**Communications pack
Intermediaries/Local program experts**

Thanks for your involvement as an intermediary for the Small Business Energy Saver Program (SBESP). We’re delighted to be working with you to assist small business owners in switching to energy-saving equipment upgrades offered by the program.

Your participation in this program will help small business owners to leverage the savings from reduced energy bills to focus on growing their business.

These resources will support you throughout your association with the program and is intended to make it easy for you to share your involvement in the Small Business Energy Saver Program.

**In this document:**

* **Promoting your involvement in the Small Business Energy Saver Program –** an overview including your contractual guidelines
* **Key messages:** content examples with messages to inform your communications including your social media accounts and website, if applicable
* **Channel specific requirements-** how to share via social media channels
* **Using the SV logo –** brand guidelines

**Communications kit:**

This document and all digital assets we have created for the program are stored on the Sustainability Victoria website as part of the Small Business Energy Saver Program campaign asset library.

**Your key contacts:**

We’re here to help!

For additional support or advice on promotion or communication of the Small Business Energy Saver Program, or to ensure your materials adhere to the terms and conditions of funding, please contact:
Fiona.Dunn@sustainability.vic.gov.au

For questions regarding the program, please contact the program lead: Ben Thompson: Ben.Thompson@sustainability.vic.gov.au.

Or, your regional engagement lead:

**Barwon South West** – Geelong Sustainability Group – Andrea Pape- andrea.pape@sustainability.vic.gov.au

**Darebin** – City of Darebin – Elaine Fernandes- elaine.fernandes@sustainability.vic.gov.au

**Eastern Metro** – Monash (EAGA) – Elaine Fernandes- elaine.fernandes@sustainability.vic.gov.au

**Gippsland** – Gippsland Climate Change Network – Heidi Hamm- heidi.hamm@sustainability.vic.gov.au

**Hume** – Goulburn Valley Community Energy/Indigo Power – James Bramwell- james.bramwell@sustainability.vic.gov.au

**Loddon Mallee/Grampians** – Central Victorian Greenhouse Alliance – Natasha Gayfer- natasha.gayfer@sustainability.vic.gov.au

**Northern & Western Metro** – AEF – Elaine Fernandes- elaine.fernandes@sustainability.vic.gov.au

**South Eastern Metro/Bass Coast** – SECCCA – Elaine Fernandes- elaine.fernandes@sustainability.vic.gov.au

Promoting the Small Business Energy Saver Program

Before you begin promoting your involvement in the program, you need to be aware that your contract includes standard requirements regarding promotion and communication of the Small Business Energy Saver program (included below for your convenience).

**In your contract:**

When promoting or communicating about the program, intermediaries must adhere to the promotional and branding requirements of Sustainability Victoria as they appear in your contract which include:

* The Contracting Party may only use Sustainability Victoria's and the Victorian Government’s name, logo and testimonial (if any) in promotional material and communications relating to the Services or this Contract (including proposals, presentations, websites, corporate brochures, media releases) with the prior written consent of Sustainability Victoria.

*Each intermediary must obtain approval from their Sustainability Victoria regional representative, prior to releasing any information.*

Please make sure you also insert the following message in all media releases and promotional material, both online and print:

*“This program is delivered by Sustainability Victoria on behalf of the Victorian Government**”.*

In some contexts, this exact wording might not be suitable. If you need to vary this, additional to the advice provided below, please obtain prior approval from your key contacts.

## Key messages

## When speaking about the Small Business Energy Saver Program, Sustainability Victoria, or the Victorian Government please adapt the following pre-approved messages to suit your needs.

**Talking about your involvement:**

* **[Your organisation]** is has been contracted by Sustainability Victoria on behalf of the Victorian Government as a local program expert for the Small Business Energy Saver Program.
* The Small Business Energy Saver program complements the Victorian Government’s Victorian Energy Upgrades (VEU) program. In addition to incentives through the VEU program, this program will deliver $5 million in discounts to the small business sector in Victoria, to make it cheaper to upgrade equipment that is more energy efficient and costs less to run.
* The Small Business Energy Saver Program is being delivered by Sustainability Victoria on behalf of the Victorian Government.
* Victorian small businesses with 19 full time equivalent employees or less can receive up to $2,000 to install energy-efficient business equipment at their workplace.
* By switching to energy-saving equipment upgrades offered by the Small Business Energy Saver program, businesses can save 15% of the upgraded equipment’s annual energy operational costs. Small business owners can leverage the savings from reduced energy bills to focus on growing their business.
* When upgrading to more energy-efficient equipment, the program provides small businesses with a significant discount that in some cases may cover up to 100% of the full equipment and installation cost.
* By choosing to upgrade to new energy-saving equipment, business will proactively take the next step toward becoming energy-efficient and climate-proofing their work premises.
* A sustainable workplace offers employees the comfort of working in a ‘greener’ workspace and these benefits can also trickle down to environmentally conscious customers who know they are visiting a sustainable business.
* By making the switch to energy-saving equipment, businesses will contribute toward the Victorian Government’s commitment to reach net zero greenhouse gas emissions by 2050.

