



AUSTRALIAN
REFRIGERATION
COUNCIL

Pilot Retail Engagement Program

who
is  AUSTRALIAN
REFRIGERATION
COUNCIL ?

Administers the **ARCtick Permit Scheme** under the *Ozone Protection and Synthetic Greenhouse Gas Management Act 1989* on behalf of the Department of Climate Change, Energy, the Environment and Water (DCCEEW).

Supports Australia's obligations under the **Montreal Protocol**.

Through its stewardship of the permit scheme, helped avoid **24.37 million tonnes of CO₂-equivalent emissions** to date.

Regulates over **113,000 licensed technicians and businesses** nationwide.

Ensures **safe and compliant handling of refrigerants**.

Plays a **vital role in environmental stewardship, workforce development, and national productivity**.



ABOUT THE ARC RETAIL ENGAGEMENT PROGRAM

- A new **pilot initiative** inviting retailers to partner with the ARC in promoting the legal requirement to use **licensed technicians** when **purchasing or replacing** refrigeration and air conditioning units, specifically the split systems.
- Backed by the federal Government, **Department of Climate Change, Energy, the Environment and Water** (DCCEEW); pilot runs till November 2026.
- Part of a broader commitment to boost **consumer awareness** and **environmental outcomes**.

WHY IS IT IMPORTANT?

- Demand for split system air-conditioning units is surging – **1.14 million** units were sold in 2022¹.
- The program informs upon the legal requirement to use a licensed technician for split system installation and uninstallations.
- It links customers with licensed experts by directing them to a trusted online directory of **licensed technicians** and **businesses**.
- Assist retailers and consumers about important factors that influence a unit's performance (**energy efficiency**) and the **legal requirement** of using a licensed technician to install, uninstall and service air conditioners.
- Strengthens industry **credibility and trust** with customers.

¹Cold Hard Facts 4, Peter Brodribb, Michael McCann, Graeme Dewerson, Jelena Franjić and Graham Anderson, report prepared for the Department of Climate Change, Energy, the Environment and Water, Canberra. CC BY 4.0.



SUSTAINABILITY & END-OF-LIFE REFRIGERANT MANAGEMENT

- As the popularity of split system air conditioners continues to rise, millions of units eventually reach the end of their lifecycle. These older systems often contain refrigerants that, if not handled responsibly, can damage the ozone layer and contribute to harmful environmental impacts.
- Proper management during uninstallation ensures refrigerants are safely recovered and disposed of, preventing environmental harm and supporting Australia's climate goals.
- This pilot program is significant because it empowers retailers to play a key role in environmental stewardship.
- By partnering with ARC, retailers can educate customers about sustainable practices and the importance of responsible refrigerant management.
- Joining the program means supporting best practice in environmental protection, helping to safeguard the ozone layer and foster a cleaner future for all Australians.

PROGRAM OVERVIEW

ARC provides support to partnering retailers, including:

- Retailers **featured** on a **high-traffic**, highly **credible** ARC's consumer website.
- **Communications toolkit**: point-of-sale signage (counter cards, flyers, QR codes), social media tiles, videos, and **online assets** for digital stores.
- Ability to **request custom assets** tailored to your promotional channels (e.g. EDM banners, catalogue content, website messaging).
- **Easy implementation**: plug-and-play materials minimise staff disruption; ongoing ARC support ensures smooth onboarding.

Buying an air conditioner?

Four questions to ask before you buy.

The graphic features a central image of an air conditioner remote control with a digital display showing 23°C. Surrounding the remote are four circular icons: a house, a power plug, a fan, and a checkmark. The background is a gradient from blue at the top to green at the bottom.

A quick checklist to help you choose the right air conditioner for your needs and ensure it is installed and uninstalled correctly by a licensed technician.

Your air conditioning buying checklist

Ask these questions before you buy!

