



positive charge



Prospectus 2017

Want Positive Charge to work with your community? Get in touch

Call the Positive Charge team on 03 9385 8555, send an email to hello@positivecharge.com.au or visit www.positivecharge.com.au for more information.



Positive Charge in action ...

Every council that we work with has diverse strategic priorities, budgets, community demographics, skills and resources. We work with you to develop a program of activity that will best suit your needs.

Below we have mapped out a suggested pathway for councils that are just beginning their work with Positive Charge.

	Cost	What Positive Charge will do
Year One Establishment	\$15,000 This includes: \$5,000 Establishment fee \$2,500 Reporting \$7,500 First campaign	<ul style="list-style-type: none"> + Set up and deliver workshop with council staff + Establish council page on the Positive Charge website with localised information, links and offers + Provide council with promotional collateral to distribute + Quarterly reporting covering municipality wide data on emissions reductions as well as Positive Charge activity and action through us + Deliver one residential campaign -Positive Charge recommends the solar campaign for Year One.
Year Two Development	\$10,000+ This includes: \$2,500 Reporting \$7,500 per campaign (minimum of one)	<ul style="list-style-type: none"> + Quarterly reporting covering municipality wide data on emissions reductions as well as Positive Charge activity and action through us + Deliver a minimum of one residential campaign (we recommend two).
Year Three Scale up	\$10,000+ This includes: \$2,500 Quarterly reporting \$7,500 per campaign (minimum of one)	<ul style="list-style-type: none"> + Quarterly reporting covering municipality wide data on emissions reductions as well as Positive Charge activity and action through us + Implement a minimum of one residential campaign (Positive Charge recommends two). + Once the partnership between Positive Charge and council is well established Year Three is the ideal time to design and implement a special project with particular target audiences such as low income households.

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Merri Creek Primary, North Fitzroy, installed solar through Positive Charge

What the Council needs to do

- + Promote Positive Charge through all communication channels
- + Work with Positive Charge to design and deliver residential campaigns with Positive Charge
- + Plan and promote an information session for council staff
- + Plan and promote a community information session to support residential campaigns
- + Ensure council front desk staff are aware of Positive Charge program and can direct any energy related enquiries to us

Anticipated outcomes

- + Website visitation to access information and advice
- + Assisting the community with phone and email support
- + Positive Charge eNews subscriptions
- + Council can measure greenhouse gas emissions reductions
- + Positive Charge and council presence at community events / information sessions, increasing profile and trust
- + Encouraging the community to be part of a broader movement to a low carbon future
- + Positive Charge reporting on action through campaigns, e.g. solar installations = financial savings plus greenhouse gas savings
- + Energy savings (kWh)

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The Menu

Establishment fee

\$5,000 per council

For new councils working with Positive Charge there is an establishment fee that covers three years of service. This includes: a 1.5 hour workshop for all relevant council staff in year one, a dedicated council page on the Positive Charge website and provision of a suite of general promotional material for council to rebrand and distribute, including energy efficiency and renewable energy information sheets and booklets, case studies, photos, flyers and more.

Reporting

\$2,500 per annum

Council will receive quarterly reports that detail all emissions reductions activity in your municipality, as well as community engagement (i.e. helpline, events, website registrations, phone calls and social media), energy saving product and service uptake and attributable greenhouse gas abatement.

Residential Campaigns

\$7,500 per campaign

- + Solar PV
- + LED Lighting
- + Heat Pumps
- + Preparing for Winter / Preparing for Summer (Building envelope: draught proofing, insulation, heating and cooling)
- + The All Electric Home

All campaigns include: a planning meeting with council staff, agreed campaign plan documented by Positive Charge for council, content for flyer/brochure, newsletter copy, social media content, one community information session (additional sessions can be purchased – see *Services*), a relevant case study with a photo, and weekly reporting of uptake. Positive Charge will also support all community members in taking action by offering advice and guidance around the campaign focus, whether households choose to use the Positive Charge supplier or not. Positive Charge will handle all community enquiries and/or concerns and will liaise with our selected supplier to manage quality assurance throughout the campaign.

Promotional video

\$6,000

Positive Charge can work with council to develop and create a professional promotional video for community use, outlining local action on climate change. For an example see the Moreland video on Youtube here:

<https://www.youtube.com/watch?v=4ziWwUCrJNU>

Energy saving advice booklets

\$1,300 per 500

Positive Charge design and create a publishable A5 booklet with simple tips and advice on energy saving, annually. It also includes up to date information about emerging technologies such as solar battery storage. Council can use the content from these booklets for their own collateral or we can rebrand these with council logos and can purchase them in lots of 500.

**All prices listed exclude GST*

Prices in this menu are applicable to Victorian councils.

For other states please contact the Positive Charge team.

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The Potter Family installed solar through Positive Charge

Services

Please note that these services are available for individual sale direct to community members on the Positive Charge website, as well as for council to purchase and offer to their community as a subsidised or free service.

