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## Surge in online licence checks signals growing consumer awareness

The Australian Refrigeration Council (ARC) is strengthening consumer awareness of the importance of using licensed professionals through its ARCTick licence scheme. This initiative not only connects consumers with qualified technicians via the 'Look for The Tick' directory, but also raises the profile of the RAC industry.

The 2024/25 summer campaign has achieved remarkable results, showing a significant increase in consumer engagement. Website visits surpassed 136,000 – an increase of 62.66% from the previous year. Licence checks also jumped by 58.75%, with nearly 13,000 checks completed this year alone.

Additional campaign highlights include:

- **Business directory searches:** over 18,500
- **Free AC guide downloads:** over 13,000

These results underscore the growing public recognition of ARCTick licensed professionals and reflect the ARC's commitment to educating consumers and connecting them with trusted, certified businesses.

"The increase in website visits and license checks shows growing consumer awareness of the importance of choosing licensed professionals," said Glenn Evans, CEO of ARC. "Licensed technicians ensure quality service and help prevent risks like substandard workmanship and refrigerant leakage, both of which pose risks to consumers and the environment. We're proud of the success of the 'Look for The Tick' campaign in empowering consumers to make informed choices and connect with trusted, certified businesses and professionals."

This campaign reinforces the importance of the ARCTick permit scheme, in ensuring that RAC systems are handled safely, lawfully, and in line with environmental standards. For more information, visit [www.lookforthetick.com.au](http://www.lookforthetick.com.au).

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