**Communications pack**    
**Community Power Hubs**

Congratulations on receiving funding from Sustainability Victoria on behalf of the Victorian Government to lead the Community Power Hub in your region. We’re delighted to be working with you to accelerate Victoria’s transition to net zero carbon emissions by 2050.

This pack will support you throughout your association with the project and is intended to make it easy for you to share your involvement in the Community Power Hubs program and the story of your projects.

**In this document:**

* **Promoting your Community Power Hub and projects –** an overview including your contractual guidelines
* **Key messages –** to help you quickly and easily include key information in your communications
* **Channel specific requirements –** things to include across social, your website etc.
* **Community Power Hubs websites-** program website presence
* **Events-** guidelines for CPH related events
* **Using the SV logo –** brand guidelines
* **Published communications** – communications already published relating to the program

**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 [Community Power Hubs communications resources](https://campaigns.sustainability.vic.gov.au/asset-library/community-power-hubs).

**Your key contacts:**

We’re here to help!

For general questions regarding the Community Power Hub Program, please contact the project lead: Adam.Shalekoff@sustainability.vic.gov.au.

For questions that are specific to your CPH and region, contact your Regional Engagement Lead.

For additional support or advice on promotion or communication of the Community Power Hubs program, or to ensure your materials adhere to the terms and conditions of funding, please contact:   
[Fiona.Dunn@sustainability.vic.gov.au.](mailto:Fiona.Dunn@sustainability.vic.gov.au)

Promoting your Community Power Hub and projects

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 Community Power Hubs program (included below for your convenience).

**In your contract:**

Requirements as they appear in your contract are listed below. Guidance has also been provided in *italics* for further explanation.

When promoting or communicating about the project, the Lead Partner Organisation must adhere to the promotional and branding requirements of Sustainability Victoria which include:

* Co-ordinate any Project launch activity or Ministerial visit with Sustainability Victoria.

*Please ensure you advise your SV contacts in the first instance of any opportunities or activity of this kind in relation to your funded project.*

* The Contracting Party is required to publicise results of the Project including:
  + development of materials suitable for use in publications and websites;
  + press releases and statements to all forms of media;
  + presentation at meetings and conferences to stakeholders and industry associations; and
  + hosting site tours.

* Acknowledging the assistance and funding from Sustainability Victoria and the Victorian Government in any site signage, report, publication, announcement and the like (whether oral or written) in relation to the Project.

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

*“This project 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.*

* The Contracting Party must obtain approval from Sustainability Victoria prior to release of any information concerning the Project, the Parties or the Contract.

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

Key messages

When speaking about the Community Power Hubs program, Sustainability Victoria, or the Victorian Government please adapt the following pre-approved messages to suit your needs. We request that project partners (where applicable) also adapt the following to ensure consistency and accuracy.

**Talking about your funding:**

* **[Lead partner organisation or project]** has been awarded funding by Sustainability Victoria on behalf of the Victorian Government.
* **[Lead partner organisation or lead organisation name]** has been awarded **[funding amount]** through Victorian Government’s Community Power Hubs program for **[project name and details].**
* **[Name of project, or lead organisation name]** was one of the successful implementation ready projects as part of the Community Power Hubs program.
* We have received **[funding amount]** through the Community Power Hubs program from the Victorian Government through Sustainability Victoria for the **[project name]**.

**Background on the Community Power Hubs program**

* On behalf of the Victorian Government, Sustainability Victoria is delivering the $3.73 million Community Power Hubs program as part of the $1.6 billion renewable energy package in the Victorian Budget 2020-2021.
* The program is funding seven organisations across Victoria to work with their communities to offer trusted advice on clean energy solutions.
* Based in each of Victoria’s regions, the hubs will support, develop and deliver locally owned, cost-effective renewable energy projects.
* Sustainability Victoria will support the establishment of Community Power Hubs across Victoria including two in metropolitan Melbourne and one in each of the regions of Hume, Grampians, Loddon Mallee, Barwon South West and Gippsland.
* The Community Power Hubs program will accelerate Victoria’s transition to a renewable energy future and work towards meeting Victoria’s target of zero carbon emissions by 2050.
* This program follows the success of the Community Power Hub Pilot program 2017-2020 which substantially boosted Victoria’s renewable energy capacity and saved thousands in annual energy costs.
* The pilot program saw the successful implementation of solar arrays, bulk buy solar panels and solar streetlight installations in community facilities and households. Collectively, the pilot program’s 15 projects added 1.35MW of renewable energy capacity back to their communities, annually reduced their carbon emissions by 1,839 t.CO2e and saved $346,000 in electricity costs. This program hopes to achieve similarly positive results for Victorians and accelerate the transition to a renewable energy future.
* For more information about local projects being delivered, visit [Community Power Hubs](http://www.communitypowerhub.net.au/).

