Energy Concessions Campaign

Activity tables

Please complete our quick tables 4 to 6 weeks after you have used the campaign assets, to track your activity. This will help us to understand the scale and reach of the campaign.

Community services & groups, not-for-profits and other services can use the campaign assets free-of-charge. For business enquiries please email **director@theenergycharter.com.au**

Details

Name of organisation:

Contact person: **Title:**

Contact email: **Phone:**

Campaign assets + usage

We would like to understand **which** campaign assets are being used.
To complete, select **yes** or **no**, and add numbers where asked to.

Which assets did you use?

Social posts	Yes	No	If yes, number of downloads:
Digital banners	Yes	No	If yes, number of downloads:
Posters	Yes	No	If yes, number of downloads:
Printable fact sheet	Yes	No	If yes, number of downloads:
Verbal scripts	Yes	No	If yes, number of downloads:
First Nations design pack: Total downloaded assets include social posts, digital banners, posters and printable fact sheet.	Yes	No	If yes, number of downloads:
Translated assets pack: In 11 languages of campaign assets including digital banners, posters, fact sheet and audio button (1-min).	Yes	No	If yes, number of downloads:

Which languages have you used: (select all that apply)

Arabic	Chinese – Simplified	Chinese – Traditional	Greek	Hindi	Italian
Nepalese	Punjabi	Spanish	Vietnamese	Tagalog	

Auslan + English captioned video: Campaign branded video (1-min).	Yes	No	If yes, number of downloads:

Channels

We would like to understand **how** the campaign assets are being used, and their **effectiveness**.
To complete, select **yes** or **no**, and add numbers where asked to.

What channels were used?

Website	Yes	No	If yes, how many visits:
App	Yes	No	If yes, how many users of assets:
Socials (LinkedIn)	Yes	No	If yes, how many likes: comments: shares:
Socials (Twitter)	Yes	No	If yes, how many likes: reposts:
Socials (Facebook)	Yes	No	If yes, how many likes: reposts:
Newsletters (EDMs)	Yes	No	If yes, how many on mailing list:
Mail outs / pamphlets	Yes	No	If yes, how many distributed:
Staff forums / field crews	Yes	No	If yes, how many staff members:
Reports	Yes	No	If yes, how many visits/downloads:
Publications	Yes	No	If yes, how many visits/downloads:
Bills / envelopes / inserts	Yes	No	If yes, how many distributed:
Members / networks	Yes	No	If yes, how members:
Customer Councils / Community Reference Groups	Yes	No	If yes, how many members:
Announcements	Yes	No	If yes, how many visits/downloads:
CEO / Chair updates	Yes	No	If yes, how many visits/downloads:
Blog	Yes	No	If yes, how many clicks:
Public events	Yes	No	If yes, how many attendees:
Forums	Yes	No	If yes, how many attendees:
Training	Yes	No	If yes, how many attendees:
Webinars	Yes	No	If yes, how many attendees:
Presentations	Yes	No	If yes, how many attendees:
Media (radio)	Yes	No	If yes, expected audience:
Media (TV)	Yes	No	If yes, expected audience:
Media (interviews)	Yes	No	If yes, expected audience:
Other (please let us know)	Yes	No	If yes, how:

Delivery time frames

We would like to understand **when** the campaign assets are being used.
To complete, select **yes** or **no**.

Dates of delivery

July Launch	Yes	No
Month of July 2023	Yes	No
August 2023	Yes	No
September 2023	Yes	No
October 2023	Yes	No
November 2023	Yes	No
December 2023	Yes	No
January 2024	Yes	No
Other times in 2024 & beyond... (Please let us know)	Yes If yes, when:	No

Thank you

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