



# Solar panel (PV) rebate Promotional resources



## Introduction

Helping Victorians save on their energy bills, tackle climate change and build a cleaner, renewable future.

Hello,

We'd like to start by thanking you for helping us accelerate the transformation of our energy system towards a cleaner future. This promotional pack will help your organisation promote the Solar Homes Program, so that more Victorians can take advantage of our rebates and access affordable and renewable energy.

### What is the Solar Homes Program?

The Solar Homes Program is a key initiative in the Victorian Government's commitment to reduce energy costs, boost energy supply, create new jobs in the renewables sector and tackle climate change.

Over 10-years, the Solar Homes program will enable the installation of solar panels, solar hot water systems or solar batteries on 770,000 homes across the State, resulting in over one million Victorian homes powered by renewable energy. In addition to solar PV and solar hot water rebates, the program also provides rebates for rental properties, community housing and battery aggregation.

### What's inside this pack?

- » **Program information:** A snapshot of the eligibility criteria and key information
- » **Promotional content:** Resources to help you promote the Solar Homes Program to your community
  - » Social media and video content
  - » Website copy and digital banners
  - » E-newsletter content
  - » Flyers
  - » Buyers Guide
- » **Fact sheets:** Containing key details about the programs
- » **Useful links:** Quick links to key information on our website
- » **FAQs**

### About us

Solar Victoria is a portfolio entity within the Department of Environment, Water, Land and Planning (DELWP). We're responsible for the delivery of the Victorian Government's Solar Homes Program – one of the most ambitious and transformative renewable energy programs in Australia. The program will help hundreds of thousands of Victorian households to cut their power bills, all while promoting and maintaining the highest standards in safety and quality possible using accredited providers and approved products.

Our programs aim to cut Victoria's carbon emissions by almost four million tonnes – the same as taking one million of Victoria's 4.6 million cars off the road – and generate an eighth of Victoria's 40 per cent target for renewable energy by 2025.

Sincerely,  
The Solar Victoria Team



## About the Solar panel (PV) rebate

We are providing a rebate of up to \$1,400 for solar panel (PV) system installation, for homeowners and rental properties. To further reduce installation costs, householders can also apply for an interest-free loan, for an amount equivalent to their rebate amount.



## Promotional content

We've put together a range of marketing material to help you promote the program to your community. On the following pages, you'll find suggested copy along with a download link below for all image resources.

## Social media

Suggested social posts	Post images (2 formats provided)
<p>☀️ Did you know: You could save up to \$1,400 on solar panels (PV) with a government rebate from @SolarVictoriaAU. There's also the option of an interest-free loan.</p> <p>Find out more and check your eligibility here: <a href="https://bit.ly/3t041aQ">https://bit.ly/3t041aQ</a>.</p>	
<p>☀️ Are you considering going solar? @SolarVictoriaAU is providing rebates of up to \$1,400 for solar panel (PV) system installation, for homeowners and rental properties plus the option of an interest-free loan.</p> <p>Find out more and check your eligibility: <a href="https://bit.ly/3t041aQ">https://bit.ly/3t041aQ</a>.</p>	

## Video content

Description	Video link
A 40 second animation video promoting the Solar Homes Program. <a href="#">Watch video</a>	 A video thumbnail showing a hand-drawn style illustration of a house with solar panels, a sun, and the text 'Solar Homes Program'.
Five steps to get connected to solar PV – from getting quotes to completing an online application. <a href="#">Watch video</a>	 A video thumbnail with an orange background, showing a house with solar panels and the text '5 steps to get connected to solar PV'.

## Other promotional resources

### Fact sheets

**Solar panel (PV)** – Information about the rebate, eligibility criteria and how to apply

**Solar loans** – Key information about our interest-free loans



### Flyer

Outlines the benefits of solar energy and includes a number on the back for the National Translating and Interpreting Service



### Buyers Guide

An essential guide for those looking to go solar. It covers information such as:

- » Types of solar PV panels available
- » Key factors to consider
- » What warranties are available?
- » Consumer protections

[Download Buyers Guide](#)



## Digital banners

Leaderboard size graphics (728x90px)



## Hero image



## E-newsletter copy

### Join the renewables revolution and save with solar

Save up to \$1,400 on solar panels with a government rebate from Solar Victoria. To further reduce installation costs, householders also have the option of applying for an interest-free loan.

By installing a solar PV system, you will add more renewable, emissions-free energy to the grid – which is great for the environment – and you'll lower your energy bills too. Typical households can save up to \$890 per year on their electricity bills when switching to solar.

Wherever you are on your solar journey – thinking of installing, looking to maximise your savings, or after maintenance tips – Solar Victoria has a wealth of information and resources to help you get started with solar.

To find out more and to check your rebate eligibility, visit:  
[www.solar.vic.gov.au/solar-panel-rebate](http://www.solar.vic.gov.au/solar-panel-rebate).

## Useful links

- » [How to check your eligibility](#)
- » [How to apply for a rebate](#)
- » [Information on loans for Solar PV](#)
- » [Rebate release dates](#)
- » [Distributors - what are they and why are they important?](#)
- » [Finding an Authorised Retailer](#)
- » [FAQs](#)



## Contact us

If you have any queries on the items included in this pack or are having any issues downloading them, please do not hesitate to contact us at [comms@team.solar.vic.gov.au](mailto:comms@team.solar.vic.gov.au).

## Social media

 @SolarVictoriaAU

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 Solar Victoria

 Solar Victoria

## E-newsletter

Whether you work in the industry or are simply interested in learning more about renewable energy and our programs, our e-newsletter will provide you with a monthly snapshot of the latest news from Solar Victoria.