



National Energy Concessions Awareness Campaign

Keep the money. It's yours.

Promotion Toolkit

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Welcome!

This National Energy Concessions Campaign Promotion Toolkit makes it easy for you to raise awareness about ongoing energy concessions among your customers and/or communities.

Why is this important? Ongoing energy concessions can reduce electricity and gas bills. Today, many people are facing increasing energy prices and other cost-of-living pressures; however, around 40% of people¹ who are eligible for ongoing concessions are not taking them up.

The primary target for this campaign is people who have a Commonwealth concession card (such as a Centrelink Pensioner Concession Card, a Centrelink HealthCare Card or Veterans' Affairs Gold Card).

Ongoing energy concessions, and how you access them, vary depending on where you live in Australia. This campaign is about raising awareness in the first instance. For more information about the campaign, see [page 21](#), or go to www.theenergycharter.com.au.

¹ Mind the Gap report, Consumer Policy Research Centre 2022, [Mind the Gap - CPRC](#).

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What do I need to do?

Help us get the message out there!

- Choose the campaign materials that will appeal to your audiences.
- Download the campaign materials from this toolkit.
- Share them via your organisation's communication channels.
- Community services & groups, not-for-profits and other services can use the campaign assets free-of-charge. For businesses please contact director@theenergycharter.com.au
- Keep the campaign going until December 2023 (but feel free to use these materials to raise awareness on an ongoing basis).
- Let us know how you go. Use the table on [page 21](#) to track your activity.

Thank you.

Our collective, national effort to raise awareness of ongoing energy concessions will help those who need them the most.

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What's in the toolkit?

1. Campaign assets

- Poster
- Social media
- Digital banner
- Fact sheet

2. Talking points/scripts

3. Indigenous assets

4. 11 translated assets

5. Auslan and captioned video

6. More information about this campaign and tracking

Tips

- Select a variety of images and formats for maximum impact over the life of the campaign.
- Make use of the Indigenous assets to better reach First Nations communities.
- Make use of the translated materials to better reach multi-lingual communities.
- Make use of the Auslan and captioned video to better reach communities who are deaf and hearing-impaired.

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1.

