

Survey Conversation Guide

This conversations guide is designed to help you prepare and build great connections with everyone you talk to. It contains a suggested conversation structure and answers to common questions. It's not a script, so don't worry about memorising it.

OBJECTIVES

- **Shift hearts and minds** – have meaningful, open conversations with people who are neutral on this issue, you don't need to be an expert, to share your own experience and have a conversation
- **Inform our strategy** – learn what people know about electrification and what info & ideas they respond to
- **Demonstrate public support** for electrification – build confidence in Labor (and third party) MPs to publicly stand behind electrification regulations, and have conversations with their constituents about them.
- **Build our power** – bring new people into our campaign by signing them up to take action!

Please note: Make sure you have read the [survey guide](#) before you start

OPENING & DEVELOP A CONNECTION

Hi, my name's [X], I am volunteering today to speak with community members on behalf of Environment Victoria, an environmental charity.

Don't worry I'm not selling anything; **do you have a few minutes for a quick chat about Victoria's energy needs and how that impacts our future?**

IF NO: Leave them with a flyer

IF YES >>> CONTINUE >>>

Great, so our volunteers work together across Victoria to push for solutions to climate change that work for everyone.

We're having conversations with people like yourself here in [LOCATION] about household electrification as a practical solution to climate pollution that will benefit household budgets.

Electrification is the process of replacing gas appliances with efficient electric ones powered by renewables. Electricity is cleaner than gas, because 40% of our current electricity is already provided by renewable sources, and that percentage is growing year on year.

I have a few questions for you, and I'll be recording answers here anonymously – is that OK?

IF NO: Leave them with a flyer

IF YES >>> CONTINUE >>>

QUESTION 1: What do they think about climate change

On a scale of 1-5 how concerned are you about climate change and its impacts, with one being not concerned at all and 5 being very concerned

💡 **TIP: You can personalise this question by sharing an example of an impact that concerns you. Validate concerns shared by the person you're speaking with.**

QUESTION 2: Their opinion on electrification

I'm interested in how you feel about switching from gas to all-electric homes. That would mean solar, electric water heaters, split system air conditioners instead of old gas appliances. Both the state and federal government have a role to play in making the switch affordable and easy.

Do you agree that all Victorian homes and buildings should be supported to electrify and phase out gas use?

On a scale of ... Strongly Disagree // Disagree // Neutral // Agree // Strongly Agree ...

Tell me more, why did you choose that option?

💡 **TIP: This is a good opportunity to build the connection by validating their concerns and/or sharing your own, for example ...**

The reason I'm here speaking with people is because I'm really concerned about the impacts of gas.

Gas is a major source of pollution for the climate and for our lungs when we use it in our homes.

You might have heard that Victoria's local gas supplies are running out, which forces us to choose – will we keep trying to drill for more gas, bring in expensive fracked gas from somewhere else, or will we phase it out?

In my mind, the solution is easy – to switch to efficient, electric appliances powered by renewable energy. This could be switching the gas heating in our homes for electric split systems, or from gas to heat pump hot water

I personally would love to see every home in Victoria powered by clean renewable energy instead of gas. But I'm interested in your thoughts.

QUESTION 3: What have they heard about the Victorian government's electrification plans

The Victorian government has a plan to support homes, businesses and government buildings to be all-electric, zero gas. Have you heard of any of these policies?

1. From 2027 all new buildings will not be connected to the gas network
2. From 2027 newly purchased hot water system must be an electric one. Gas hot water system cannot be sold anymore. Gas heaters and cooktops aren't impacted.
3. Minimum rental standards are being raised in 2027, so that rental homes will need electric heaters and hot water, ceiling insulation and things like draught proofing

 *TIP: If people don't understand, this picture from [Renew Australia For All](#) may be helpful*

QUESTION 4: Which of the reasons for Victoria going all-electric make sense to them

The Victorian government is promoting electrification for a range of reasons.

Firstly, Gas prices have tripled in the last decade and switching to efficient electric appliances will save households and businesses in the long run.

Victoria's local supplies are also running out, and companies are drilling for smaller and smaller pockets of gas in Victoria. Gas shortfalls have been predicted for Victoria, but every year the drop in gas use – in part from people switching to electric appliances – means we've avoided them.

We know that any gas we import, whether from other states or overseas, will be expensive – so gas bills, will only continue to go up. But there are other reasons benefits of going all electric.

 *TIP: Use the visual 'reasons to switch' for the rest of this question.*

Why should we embrace the shift away from gas to modern electric appliances? Which ones make sense to you?

1. All electric homes lower your energy bills.
2. Gas companies make big profits while households suffer
3. Burning gas is heating our planet
4. Using gas indoors is bad for your health
5. It saves gas for industries that can't switch to electricity easily
6. Drilling for gas is destructive for the local environment
7. None of these

Which of these reasons is the most important to you? *Pick just 1 from the above.*

QUESTION 5: What support is most valued to help people electrify?

What support would you need to switch from gas to electric appliances? Or, what's stopping you from electrifying?

OR

If you've already made the switch, what support made it possible, or what convinced you to make the switch?

💡 *TIP: Listen closely, ask curious questions to move beyond opinion and into experience and story. Emphasise/reflect on any shared experiences between the two of you.*

Question 6 - Demographics

Do you rent, own your own home, live in social housing, or something else?

Do you speak a language other than English at home? If yes, what language?

QUESTION 7: Gauge their opinion again to see if their position has changed

I'm hearing that you care about these issues. I heard you say ... *[summarise their main concerns]*.

I'm interested to hear how you'd rate yourself on the scale question now? Has there been any change based on this conversation?

On a scale of ... Strongly Disagree // Disagree // Neutral // Agree // Strongly Agree ... how supportive are you of electrifying all Victorian homes and buildings, with adequate support to do so?

WRAP UP

Thank them for their time and ask if they'd like to send a message to their MP or sign up to the Action Network or to your local group ...

Super keen >> Sign them up to your local group and/or [Environment Victoria's Action Network](#).

Interested >> Ask them to take the action linked from the flyer – getting in touch with their local MP.