**‘Local program expert’:**

As the external facing term for intermediaries, the term ‘local program expert’ has been adopted, which is reflected in our program webpage and collateral. It is strongly recommended that program intermediaries use this term.

## Infographics:

Within the campaign asset library are infographics that you can share with relevant stakeholders to highlight the benefits of upgrading their work equipment. The infographics depict examples of upgrades available across retail, hospitality, accommodation, healthcare and professional services, and small-scale manufacturing and the indicative cost-saving per upgrade. Top five energy-saving tips for each sector are also included. There is also an infographic that has been developed for promotion to local tradies.

**Program tiles:**

We have developed some program specific tiles that you can use for electronic direct mail, website use and social media. These are accessible through the [Small Business Energy Saver Program campaign asset library.](https://campaigns.sustainability.vic.gov.au/asset-library/small-business-energy-saver-program?token=31UxwRBQN0yb9FCOI0QQkwKYzYiqzKXc)

Channel specific requirements

Re-sharing content from SV’s account is preferred and encouraged where appropriate. The following guidance applies when re-sharing or when creating new content.

**Images:**

If you’re creating new content, SV can provide generic images on request (just reach out to your contacts listed on page 1 of this pack) and specific program tiles. You’re also welcome to use your own images.

If using your own images, they must:

* be appropriate for the audience
* champion equality and inclusivity
* fairly represent the program that has been funded
* not contain obscure or obscene references
* be appropriately licensed for use

**Channel requirements:**

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| --- | --- | --- |
| **Channel** | **Specific requirements** | **Resources** |
| **Social media** |
| Facebook | * Tag Sustainability Victoria @SustainVic in all posts related to the program
* Re-share SV posts related to the program
 | [SV Facebook Page](https://www.facebook.com/SustainVic) |
| LinkedIn | * Tag Sustainability Victoria in all posts related to your program or funding
* Tag SV CEO Claire Ferres Miles in all posts related to the program where SV is mentioned
* Re-share SV posts related to the program where possible
 | [SV LinkedIn Page](https://au.linkedin.com/company/sustainability-victoria)[SV CEO LinkedIn profile](https://au.linkedin.com/in/claire-ferres-miles-4ab0a315) |
| Twitter | * Tag Sustainability Victoria using the handle @SustainVic in all tweets related to your program
* Re-share SV tweets related to the program where possible
 | [SV twitter](https://twitter.com/SustainVic?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor) |
| Instagram | * Tag Sustainability Victoria @sustainabilityvictoria in all posts related to the program
 | [SV Instagram](https://www.instagram.com/sustainabilityvictoria/) |
| **Other** |
| Website/newsletters and other communications | * + When speaking about the program, a link must be included back to the [Sustainability Victoria website](https://www.sustainability.vic.gov.au/energy-efficiency-and-reducing-emissions/in-a-business/small-business-energy-saver-program/small-business-energy-saver-program-for-small-businesses)
	+ When using the SV/Vic Gov logo, please use only those provided in this pack
	+ Where the SV/Vic Gov logo is used, please ensure the attribution statement from your contract is included
	+ The key messages included in this pack, as well as the published communications materials linked below can be used to guide your content
 | All in this document: - Pre-approved key messages - Published communications - SV logo guidelines |

Using the SV logo

Below is the correct Sustainability Victoria logo.

The logo should always be used as depicted below on a white background and should always include both the Sustainability Victoria and the Victorian Government components. Further advice regarding use of the SV logo is available upon request. Reach out to your communications contact listed on page 1. If this logo is being used in conjunction with another logo (co-branded), it must come to SV for prior approval.



**Webpage – accredited providers**

**For your reference, here is the** web URL which lists the registered accredited providers involved in the program:

<https://www.sustainability.vic.gov.au/energy-saver-registered-accredited-providers>