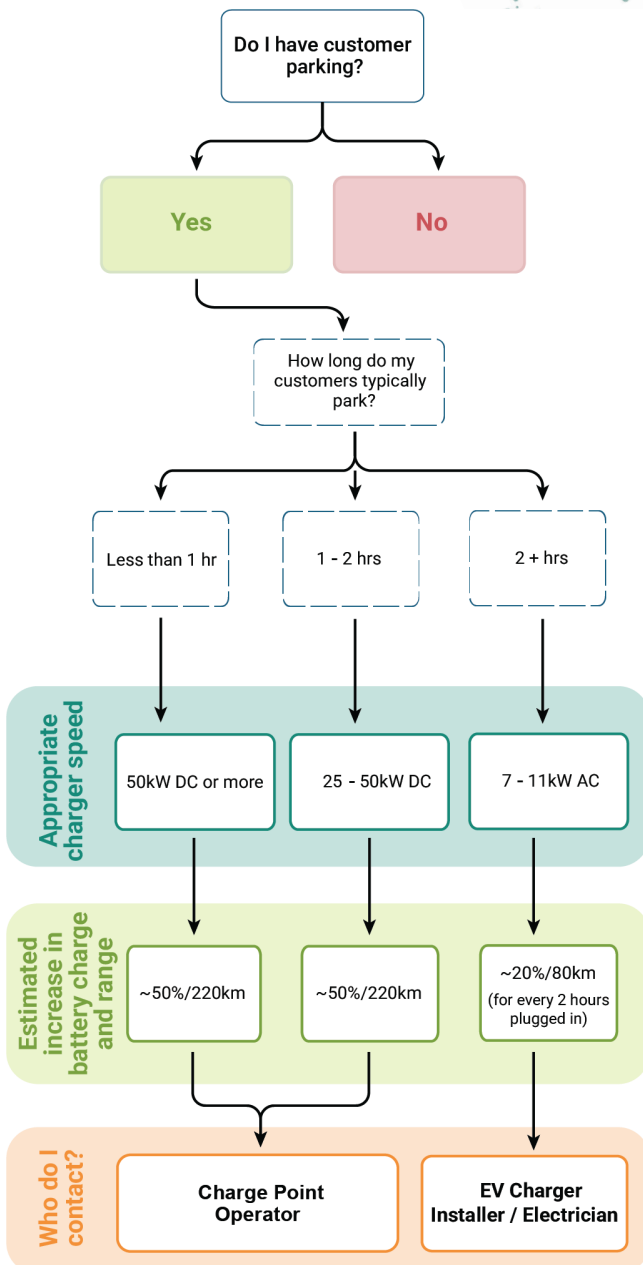


Figure 5 What charger is right for my business and next steps

Source: Institute for Sensible Transport

DC fast chargers

If your customers generally park for 2 hrs or less, a DC charger is generally most suitable. A Charge Point Operator manages the finance, planning, installation and management/operation of a DC (fast) charger. The list below contains many of the major Charge Point Operators (CPOs) in Victoria, as well as hardware providers. Inclusion on this list should not be taken as an endorsement by Council.

List of potential CPOs and hardware suppliers

- Exploren
- wevolt
- BPPulse
- Evie Networks
- Jolt
- EVUp
- Tesla
- AmpCharge
- JetCharge
- EVSE
- Nayax
- Nox

Box 2 Charge Point Operators and charging hardware suppliers/installers

Many sites, especially for DC charging, may require an upgrade to the electrical supply to support faster charging.

What about slow charging options?

The business itself will generally own and be responsible for AC (slow) charging, which will need to be installed by an electrician. There are a number of slower, AC charging options that businesses can install for customer use. Businesses can contact an electrician to discuss possibilities and there are businesses that specialise in installing EV chargers. In general, the charging hardware and install costs will need to be paid for by the business that it serves.

It is also increasingly common for general electricians to install EV chargers for businesses/customer use.

Some charging suppliers offer payment functionality within AC, slow chargers, without the involvement of a CPO. Nayax is one business offering a credit card reader for payment within an AC charger (see Figure 3).