# Community Climate Change and Energy Action Program Communications Kit

This kit is to help you communicate with relevant stakeholders about the recently launched Community Climate Change and Energy Action Program (CCCEA) at Sustainability Victoria.

You’ll find key information, messaging and framing to help you describe the program, example posts and copy. You can pick and choose what is relevant to your audience – from direct or word-of-mouth communication to your members, stakeholders and communities, to promotion via broadcast channels.

For support or advice on promotion or communication of the CCCEA, please contact:

f[iona.dunn@sustainability.vic.gov.au](mailto:Fiona.dunn@sustainability.vic.gov.au)

Please note all questions regarding the CCCEA must be directed to Sustainability Victoria’s grants and funding team via:

[grants.enquiries@sustainability.vic.gov.au](mailto:grants.enquiries@sustainabiltiy.vic.gov.au)

### You will find in this document:

* Key information and messaging: to help you quickly and easily summarise the program benefits
* What’s next – the call to action: where and when prospective applicants can find out more
* Communication examples: content examples to inform your communications, if applicable.

## Key information and messaging

Use this information as a guide to inform your members, audiences or stakeholders about the Community Climate Change and Energy Action Program or quickly summarise key points.

Program context and purpose

The CCCEA program will deliver $3.1 million to reduce greenhouse gas emissions and improve the energy use of local community facilities through the installation of energy efficient measures and renewable energy upgrades.

This project is funded through the $797 million ‘Helping Victorians pay for their energy bill’ package announced by the Minister for Energy, the Environment and Climate Change, Lily D’Ambrosio on 17 November 2020.

The program is also designed to deliver on Victoria’s target of net zero carbon emissions by 2050. Reducing the greenhouse gas emissions of community assets is a cost-effective activity and supports broad based dissemination of the benefits to the wider community.

The program follows on from the ‘Local Government Energy Saver’ program that targeted similar initiatives for low SEIFA index councils. The CCCEA program builds on this model and extends support for all community facilities in Victoria, not limited to low SEIFA index councils.

This program aims to provide grants to support local community groups across Victoria to invest in their facilities to:

* reduce greenhouse gas emissions
* reduce energy cost exposure
* reduce their energy operational costs through a range of supported measures including, but not limited to, energy-efficient and renewable energy technology.

## Key messages

* New grant funding of $3.1 million aimed at reducing energy operating costs and greenhouse gas emissions in local community facilities is now available.
* The Community Climate Change and Energy Action Program is delivered by Sustainability Victoria and supports the Victorian Government COVID-19 stimulus program response measures and Victoria’s target of net zero carbon emissions by 2050.
* You and the community groups you support will reap the associated or co-benefits of enhanced energy efficiency of your facilities, through reduced maintenance and energy costs. Work with your community groups to accelerate the transition to a renewable energy future.
* With this program, community groups could invest in energy storage solutions to enable greater control over their power supply.
* With this funding, community groups can get the energy use of their facility assessed, upgrade the energy efficiency of their facility, or invest in energy storage or renewable energy.
* Local government can apply for these grants on behalf of their community groups.
* Privately owned community groups are eligible to apply directly for funding if they own their own facilities.
* Two funding streams are available:  
    
  **Stream 1: Audit grants**  
  Up to $5,000 will fund Detailed Facility Audits to give you and your community group a full picture of your facility's emissions profile, with the baseline information to start reducing emissions.  
    
  **Stream 2: Project implementation grants (co-contribution)**  
    
  **Tier 1: Project grants**

Up to $25,000 to support community facility upgrades focused on reducing operational costs and greenhouse gas emissions  
  
**Tier 2: Innovation and Best Practice grants**

Up to $50,000 to help accelerate larger innovative and best practice upgrades to a building that is highly energy-efficient and fully powered from on-site renewable sources (net zero carbon).

* Applications close for Round 1 at 11:59 pm, Friday 20 August 2021

## What’s next

Find out more and apply through the [Sustainability Victoria website](https://www.sustainability.vic.gov.au/grants-funding-and-investment/grants-and-funding/community-climate-change-and-energy-action-program?x-craft-preview=gf4BkWaaJz&token=py-iPVL5u4Woy7NxqoKGOlVZ5xTaRhJu).

## Communication examples

The below examples are a guide designed to help you if you’d like to use internal or public-facing communication channels to promote the *Community Climate Change and Energy Action Program*. The key messages in this document or the examples below can be used to craft your communication.

You can find the social media tiles and email banners here (insert link) and ready to use if these are channels applicable to your organisation. Please don’t hesitate to contact us if there’s anything else we can do to assist in getting the message out to eligible community organisations, or if additional visuals are required.

## News content

The Sustainability Victoria web article may be adapted for other formats. See it here:

[New funding for community organisations to reduce costs and greenhouse gas emissions](https://www.sustainability.vic.gov.au/news/news-articles/new-funding-for-community-organisations-to-reduce-costs-and-greenhouse-gas-emissions)

## Social media content

You’re welcome to share or adapt any relevant posts on SV’s social media pages or create posts of your own. Please contact us if you’d like additional tiles to use.

If you’re creating new posts of your own, please tag Sustainability Victoria as appropriate.

### Social media handles are as follows:

**Twitter**@SustainVic

**LinkedIn**linkedin.com/company/sustainability-victoria/

**Facebook**@SustainVic

**Instagram**@sustainabilityvictoria

## Email or hardcopy newsletters or updates

Content from Sustainability Victoria’s Program email updates can be repurposed or adapted; view an example of the email [here](https://us20.campaign-archive.com/?e=%5bUNIQID%5d&u=7d931793dd6e7eb107265dc3d&id=a4ddfad347).

Banners in the Communications Kit can be used in any email newsletters you may produce.

## Example social copy:

**Below is an example of copy that can accompany any social posts you make, you can adapt it accordingly.**

“Sustainability Victoria is delivering grants of up to $50,000 for community organisations to upgrade the energy efficiency of their facilities via the Community Climate Change and Energy Action Program.

They’ll be working with 100 Victorian community organisations such as kindergartens, leisure and sporting centres, neighbourhood and community houses over the next two years to deliver significant economic benefits through reductions in energy costs and greenhouse gas emissions.

To find out more or register for an information session, go to [Community Climate Change and Energy Action Program](https://www.sustainability.vic.gov.au/grants-funding-and-investment/grants-and-funding/community-climate-change-and-energy-action-program).

## Linking to program information

In all content, please direct audiences/members/stakeholders to the relevant page on the Sustainability Victoria website:

[Grant Webpage – Community Climate Change and Energy Action program](https://www.sustainability.vic.gov.au/grants-funding-and-investment/grants-and-funding/community-climate-change-and-energy-action-program)

[Grant Guidelines – Community Climate Change and Energy Action program](https://www.sustainability.vic.gov.au/grants-funding-and-investment/grants-and-funding/community-climate-change-and-energy-action-program-guidelines)