**Example copy:**

*We’re excited to announce that we have received a [funding amount] Community Power Hubs Program grant from the Victorian Government through Sustainability Victoria for our [project name] which will [project details].*

*The Community Power Hubs program will accelerate Victoria’s transition to a renewable energy future and work towards meeting Victoria’s target of zero carbon emissions by 2050.*

Channel specific requirements

Re-sharing content from Sustainability Victoria’s social media accounts is highly 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 project that has been funded
* not contain obscure or obscene references
* be appropriately licensed for use

**Program tiles**

We have developed some program specific tiles that you can use for electronic direct mail, website use or social media. They have been designed in such a way that your regional CPH logo can be added alongside the Victorian Government and Sustainability Victoria logos. These are accessible through the [Community Power Hubs communications resources](https://campaigns.sustainability.vic.gov.au/asset-library/community-power-hubs).

**Channel requirements:**

|  |  |  |
| --- | --- | --- |
| **Channel** | **Specific requirements** | **Resources** |
| **Social media** | | |
| Facebook | * Tag Sustainability Victoria @SustainVic in all posts related to your project or funding * Re-share SV posts related to your project/funding where possible * Depending on the content you may choose to tag the other Victorian CPHs | [SV Facebook Page](https://www.facebook.com/SustainVic) |
| LinkedIn | * Tag Sustainability Victoria in all posts related to your project or funding * Tag SV CEO Claire Ferres Miles in all posts related to your project or funding where SV is mentioned. * Re-share SV posts related to your project/funding 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 project or funding * Re-share SV tweets related to your project/funding 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 your project or funding | [SV Instagram](https://www.instagram.com/sustainabilityvictoria/) |
| **Other** | | |
| Website/newsletters and other communications | * + When speaking about your project, a link must be included back to the Sustainability Victoria website.   + 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 |

**CPH Facebook page**

Establishing a regional CPH Facebook page could be an effective way to generate greater online awareness, encourage new membership and share program progress and success. Establishing cross-posting relationships with each of the other CPHs through Facebook for Business is also a good way to amplify the messages posted by the CPH network. You can refer to the OrganiseUs CPH [Community and stakeholder engagement training sessions](https://drive.google.com/drive/folders/18KHooCn083XoL6HMUkGPKsgvC2ATbjUg?usp=sharing) for further guidance.

Community Power Hubs websites

The [Sustainability Victoria website](https://www.sustainability.vic.gov.au/grants-funding-and-investment/grants-and-funding/community-power-hubs) features details of the funding, lead partner organisations and implementation ready projects. This page will be updated by Sustainability Victoria as the program progresses.

There is also a [Community Power Hubs website](https://www.communitypowerhub.net.au/) that was developed by the Bendigo Sustainability Group during the pilot program 2017-2020. Each CPH will have a page on this site and will have access to edit it.

Events

When planning or attending an event in relation to your funded project, you must:

* Advise Sustainability Victoria on any project events or speaking opportunities in relation to the project. Please ensure you advise your SV contacts in the first instance of any opportunities at least one week prior (three weeks preferred)
* Invite a Victorian Government representative (to be nominated by Sustainability Victoria) to attend any project-related events and provide an opportunity to open or speak at the event, where relevant and as negotiated between the Contracting Party and Sustainability Victoria.

Please ensure you advise your SV contacts in the first instance, as SV will nominate which Victorian Government delegates attend.

Using the SV logo

Below is the correct Sustainability Victoria logo.

The logo must always be used as depicted below on a white background and must 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.



**Community Power Hubs logo**

Each CPH will be provided with their own branded CPH logo which you can find in the [Community Power Hubs communications resources](https://campaigns.sustainability.vic.gov.au/asset-library/community-power-hubs). Below is an example of where you can position your logo relative to the SV and Victorian Government logos.