Campaign assets

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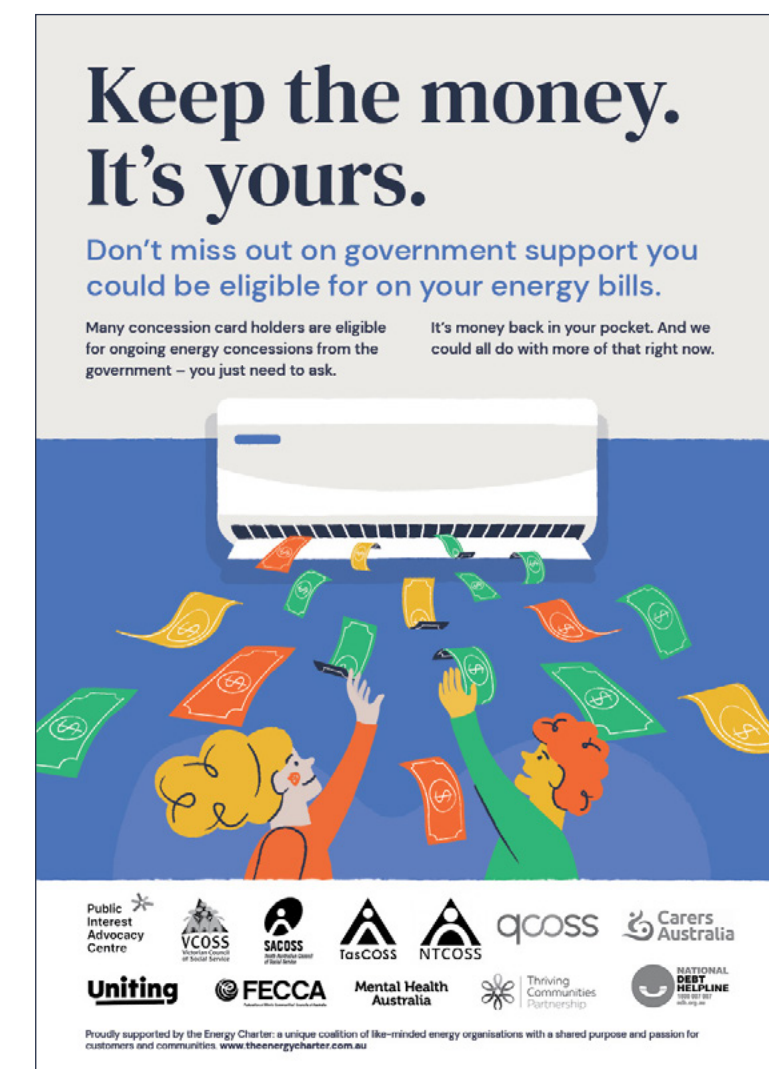
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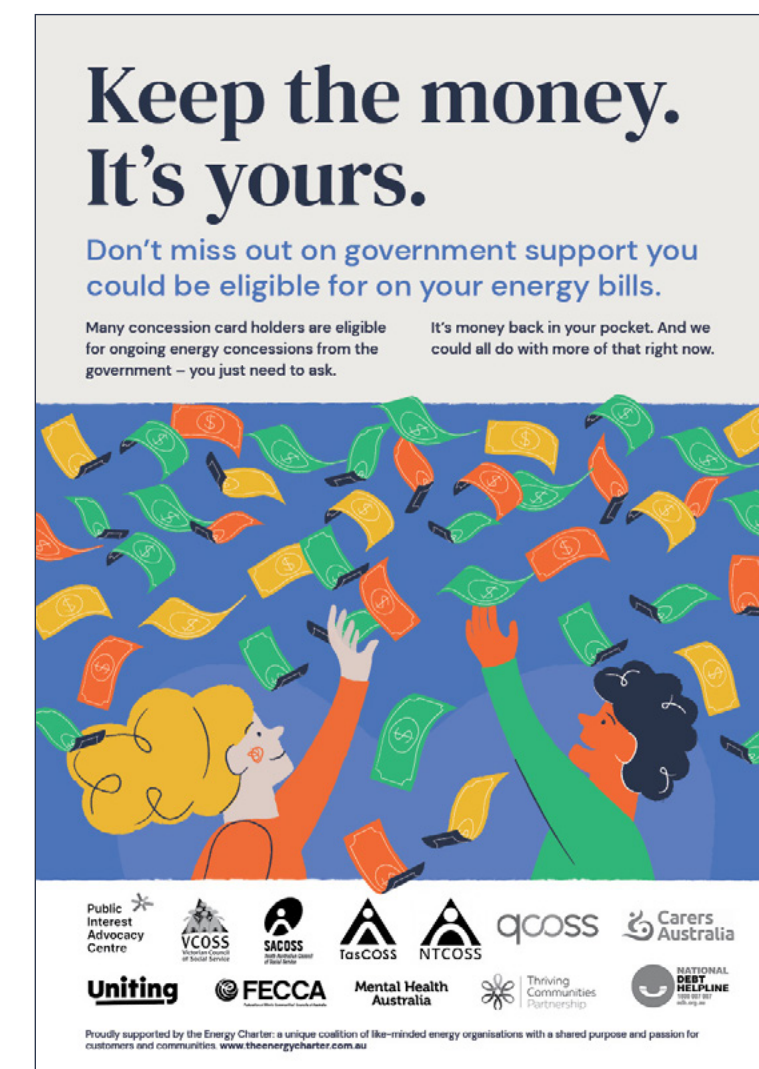
Poster

Print posters in colour,* and in either A4 or A3 size. It is recommended that where posters are displayed, fact sheets are also made available/ displayed alongside the poster.

