



Solar for rentals 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

Solar rebates for rentals properties

The Solar for Rentals program offers eligible rental providers a rebate of up to \$1,400 for the installation of solar panels (PV) on their property, slashing the upfront costs of solar while increasing the value and appeal of their property.

Eligible rental providers can also apply for an interest-free loan of up to \$1,400 to further reduce the upfront cost of the solar panel system.

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 assets.

Social media

Suggested social posts

🏠 Do you own a rental property? Get \$1,400 off the upfront cost of installing solar with a government rebate from @SolarVictoriaAU. There's also the option of an interest-free loan.

Find out if you're eligible for the rebate here:
<https://bit.ly/3By8wMP>

🏠 Solar for rentals – It's a win-win! @SolarVictoriaAU are providing a rebate of up to \$1,400 for eligible rental providers to reduce the cost of installing solar, plus the option of an interest-free loan.

- ✓ Reduce emissions
- ✓ Reduce energy bills for your tenants
- ✓ Make improvements to your property

Learn more about the program:
<https://bit.ly/3By8wMP>

Post images (2 formats provided)



Video content

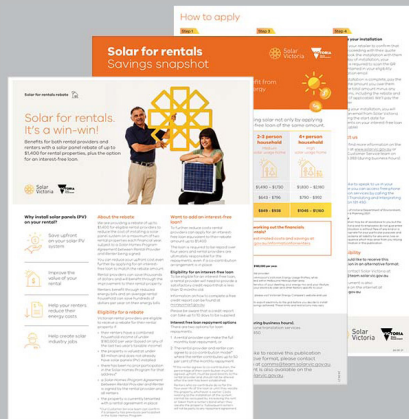
Description	Video link
<p>A 40 second animation video promoting the Solar for rentals rebate. Watch video</p>	
<p>We spoke to rental provider Richard, who installed solar panels on his investment property using the Solar for rentals rebate, and his tenant Tania about the benefits. Watch video</p>	

Other promotional resources

Fact sheets

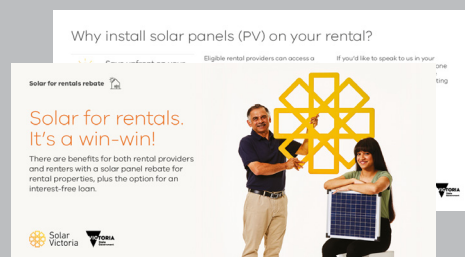
Fact sheet - Information about the rebate, eligibility criteria and how to apply

Savings snapshot



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:

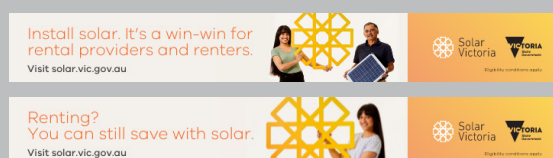
- » Types of solar PV panels available
- » Key factors to consider
- » What warranties are available?
- » Consumer protections

[Download Buyers Guide](#)

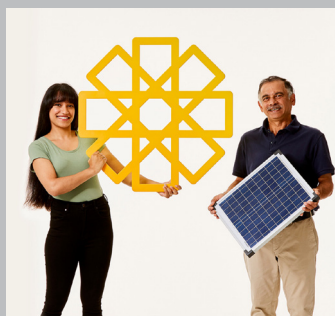


Digital banners

Leaderboard size graphics (728x90px)



Hero image



E-newsletter copy

Give your tenants a solar bonus

The Victorian Government is helping renters and rental providers benefit from the installation of solar panels on their homes with a government rebate of up to \$1,400 from Solar Victoria.

To further reduce the up-front costs of going solar, rental providers can apply for an interest-free loan to match their rebate amount.

- ✓ Save thousands off the upfront cost of installing solar
- ✓ Give your tenants access to affordable clean energy
- ✓ Increase the value and appeal of your property
- ✓ Add more renewable, emissions-free energy to the grid – a win for the environment!

Wherever you are on your solar journey, Solar Victoria has a wealth of information and resources to help you get started with solar.

To find out more, visit: <https://www.solar.vic.gov.au/solar-rental-properties>.

Useful links

- » [Information for renters](#)
- » [Information for rental providers](#)
- » [Information on loans](#)
- » [Rebate release dates](#)
- » [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.

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.