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JET Charge and Woolworths launch game-changing EV charging initiative

Client Woolworths

Project Woolworths AC/DC charging station – North Parramatta

Project summary

JET Charge partnered with Woolworths to innovate a new standard of charging at the supermarket chain's refurbished North Parramatta store. The largest retail installation of its kind in New South Wales, the aim of this ambitious project was to create an EV charging site that was fast, adaptable and scalable, while helping to strengthen customer loyalty.

Here's how we did it

Client Woolworths is Australia's largest supermarket chain with a market share of 37 percent. Such a big retail footprint means that at its peak, the Woolworths Group accounts for **1 percent** of the country's total electricity usage. With this knowledge, Woolworths has pledged to become net carbon zero positive by 2050.

Challenges The lack of fast-charging stations in Australia is a **major barrier to EV uptake**, so the new Woolworths site at North Parramatta presented an opportunity to rethink the status quo by incorporating ultra-rapid DC chargers into the design. This challenge required long-range planning to account for power supply and capacity to scale up. Additionally, for this site to ensure ease-of-use for EV drivers it needed to be hardware agnostic.



Solution and implementation

With a team of 170 employees, plus hundreds of electrical contractors out in the field at any given time, JET Charge is one of few companies with the end-to-end expertise to bring this charging station to life, and capacity to provide ongoing technical support and maintenance. And the results speak for themselves: in the first month alone, hundreds of DC charging sessions were recorded at Woolworths North Parramatta, making these the most frequently used charging systems in the country.

In addition to the four DC chargers already installed, we provisioned for a fourth one at the North Parramatta site. Planning has also been done to ensure that Woolworths is ready to scale-up the carpark to install additional chargers.

As part of a commitment to remaining hardware agnostic, for this project we rolled out JET Charge PayMate – a credit card terminal that can control up to 60 EV chargers from different suppliers. PayMate allows drivers to start, finish and pay for their charging sessions seamlessly via credit card, track their sessions and even get a receipt.

The technical stuff

- 4 X DC Kempower plugs
- 4 X AC Chargemate plugs
- PayMate, a credit card terminal

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This is the new benchmark. What this system represents is a shift in thinking – it's not enough to only have a few AC chargers anymore, you really need to be offering a variety of options that can be scaled, incorporate different technologies and blend different manufacturers.”

Tim Washington, JET Charge CEO

Outcome

The Woolworths North Parramatta EV Charging site represents the future of EV charging in Australia. With our 360 and customer-focussed approach to planning, installing, innovation, and maintenance JET Charge has worked with Woolworths to launch a world-leading EV charging station, which functions as the gold standard blueprint for all retail charging sites going forward.

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