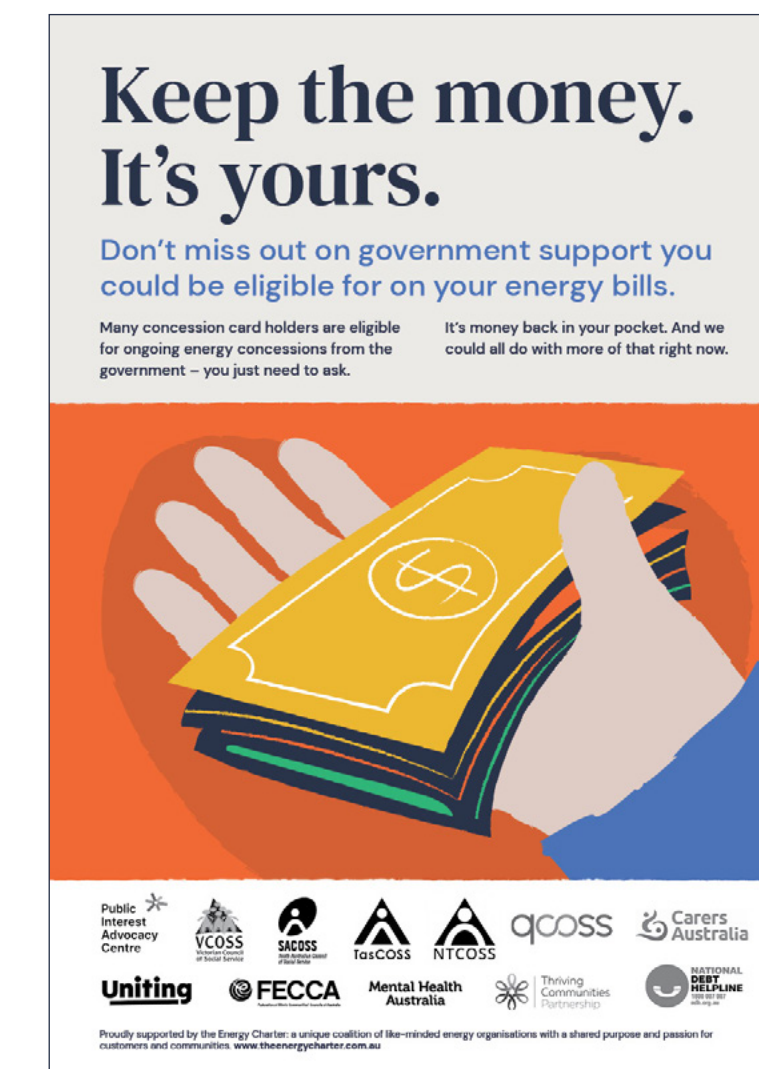
Poster 1



Poster 2



Poster 3



Poster 4



Download all poster assets [here](#).

Available as A3 PDF with and without bleed and crop marks (can be scaled down to A4 during printing).

*Or black and white (for people who print at home).

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Fact sheet

You can print fact sheets in colour.* They are useful for raising awareness with people who aren't on social media or online, as well as for side-by-side conversations. It is recommended that fact sheets are made available where posters are displayed.



**Keep the money.
It's yours.**

Don't miss out on government support you could be eligible for on your energy bills.

Many concession card holders are eligible for ongoing energy concessions from the government – you just need to ask. It's money back in your pocket. And we could all do with more of that right now.

Do you ...

have a Commonwealth concession card (such as a Centrelink Pensioner Concession Card, a Centrelink HealthCare Card or Veterans' Affairs Gold Card)?

And:

your name is on the electricity or gas bill.

Or

you've recently moved house.

**So how do you get what's yours?
Contact your energy provider today.**

Or for more information you can contact the National Debt Helpline on 1800 007 007 or go to ndh.org.au.

If you're in SA, call 1800 307 758 or go to sa.gov.au and see Energy bill relief.

If you're in the NT, call 1800 777 704 or go to nt.gov.au and see the NT Concession Scheme.

If you get your energy from your strata or landlord in a caravan park, apartment building or retirement home or village (via an embedded network) you can also ask these energy providers today.

Public Interest Advocacy Centre | VCOSS | SACOSS | TesCOSS | NTCOSS | qcooss | Carers Australia | Uniting | FECCA | Mental Health Australia | Thriving Communities Partnership | NATIONAL DEBT HELPLINE 1800 007 007

Proudly supported by the Energy Charter: a unique coalition of like-minded energy organisations with a shared purpose and passion for customers and communities. www.theenergycharter.com.au

Download the fact sheet [here](#).

Available as A4 PDF with and without bleed and crop marks.

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Social media

Social media posts

Use a variety of artwork for your social media posts. Consider using these suggested messages to support the campaign. There is also an Auslan and captioned video available for download on [page 18](#).

For example:

Ongoing energy concessions can reduce electricity and gas bills. Today, many people are facing increasing energy prices and other cost-of-living pressures; however, around 40% of people who are eligible for ongoing concessions are not taking them up.

