

Keep the money. It's yours.

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



National Energy Concessions Awareness Campaign Information for customer and hardship teams

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%¹ of people who are eligible for ongoing concessions are not accessing them.

Often, it's because they don't know about them... this is where YOU can help!

Who are the concessions for?

The primary target for this campaign is **people who have an eligible Commonwealth concession card** such as a Centrelink Pensioner Concession Card, a Centrelink HealthCare Card (excl. NT) or Veterans' Affairs Gold Card (excl. TAS), and those who are eligible for ongoing concessions/rebates on their energy bill.

The campaign purposely targets people who research shows, experience barriers knowing and understanding they are eligible for concessions (CPRC 2022) including:

- Multicultural / multilingual communities.
- Older Australians, people with lived experience of disability and carers.
- First Nations communities.
- Other people facing cost-of-living pressures.

What is the purpose of the campaign?

This campaign is about raising awareness to those who are eligible (or their carers and family) from various backgrounds. It also aims to de-stigmatise concessions and importantly, encourage people to take them up.



TIP

This campaign is focussed on ongoing concessions that can be applied to energy bills, however it is expected customers will also ask about other government rebates and relief packages associated with energy bills.

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

How long will the campaign run for?

The campaign was launched in July 2023 by the Energy Charter and campaign supporters (see **Who supports the campaign?**).

Supporters will continue the campaign until at least August 2023 however the message is relevant all year round. It is expected that there will be other campaign peak times outlined below.

- September 2023, when customers receive their first energy bills with increased prices.
- December 2023, when customers experience high household costs.
- January 2024, when customers recover from high household costs in December.

What does the campaign look like and why is this important in the customer support I provide?

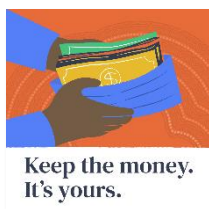
The campaign is offered in a variety of ways to reach a diversity of customers. This means you may get enquiries from customers who speak languages other than English, who are Older Australians, who are people from a First Nations communities, people who are from deaf / hard-of-hearing communities or their carers. To ensure the concessions are accessible to all who need it, a range of resources have been developed.



There are 11 languages other than English that have been identified as most relevant for Commonwealth Concession Card holders in this campaign. They include people speaking:

1. Arabic
2. Cantonese
3. Mandarin
4. Greek
5. Hindi
6. Italian
7. Nepalese
8. Punjabi
9. Spanish
10. Vietnamese
11. Tagalog

TIP
Consider how you work with interpreters or family members who may speak on behalf of others where English is an additional language.



There is information **available specifically for First Nations communities**.

TIP
First Nations communities may want further support from an indigenous-specific service. Contact Mob Strong Debt Help 1800 808 488.



There are **printable Fact Sheets** being distributed to people who are digitally excluded including Older Australians. Some customers may only have received this Fact Sheet as information and may refer to the content to ask questions.

Have a look at the English [Fact Sheet here](#).



There is an Auslan and English-captioned video.

People who experience deafness or are hard-of-hearing will often make contact via email, in writing or they could use a carer or family member to talk on their behalf via a phone call.

What is the call-to-action for customers?

- 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, or are based in a caravan park, apartment building or retirement home or village (via an embedded network) you can also ask these energy providers today.

Who supports the campaign?

Co-ordinated by the Energy Charter and proudly supported by its Signatories: Australian Gas Infrastructure Group (AGIG), Aurora Energy, Ausgrid, CS Energy, EnergyAustralia, Endeavour Energy, Essential Energy, Jacana Energy, Jemena, Powerlink Queensland and TasNetworks.

We would like to acknowledge the commitment of consumer and community groups and a range of advisors from all states and territories, who helped co-develop 'Keep the money, It's yours' campaign:

The Community Supporters are: Carers Australia, Council of the Ageing (COTA), Energy Consumers Australia (ECA), Federation of Ethnic Communities Council (FECCA), Financial Counselling Australia (FCA), Mental Health Australia (MHA) and Northern Territory Council of Social Service (NTCOSS), Public Interest Advocacy Centre (PIAC), Queensland Council of Social Service (QCOSS), South Australia (and Northern Territory) Council of Social Service (SACOSS), South Australian Financial Counsellors Association (SAFCA), Tasmanian Council of Social Service (TasCOSS), Thriving Communities Partnership, Uniting and Victorian Council of Social Services (VCOSS).

The Strategic Advisors are: Consumer Policy Research Centre (CPRC Mind the Gap Report), Melbourne University – Melbourne Institute, Ombudsman Network and Water Services Association Australia (WSAA).

For more information about the campaign go to www.theenergycharter.com.au/concessions-awareness-and-engagement-campaign or contact director@theenergycharter.com.au.

Thank you.

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