

CLEAN ENERGY CONVERSATION GUIDE

GOALS

To speak with persuadable voters about clean energy, listen to their perspectives and show that:

1. Clean energy brings our bills down
2. Parties' policies on clean energy will affect our bills
3. We can choose lower bills through clean energy at the election

AND to ask if they will sign the pledge to vote for clean energy (+ any other relevant ask).

THE STORY WE'RE TELLING - note that this is context, not something to recite

VALUES: Every Victorian deserves to live in a home that's warm in winter and cool in summer – without breaking the bank on energy bills.

VILLAIN: Gas corporations have rigged our energy system to work for them, not for us. When gas prices go up because of war overseas, we pay more and they pocket huge profits. The Liberal-National Coalition and One Nation plan to rely on expensive gas and coal, and delay the cheaper, cleaner energy that we can make right here in Victoria. This will drive our energy bills even higher.

VICTORY: More clean energy in our electricity grid is the fastest way to bring prices down. We know this because it's already happening - nearly half of our electricity now comes from cheap solar and wind made right here in Victoria. We need to elect a government that keeps the momentum going on clean energy.

VISION: With cheaper bills, healthier homes and an economy boosted by locally made clean energy, every Victorian can thrive.

CONVERSATION TIPS

Do	Don't
Ask questions and listen	Argue
Follow up on questions to get specific experiences	Miss opportunities to hear stories
Acknowledge feelings and concerns	Make judgements
Find a point of connection – shared experience or concerns	Rely heavily on facts
Lead with cost-of-living: lower bills, control and protection from price shocks	Lead with climate when cost-of-living is the dominant concern
Ground everything in hope - the solutions are proven and already working	Use 'everything is at stake' arguments, or imply difficulty or sacrifice
Name the real cause of rising bills: Profit-seeking by energy companies, international price shocks, old coal power stations breaking down	
Use 'our sun and wind' framing - Australia's natural advantage, energy no one can cut off	
Draw a clear contrast between the two paths at the election	
Reference real savings: \$449 per household per year less if we avoid Coalition and One Nation's plans	
The most effective conversations happen when the person feels like they're genuinely being heard. Connection is worth far more than facts.	

HOOK

e.g.

"See how clean energy affects your bills this election!"

"This election will affect your power bills"

"Want to see how this election could affect your power bill?"

LONGER CONVERSATION - If the person wants to talk...

"I'm volunteering with Environment Victoria and we're speaking with people about clean energy which is good for the environment AND lowers our energy bills. Have you noticed your energy bills going up?"

Validate their experience. If you have a similar experience, briefly share to relate.

Expand – why we're talking to people

"We're speaking with people because this is a real issue for the community and we want to work together do something about it so that bills don't keep rising."

"Our research shows that what the political parties are promising this election could make a big difference to our power bills. We're trying to urge our political candidates to support lowering our bills through clean energy."

Get curious/ask questions – pick one or two from this list, and follow up with "why?"

"When you think about voting, how important is the cost of energy bills to you?"

"How important is it to you that our energy is not only cheap but also cleaner for our health and environment?"

"Do you know someone with solar on their roof? What has that done for their power bills?"

Explain that clean energy is cheaper

"Electricity from solar and wind is about half the cost of electricity from coal and gas. The more clean energy we have, the lower our bills will be."

"Victoria has been building clean energy and now nearly half our electricity comes from solar and wind. We're on track to have 100% clean energy within 10 years"

"We have plenty of solar and wind energy that we can use to replace expensive gas and unreliable coal power"

Gauge – do they agree that clean energy is cheaper?

If yes, carry on below. If not, give them a flyer to read and thank them for their time

Explain that the Liberal-National Coalition and One Nation want to halt clean energy

"Unfortunately some of the parties this election have promised to halt clean energy by stopping renewable energy projects and investing more public money in expensive coal and gas. Analysis shows this could increase the energy bills of average Victorian households by \$449 per year"

"What do you think of that?" **Validate their thoughts and concerns. Do not debate.**

"There's more information here on the flyer and through the QR link, please take a look"

Call to action

"Would you consider this issue when voting at the state election this November?"

--> **Sign the pledge to vote for clean energy – scan the QR code**

"Are you interested in supporting our push for clean energy and lower bills?"

--> **Take a yard sign and put up at your house**