**Advocacy**

As CPHs are supported and funded by the Victorian Government, any advocacy undertaken by the lead partner organisation, member community groups and organisations must not include the CPH brand. If advocating for further CPH funding, this may only be done through the advocating organisation rather than through any groups established as a result of the CPH (for example, a letter from the CPH governance group advocating for further funding would not be appropriate). Please be mindful of the following outlined in your contract:

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

Published Communications

The following communications surrounding the announcement of your funding have already been published. You can refer to these, in addition to the key messages above, when building your own content.

**Published on SV channels**

Social media

LinkedIn

* <https://www.linkedin.com/posts/sustainability-victoria_community-power-hubs-program-2021-activity-6818780315834687488-7Q9B>
* <https://www.linkedin.com/posts/sustainability-victoria_supporting-local-community-renewable-energy-activity-6777847430709825536-9J-9>
* <https://www.linkedin.com/posts/sustainability-victoria_new-funding-is-available-to-support-not-for-profit-activity-6772342135430623232-RB0j>

Facebook

* [2 March](https://www.facebook.com/410733782332183/photos/a.1078047115600843/5230006953738151/?__cft__%5b0%5d=AZWLI_M1M1ulPSWWfwCH3Zz_aLAv_2AaBUAGfDrgMa5AnHmtkHES40Tive0aD3nRWxJiOWc9O9n9LD0otpLhrfkiQLG8iQpnRL7RQr4_E6jkPDOTNQF9E3ppA-NncbrmRhUdJFusUru-0R22npgEdNRR&__tn__=%2CO%2CP-R)
* [17 March](https://www.facebook.com/permalink.php?story_fbid=5293670040705175&id=410733782332183&__cft__%5b0%5d=AZWkj2hUvvQWzPyvAxqfneDuT8v6TrHkngt_cbME3LYTQ0cr1_Uj3Uoe3PcVsU2L3Kn3XvWK4B8J7SpURjcx2WJh6x9cpTAbPVT3F6dyxQ4KiI7Ofct_bdGN8QVW_9Z5clI&__tn__=%2CO%2CP-R)
* [8 July](https://www.facebook.com/SustainVic/posts/167133178782535?__cft__%5b0%5d=AZUj98mxbksM7n1JTusOOIxnWC5WeGj1dHg3KPYaFUiq6wJZts1WVceZdAEGEF79WlhOiIRBIg-zcd6l0P8kYxvLWDjjn6hQN5vOyNmANM-Wh0ltl5zFAmX8lWm8jN_awmjknvGGSakb1zsbSUhmTK8X&__tn__=%2CO%2CP-R)

News

* [New funding to help communities change to renewable energy](https://www.sustainability.vic.gov.au/news/news-articles/new-funding-to-help-communities-change-to-renewable-energy)
* [New regional Community Power Hubs announced](https://www.sustainability.vic.gov.au/news/news-articles/new-regional-community-power-hubs-announced)

**Published by Minister for Environment, Energy and Climate Change Lily D’Ambrosio**

Media release

* [Empowering Victorian communities to reduce emissions](https://www.lilydambrosio.com.au/media-releases/empowering-victorian-communities-to-reduce-emissions/)

Social media

* [1 March](https://www.facebook.com/permalink.php?story_fbid=4484016268280593&id=129674383714825&__cft__%5b0%5d=AZUtQ1w-1SEs9Jg7bhwpvAefgGbhQDxfm1dS6h96NYEe3yMLxKVXYTUt0znO9_H49OiPn2SeMqUlD2PqBaWkEej1OcxUed52y3-nJiTbUWzBn_5-tzn8y6Hcgc1S2svDmlo&__tn__=%2CO%2CP-R)
* [8 July](https://www.facebook.com/LilyDAmbrosioMP/posts/227101982569075?__cft__%5b0%5d=AZWte4dnQ-kE5oHnGF9QbYQ1sy_iSAuJpSyjvfbc5RRMcbkpfb3zF20jSCD_hSOHTGqu2pBn6UeWw6H90nDbgCUxJ-EhYqoFOo5w_0N-Lp6ltj4h1D7W8anjGrdMNVyGVOU&__tn__=%2CO%2CP-R)