OR

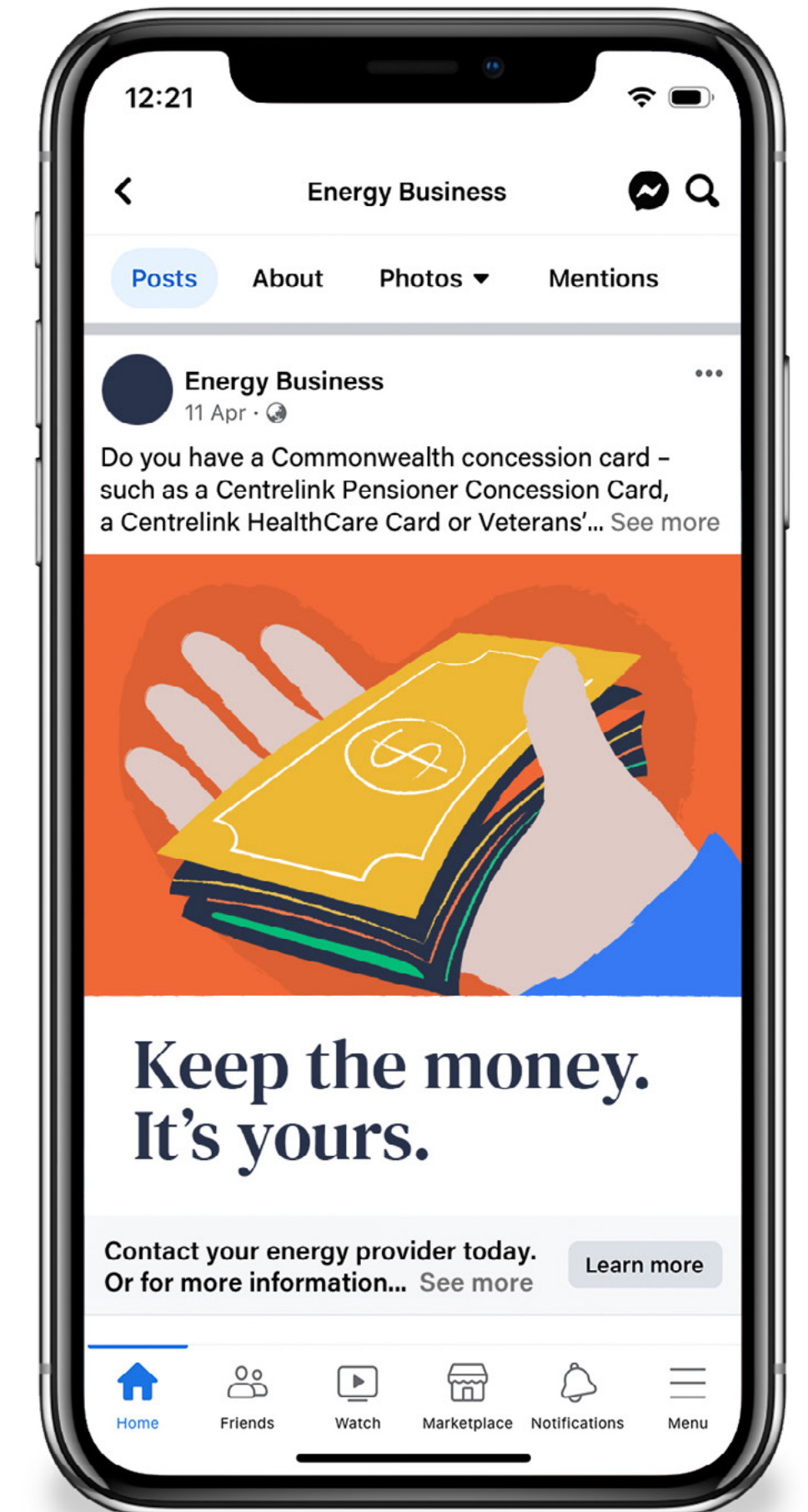
Do you, or someone you know, have a Commonwealth concession card such as a Centrelink Pensioner Concession Card, a Centrelink HealthCare Card or Veterans' Affairs Gold Card? You could be one of 40% of concession card holders missing out on support from the government on your energy bills.

OR

Many concession card holders from (*choose one of these groups depending on the audience / campaign assets you are posting*) **First Nations communities / who speak languages other than English / from communities who are deaf and hearing-impaired** are eligible for ongoing energy concessions from the government – you just need to ask. It's money back in your pocket. And we could all do with more of that right now.

OR

Do you have a Commonwealth concession card – such as a Centrelink Pensioner Concession Card, a Centrelink HealthCare Card or Veterans' Affairs Gold Card? You could be missing out on support from the government on your energy bills.



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Add calls-to-action to your post

Contact your energy provider today.

Or for more information, contact the National Debt Helpline on 1800 007 007 or go to ndh.org.au.

If you're in SA, call 1800 307 758 or go to sa.gov.au and see Energy bill relief.

If you're in the NT, call 1800 777 704 or go to nt.gov.au and see the NT Concession Scheme.

If you get your energy from your strata or landlord in a caravan park, apartment building or retirement home or village (via an embedded network) you can also ask these energy providers today.

Hashtags suggestions

#keepthefmoneyitsyours #energyconcessions #energy #cost-of-living #energybillsavings