- **Ask which air conditioner will best suit your home or office** – think about influencing factors such as insulation, windows and the number of rooms you want cooled.
- **Ask if the air conditioning system's kilowatt (kW) size is the right capacity for your needs** – this could save you a lot of money in the long run.
- **Ask about the air conditioner's efficiency** – this should be displayed on the star energy rating label on the product. More stars means it costs less to run and is more energy efficient.
- **Discuss installation or replacement with your sales representative** – find licensed technicians at www.lookforthe tick.com.au. Never DIY install or uninstall a fluorocarbon-gas air conditioner. Only licensed technicians can legally perform air conditioner installations and services.

Never install and uninstall a system yourself.
You risk harming the environment and voiding the manufacturer's warranty.



For further information and to learn more, visit www.lookforthe tick.com.au

ARC

ARC5864/10/2025

Partnering with ARCTick to support safe & licensed air con installations.



lookforthe tick.com.au

ARC SUMMER CAMPAIGN - LOOK FOR THE TICK



- The retail program amplifies consumer awareness via an online directory to verify licensed technicians and find registered businesses at lookforthetick.com.au.
- ARC also runs a **digital summer campaign** (October–March) promoting the “Look for the Tick” message, encouraging consumers to select licensed technicians for air conditioner installations and servicing.
- The campaign attracts high public traffic over 130,000 website views over the campaign period, connecting consumers with guides, registered businesses, and licensed technicians.
- This traffic is actively looking for guidance around air conditioners, which in turn can link through the partner retailers who are hosted on the website.

KEY BENEFITS FOR RETAILERS



- **Increased visibility**

Boost your brand's **visibility and credibility** by getting your brand logo featured on ARC's popular **consumer website**, which attracts **over 130,000 visits** during the summer peak. This prominent online presence helps build customer trust and demonstrates your commitment to industry best practice.

- **Cross-advantage**

Gain a competitive advantage through ARC's **targeted digital campaign**, designed to educate Australians and attract **high-intent consumers** seeking air conditioning advice.

- **Increased action**

Partner retailers benefit from **increased engagement** as customers actively research reliable information, and **direct links** to your business.

KEY BENEFITS FOR RETAILERS



- **Regulatory compliance**

Enhance your brand's reputation for **regulatory compliance** and **environmental responsibility**.

- **No-cost communications support**

Leverage ARC's toolkit and digital assets for **seamless promotion** in-store and online.

- **Environmental stewardship**

Support Australia's **climate and environmental goals** through responsible retailing.

- Join a **national movement** committed to environmental protection and industry excellence.

A STEP FORWARD FOR RETAILERS

- Enjoy a smoother post-sale experience, as customers are naturally guided to reliable technicians and best installation practices, easing the volume of follow-up queries and concerns.
- Find assurance as product warranties and the overall reputation of your brand are quietly supported with every sale.
- See customer confidence grow, as people value retailers who help connect them with trusted, knowledgeable service providers—building loyalty with each interaction.
- Highlight your commitment to both compliance and sustainability, positioning your business as an industry leader in responsible practice.
- Benefit from these advantages at no additional cost and with minimal effort, with ARC's dedicated support throughout the process.

Continuous Improvement & Business Support



- We actively seek feedback from retail partners to refine and enhance the program, ensuring it remains relevant and effective for all participants.



- ARC can assist with promotional collaterals and staff training support, helping your team confidently champion licensed installer practices and provide knowledgeable guidance to customers.



- Engaging in the licensed installer conversation is not only responsible—it makes sound business sense. It positions your retail business as a trusted industry leader, promoting growth, professionalism, and lasting customer loyalty.

HOW TO JOIN?

- 1. Register:** Complete the Expression of Interest (EOI) form. Find the **EOI form** [here](#) or **email** **comms@arctick.org** with your interest.
- 2. Response:** ARC will follow up within 5 business days to discuss next steps.
- 3. Sign the agreement:** ARC will send a no-cost agreement to welcome you as a retail partner and guide you through onboarding.



HELP US SPREAD THE WORDS

- Associations are encouraged to share this opportunity with their members, helping them connect with a trusted network and benefit from increased visibility and consumer confidence.
- Leverage your organisation's reach to support your members in growing their business and maintaining compliance within the industry.
- For more information, visit www.lookforthetick.com.au/retailers/



WHAT'S NEXT?

Contact ARC for further information or to discuss partnership opportunities.

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