



Hot water 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 \$1.3 billion Solar Homes Program will subsidise the installation of solar panels, solar batteries and hot water systems on hundreds of thousands of Victorian homes.

In addition to rebates for solar PV, solar batteries and hot water systems for owner-occupiers, the program also provides rebates for rental properties and community housing organisations.

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 sits within the Department of Energy, Environment and Climate Action (DEECA). 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 hot water rebate

We are providing a 50% rebate of up to \$1,000 on solar or heat pump hot water systems. This is a great option for households where solar panels might not be suitable, or for households that already have solar panels installed.

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.

Useful links

- » [More information](#)
- » [Approved products](#)
- » [Hot water Buyers Guide](#)
- » [FAQs](#)

Social media

Suggested social posts

☀️ Installing a renewable energy system at home to help reduce household bills and greenhouse gas emissions is more popular than ever in Victoria, with significant rebates available to help you save even more.

@SolarVictoriaAU are providing a 50% rebate of up to \$1,000 on solar or heat pump hot water systems. Find out more here: www.solar.vic.gov.au/hotwater

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Find out how to apply for the rebate: www.solar.vic.gov.au/hotwater

On average, 25% of a household's energy use is for heating water, which adds up to hundreds of dollars a year. Heating water is also usually the biggest source of greenhouse gas emissions in a home.

To see if you're eligible for a rebate of up to \$1,000 on a solar or heat pump hot water system from @SolarVictoriaAU, visit: www.solar.vic.gov.au/hotwater

Post images (2 formats provided)



Video content

Description

A 30 second animation video explaining how solar and heat pump hot water work. [Watch video](#)

Video link

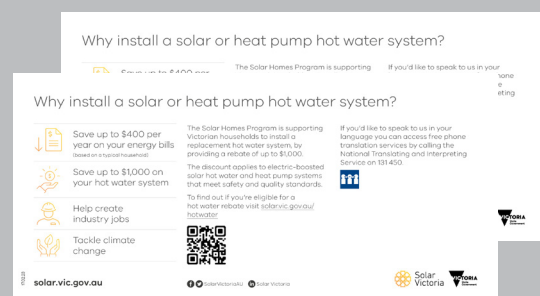
Other promotional resources

Fact sheet



Flyer

Outlines the benefits of solar or heat pump hot water and includes a number on the back for the National Translating and Interpreting Service.



Buyers Guide

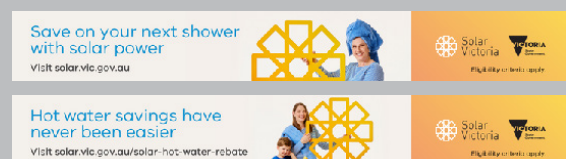
This guide includes the types of hot water systems available and factors to consider when making a purchase.

[Download Buyers Guide](#)



Digital banners

Leaderboard size graphics (728x90px)



Hero image



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.

Social media

 @SolarVictoriaAU

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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.