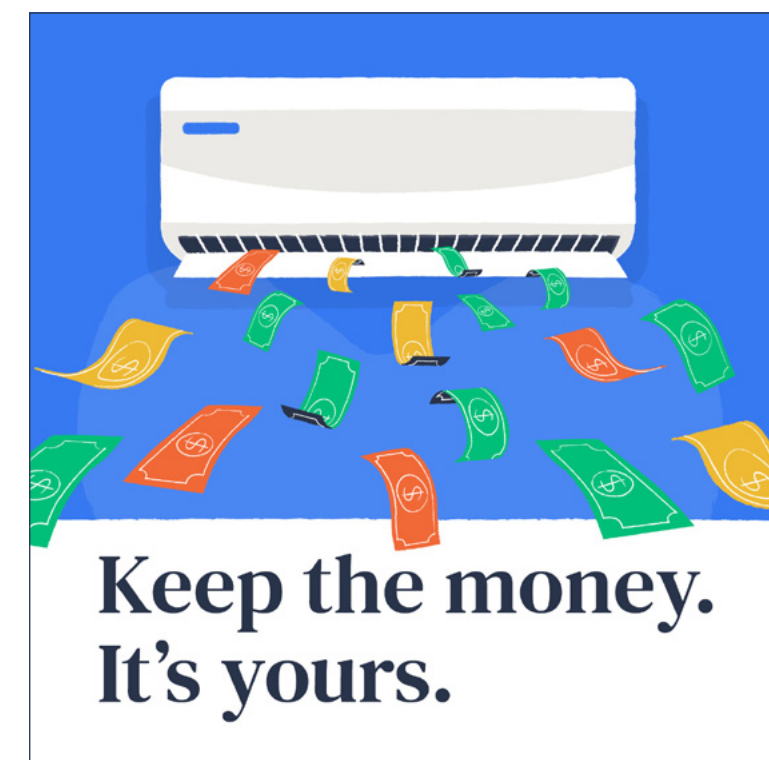
@suggestions

@The National Debt Hotline

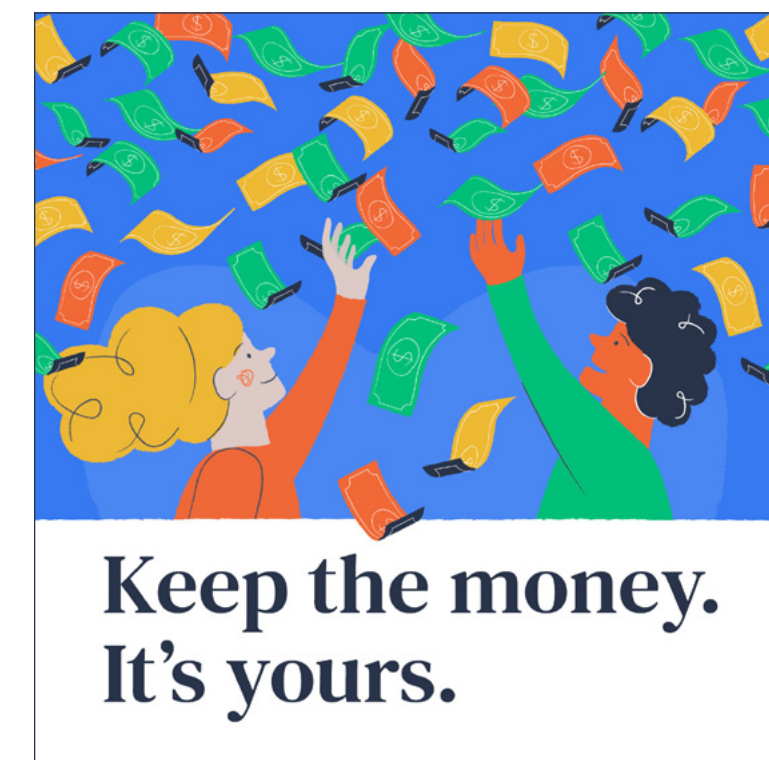
@The Energy Charter

@(your organisation if you have a campaign webpage)