Home Energy Assessments

- + \$300 for individual purchase
- + \$7,500 for 20 assessments with evaluation and reporting

Business Energy Assessments

- + \$750 for individual purchase
- + \$16,000 for 20 assessments with evaluation and reporting

School Energy Assessments

- + \$5000 for 5 assessments with evaluation and reporting

Apartment Block Energy Assessments (common areas)

- + \$5000 for 5 assessments with evaluation and reporting

Information sessions/ workshops

- + \$750 per workshop
- 1.5-2 hours, includes preparation and travel

Energy expert attendance at council community events

- + \$1000 per day

Council planning / program design support (additional to campaigns)

- + \$1500 per workshop

Projects

Positive Charge has experience working across a broad range of projects and can help you design and deliver a range of solutions to suit any target audience. Positive Charge has worked with culturally and linguistically diverse groups, small to medium enterprises, commercial businesses, low income groups and other special interest groups. Contact us for more information.

Don't forget... if the campaigns or services listed are not in line with council's priorities please get in touch and Positive Charge can work with you to design a program offering a better solution for your particular needs.

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Why Positive Charge?

Positive Charge can help council deliver its environmental, climate change and energy goals within your community.

We will work with you to deliver products, services and tailored expert advice to all of your community that will help them save energy, save money and transition to a renewable energy future.

We are the only organisation of our kind offering trustworthy advice coupled with the confidence to link people up to carefully selected suppliers and installers of energy efficiency and renewable energy products and services. We are always on hand to support households, businesses, schools and community organisations through any issues that arise.

Positive Charge has been operating since the beginning of 2013 and is backed by Moreland Energy Foundations (MEFL) 16 years of experience and expertise.

If you need help setting your community goals and climate change plan Moreland Energy Foundation can help! Ask us for more information.

How does it work?

Positive Charge maintains an engaging website that links residents, businesses, schools and community organisations to reputable suppliers with quality products and services at discounted prices, it also provides simple and easy to implement energy saving advice tailored for a range of situations, including households, businesses and schools. The Positive Charge energy helpline and email support service is available for all residents, businesses, schools and community organisations in Victoria.

Councils purchase services, projects, campaigns and products to accelerate the uptake of energy efficiency and renewable energy in their municipality.

Council promotes Positive Charge campaigns via all available channels, i.e. rates notices, events, direct mail, local

newspaper, social media, council newsletters, libraries, child care centres and more. **Positive Charge delivers the best results when working in partnership with our member councils.**

Who is Positive Charge?

Positive Charge is a social enterprise wholly owned by the Moreland Energy Foundation Ltd. We draw on more than 16 years of experience in energy related projects with residents, businesses, schools and community organisations in Moreland. Our team is made up of six core staff (and growing) who are all passionate about the energy transition to a zero carbon future for all communities. We come from diverse backgrounds and bring a range of skills to the enterprise including engineering, art, education, business, community development, administration, town planning and even a yoga instructor and a former chef!

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Why go solar?

Getting your power straight from the sun is a no-brainer. But finding the solar system that best suits your needs can be tricky. Positive Charge is here to help. We are on your side.

[Find out more](#)

Subscribe now

Full name Email address Postcode

News & Events

Offers & discounts

[Sign up](#)

What We Do



Solar

We have helped more than 1000 households and x businesses save \$y with solar power.



Lighting

We can help you start saving today by switching to LED lighting.



Energy assessments

Our new look website, launching soon!

Our track record

In the past three years Positive Charge has worked in Victoria and NSW with 25 councils to:

- + Assist more than 1500 households install solar PV
- + Answer over 10,000 enquiries about energy saving and renewable energy by phone and email
- + Present at over 150 information sessions, workshops and community festivals
- + Deliver hundreds of energy assessments for homes, businesses, schools and apartment blocks
- + Reduce more than 120,000 tonnes of greenhouse gas
- + Join us next year to help us deliver outcomes like these (and more!) in your community.

What's new in 2017?

We have a range of new product and service offerings and campaigns to deliver with our council partners coming on in 2017. We will continue to add to these throughout the year.

- + A new website with improved navigation and an online shop for purchasing Positive Charge services such as Home Energy Assessments
- + New campaigns focusing on improving thermal comfort at home, work and school
- + Procurement for new products & services – Heat Pumps, Draught Proofing and Insulation, Commercial Solar and LED lighting.

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“Already we’ve had over 40 Manningham households install solar on their roofs through Positive Charge. This will result in about \$30,000 worth of annual energy savings collectively for those households and it will reduce their contribution to climate change.”

-Clayton Simpson, Manningham City Council

“Positive Charge were easy to deal with and flexible in their project implementation, providing expert recommendations whilst taking on Council officer feedback to allow the program to be very tailored to our local community.”

- Katherine Cocks, Sustainability Outreach Officer,
Stonnington city council

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