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FOR IMMEDIATE RELEASE

ARC to launch retail program to boost consumer safety and confidence

The Australian Refrigeration Council (ARC), with support from the Department of Climate Change, Energy, the Environment and Water (DCCEEW), will be launching a Retail Engagement Program in November 2025.

Through this program, ARC is encouraging retailers to actively support informed consumer choices with informative and educational assets, equipping them with resources to offer better guidance. Participating retailers will receive in-store educational materials, including flyers, counter cards, and video assets, as well as promotional signage such as website badges, social media tiles, and other program resources.

Retailers who join the program will also be featured on the *Look for the Tick* website, enhancing their visibility and reinforcing consumer trust. The program reassures consumers that licensed installation is part of their purchase journey, while supporting retailers to meet their obligations and strengthen customer confidence — whether they arrange installation directly or guide customers to choose a licensed professional through the Look for the Tick website.

This new initiative is designed to strengthen the *Look for the Tick* consumer awareness campaign by partnering with air conditioning retailers to promote safe, compliant, and environmentally responsible installation and uninstallation practices.

Findings from *Cold Hard Facts 4* underscore the importance of this initiative. In 2022, sales of single split systems, including wall-hung, cassette, and console models, reached 1.14 million units. With approximately 40% of units sold through the large retailers, these figures underscore the retail sector's influential role in shaping air conditioning practices across Australia. Retailers serve as a critical link between consumers and qualified technicians, a role that is extremely significant and should not be understated.

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ARC Chief Executive Officer Glenn Evans said retail environments are a critical touchpoint where consumers make decisions about air conditioning installation and replacement.

'By embedding the *Look for the Tick* campaign message into the retail experience, ARC aims to connect consumers with licensed professionals and reinforce the importance of legal and compliant split system installations and uninstallations,' Mr Evans said.

'Only qualified ARCTick technicians are legally authorised to install, service, or decommission systems containing fluorocarbon refrigerants. Engaging licensed technicians ensures legal compliance, protects consumers from faulty installations, and supports Australia's environmental objectives.'

ARC invites retailers to register their interest in joining the program by completing the [Expression of Interest form](#). For more information, visit: www.lookforthetick.com.au/retailers.

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