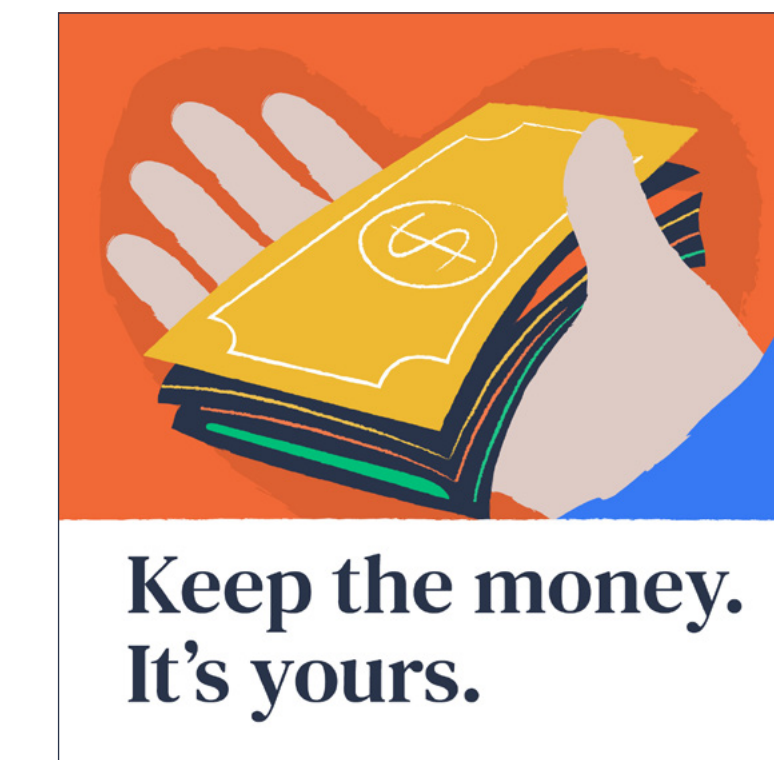
Social post 1



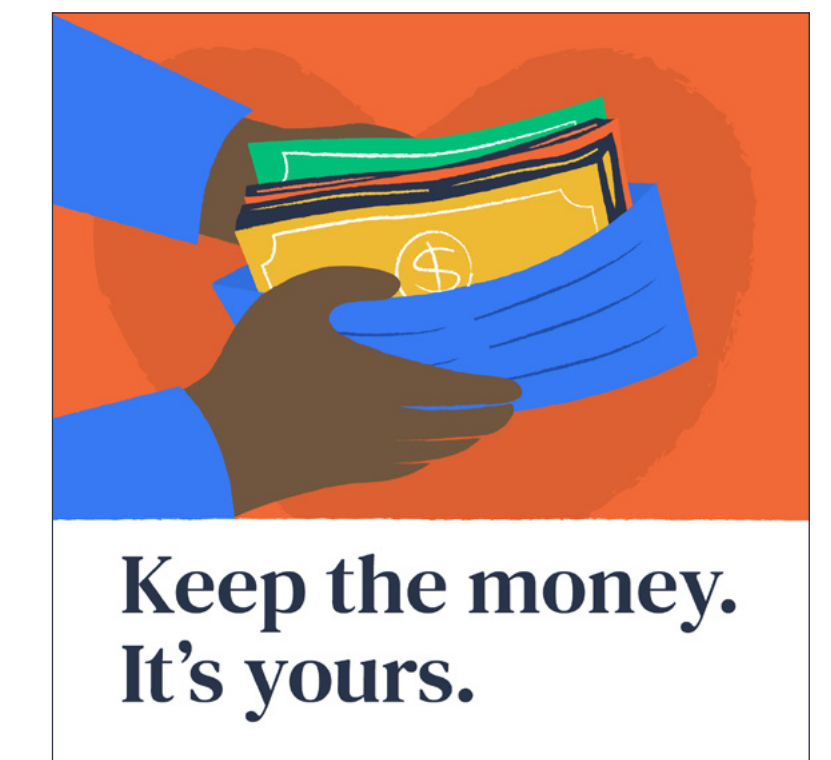
Social post 2



Social post 3



Social post 4



Download all social post assets [here](#).

Available as 800px square jpg files.

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Promotion Toolkit

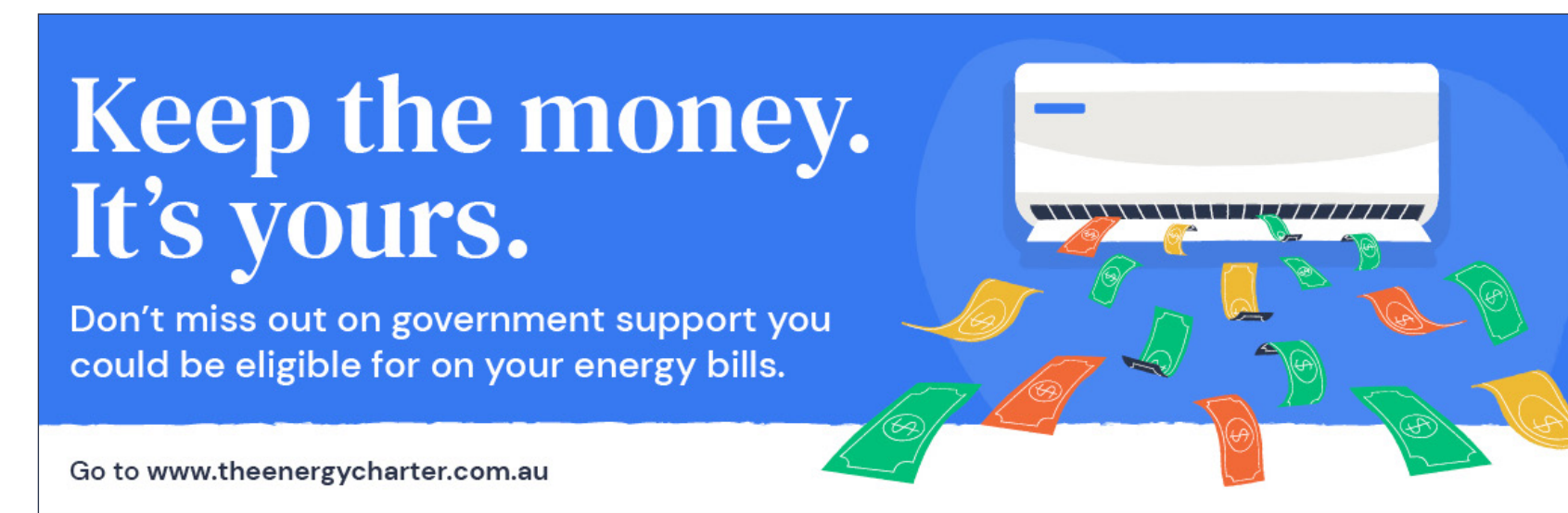
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Digital

