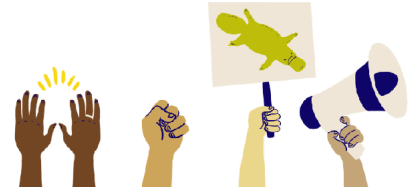


# ACTION GUIDE: CHEAPER POWER PLEDGE & LAUNCH



## WHAT IS THE CHEAPER POWER PLEDGE?

The Cheaper Power Pledge is a simple way for community members to ask local MPs and election candidates to publicly support cleaner, cheaper energy. The pledge is based on a simple idea: investing in renewable energy and electrification can help lower power bills, reduce pollution, and create a better future for Victorian communities.

By asking candidates to sign the pledge, we can show that voters care about affordable energy and want continued action on the clean energy transition.

The Cheaper Power Pledge helps us:

- Put cheaper power and cost of living at the centre of the conversation
- Show community support for renewable energy solutions
- Highlight candidates who support cleaner, cheaper energy
- Hold candidates accountable when they refuse to support the pledge
- Create local media opportunities and positive campaign moments
- Build visibility for climate and cost-of-living solutions ahead of the election

## THE THREE SIMPLE STEPS

### Step 1: Contact Your Candidates

Invite your local MP and election candidates to meet with community members by:

- Sending an email requesting a meeting ([you can use this simple email template](#))
- Calling their office
- Inviting them to a local launch event
- Asking them publicly at candidate forums

### Step 2: Ask Them to Sign

Present the Cheaper Power Pledge and explain why local community support it. Ask them to:

- Sign the pledge: they can sign a [printed version](#) or [digital version](#)
- Take a photo with local supporters.
- Share their support publicly.

### Step 3: Share the Outcome

If they sign the pledge ➡ Celebrate their support on social media and through local media.

If they don't respond ➡ Follow up and give them a reasonable deadline.

If they refuse ➡ Publicly share their position and ask why they don't support cheaper, cleaner power.

[Let us know each time a candidate agrees or refuses to sign the pledge here](#). Check out [this spreadsheet](#) to see the full list of who has - and hasn't - signed!



## HOSTING A LOCAL 'CHEAPER POWER' LAUNCH

One of the best ways to make a campaign 'moment' is with a fun, friendly community event. This gives us an opportunity to elevate the issue, share our stories, shape the narrative, and draw attention to different policy commitments and what they mean for our energy future.

- **Keep it Simple.** A local launch could be a gathering at an electric BBQ in your local park, a family-friendly picnic or a neighbourhood clean energy celebration.
- **Invite people in your network and neighbourhood, local MPs and candidates, community leaders and local media outlets.** Give candidates the opportunity to meet local residents, sign the pledge publicly and take a photo with community members calling for cheaper, cleaner power.

### What You'll Need

- A public park or community space
- A few banners or corflutes – make some of your own or [arrange to collect some free ones from a collection point by ordering here](#)
- Flyers to share with people passing by who are interested in what you're up to. Remember – this is a chance to engage as many people as possible – through direct interaction ([use our supporting conversation guide](#)) media and social media
- [Printed copies of the Pledge](#) for MPs and candidates to sign and hold up in photos
- A camera or phone for photos
- Warm friendly volunteers to welcome people and talk about the pledge

### GENERAL TIPS FOR LAUNCH EVENT

- **Photos help spread the message and create momentum.** Try to gather people around holding a banner and yard signs. Include candidates holding the pledge. Good photos can be shared on social media, in local, in organisational newsletters and in the VicVotes email channel – so we can all celebrate your success and help share the photos even further!
- **Send your photos to local news outlets** with a summary of the event. Include a few lines from one of your members who could act as a spokesperson about why you're there. The goal is to show that local people support:
  - o Cheaper power bills
  - o Renewable energy
  - o Practical cost-of-living solutions
  - o A clean energy future that leaves no one behind
- **Don't forget to collect the details of any new people and offer other ways to get involved in the campaign.** When new people join you on the day, have a sign up sheet so you can follow them up later and invite them to get more involved. Ask them to put up a yard sign at their place or join you at a local markets to have community conversations.

Together, local communities can show candidates that Victorians want cheaper power, lower bills and a faster transition to clean energy.

Any questions or feedback email [community@environmentvictoria.org.au](mailto:community@environmentvictoria.org.au)