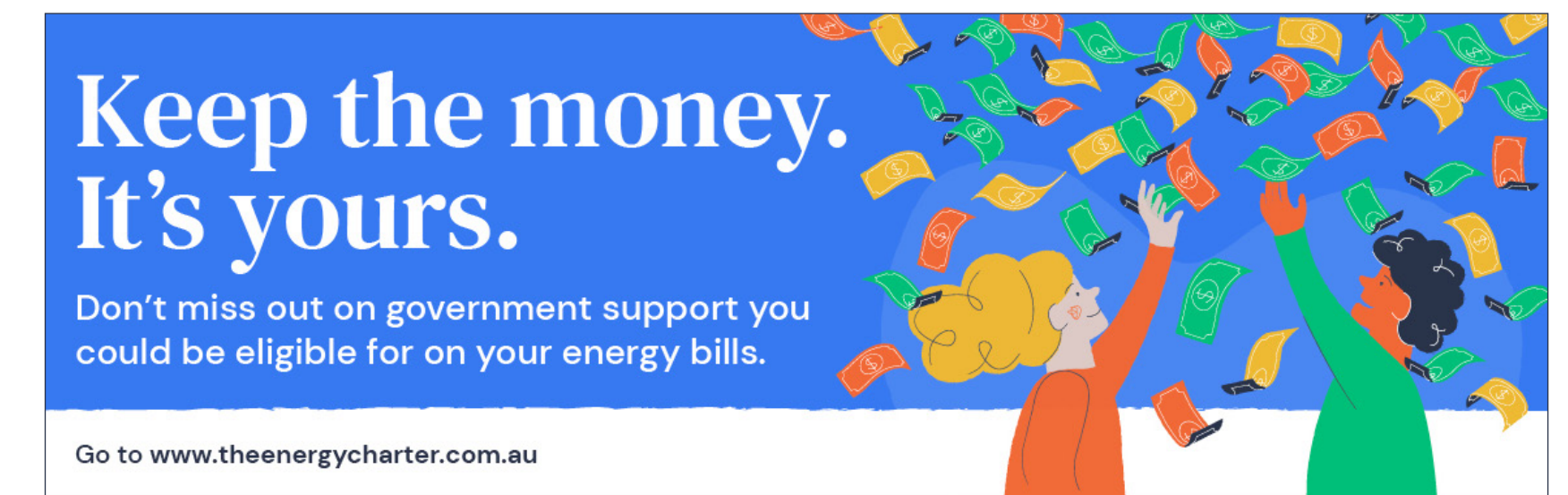
Digital banners

Use digital banners on your website, apps or other online platforms.

Digital banner 1



Digital banner 2



Digital banner 3



Digital banner 4



Digital banners and Teams banners are available to download [here](#).

Digital banners available as PDF and jpg files (standard leaderboard size) and InDesign editable files for resize, Teams banners available as jpgs.

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Talking points/scripts

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Scripts for conversations

Looking for talking points? Here are suggested scripts for side-by-side conversations or community gatherings where you're talking with people in person.

Option 1: 30 seconds (approx.)

- Don't miss out on support from the government to help reduce your energy bills.
- Energy concessions are available right now – it's money off your energy bills and back in your pocket.
- Do you have a Commonwealth concession card – such as a Centrelink Pensioner Card, a Centrelink HealthCare Card or a Veterans' Affairs Gold Card?
- Then you may be missing out on energy concessions that are yours.
- So, contact your energy provider today.
- Or for more information contact the National Debt Hotline on 1800 007 007 or go to ndh.org.au.
- Keep the money. It's yours.

Download the scripts in English [here](#).

Available as PDF files and Word documents.

Option 2: 1 minute (approx.)

- Many Australians are doing it tough right now with the increased cost of living.
- But the good news is: energy concessions from the government are available right now.
- Energy concessions are money off your energy bills and back in your pocket.
- But people aren't taking them up. Why? Because you need to ask your energy provider or the government if you're in NT & SA to apply them to your bill.
- So, keep the money. It's yours, if you're eligible.
- But how do you know if you're eligible?
- Do you have a Commonwealth concession card – such as a Centrelink Pensioner Card, a Centrelink Health Care Card or a Veterans' Affairs Gold Card?
- And, is your name on the electricity or gas bill, or have you moved house recently?
- Then you could be eligible.
- And, if you get your energy from your strata or landlord in a caravan park, apartment building or retirement home or village – you could also be missing out on savings, ask your energy provider today.
- So how do you get an energy concession?
- You just have to ask.
- Contact your energy provider today and ask: what concessions am I eligible for?
- Or for more information contact the National Debt Hotline on 1800 007 007 or go to ndh.org.au.
- Keep the money. It's yours.

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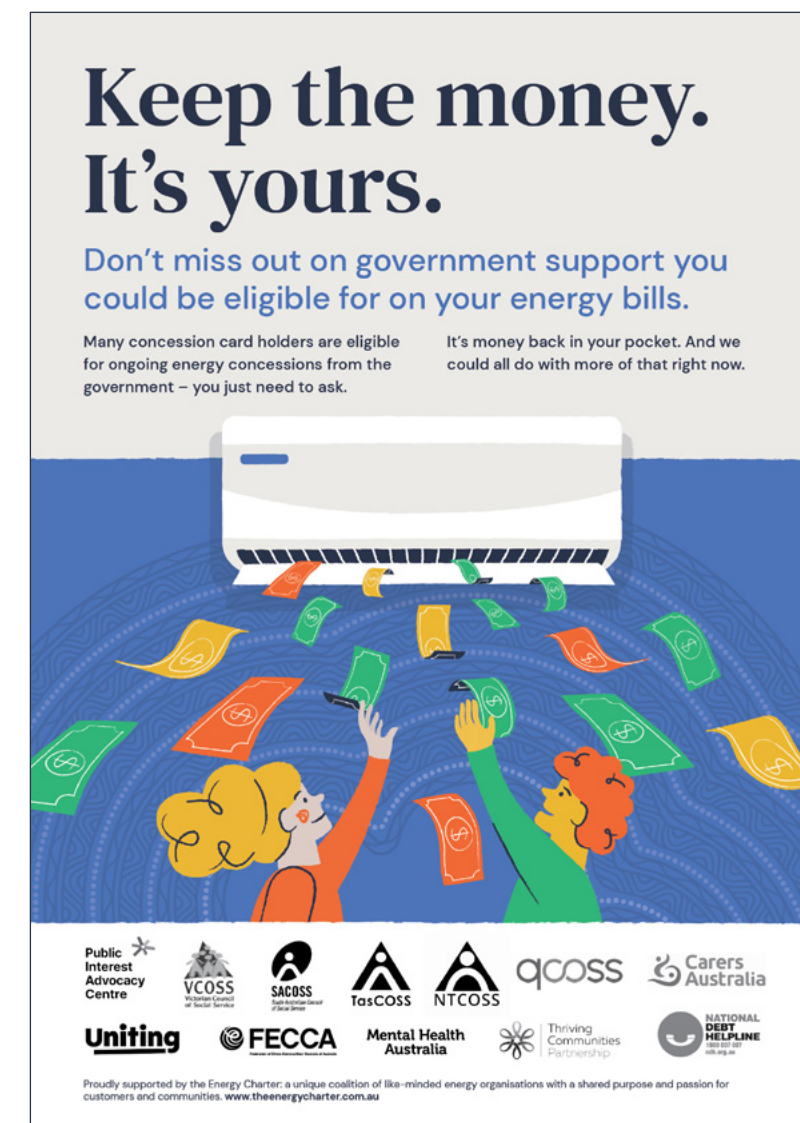
Indigenous artwork

To use the Indigenous assets, include the following acknowledgement on your website, or where you share the campaign.

For any organisations who provide services to First Nations communities (even if it is a small population size), we strongly recommend that you include these Indigenous assets in the promotion of the campaign. When doing so please include the following acknowledgement...

The artwork by Ngarrindjeri artist, Jordan Lovegrove tells the story of energy, how it connects all of Australia and the shared commitment of campaign supporters to create a better energy future for all Australians.

Samples of how the artwork has been applied across the campaign assets



Download all Indigenous campaign assets [here](#).

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Translated campaign assets

Make use of the translated materials to better reach multi-lingual communities.

Languages include Arabic (please display Arabic assets on the right-hand side, this language reads right to left), Chinese (Simplified), Chinese (Traditional), Greek, Hindi, Italian, Nepalese, Punjabi, Spanish, Vietnamese, and Tagalog.

Please note that these languages are specific to the concession card holders this campaign intends to reach. These languages have been endorsed by the Federation of Ethnic Communities Council of Australia (FECCA) for this campaign.

All translated campaign asset available to download 13 July 2023 [here](#).

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5. Auslan and captioned video

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Auslan and captioned video

Make use of the Auslan and captioned video to better reach communities who are deaf and hearing-impaired.

You can also use this video in your [social posts](#).

Auslan video available for download 11 July 2023 [here](#).

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The National Energy Concessions Awareness Campaign

Co-ordinated by the Energy Charter, and proudly funded and enabled by its Signatories: Australian Gas Infrastructure Group, Aurora Energy, Ausgrid, CS Energy, Energy Australia, Endeavour Energy, Essential Energy, Jacana Energy, Jemena, Powerlink Queensland and TasNetworks. This campaign has been developed in collaboration with community groups and a range of advisors from all states and territories.

The aim is to support customers and communities as the cost-of-living rises, by helping more Australians access the energy concessions they are entitled to. This is the first national campaign to raise awareness of energy concessions of its kind.

The Melbourne Institute, Melbourne University, will evaluate the outcomes. For more information, please go to www.theenergycharter.com.au.

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Tracking our activity

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

Download the activity tables [here](#).



Thank you.

Proudly supported by the Energy Charter: a unique coalition of like-minded energy organisations with a shared purpose and passion for customers and communities. www.theenergycharter.com.au

