

Victorian Greenhouse Alliances Annual Conference 2022

Getting off gas

Panel:

- **Andrew Reddaway**, Senior Consultant, Australian Energy Foundation
- **Donna Luckman**, Zero Carbon Campaigns Lead, Moreland City Council
- **Craig Memery**, Program Director, Energy + Water Consumers' Advocacy Program, Public Interest Advocacy Centre

Facilitator: Scott McKenry, Eastern Alliance for Greenhouse Action



Environment,
Land, Water
and Planning

Acknowledgement of Country

We acknowledge the Wurundjeri, the Traditional Owners of the land we are meeting on today, and pay respect to their elders: past, present and emerging. We acknowledge that their sovereignty was never ceded and that they have looked after this country for millennia.

Likewise we acknowledge Traditional Owners around Victoria, whose lands provide us with the energy, food, water and other resources we are using today.



BARWON SOUTH WEST
CLIMATE ALLIANCE



casbe
Council Alliance for a
Sustainable Built Environment



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EASTERN ALLIANCE
FOR GREENHOUSE ACTION



goulburn murray
climate alliance

naga
northern alliance for
greenhouse action



SECCCA
South East Councils
Climate Change Alliance

WAGA
Western Alliance for
Greenhouse Action

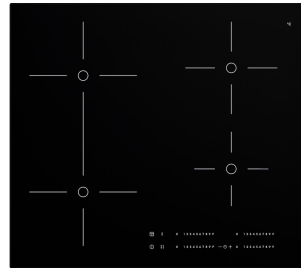


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**What will be the
fuel of choice
for households?**

Household appliances

- New home: go all-electric.
- Existing: replace as they wear out.
- Cooktop only: replace even if new.



FINAL REPORT

(Revised)

July 2018

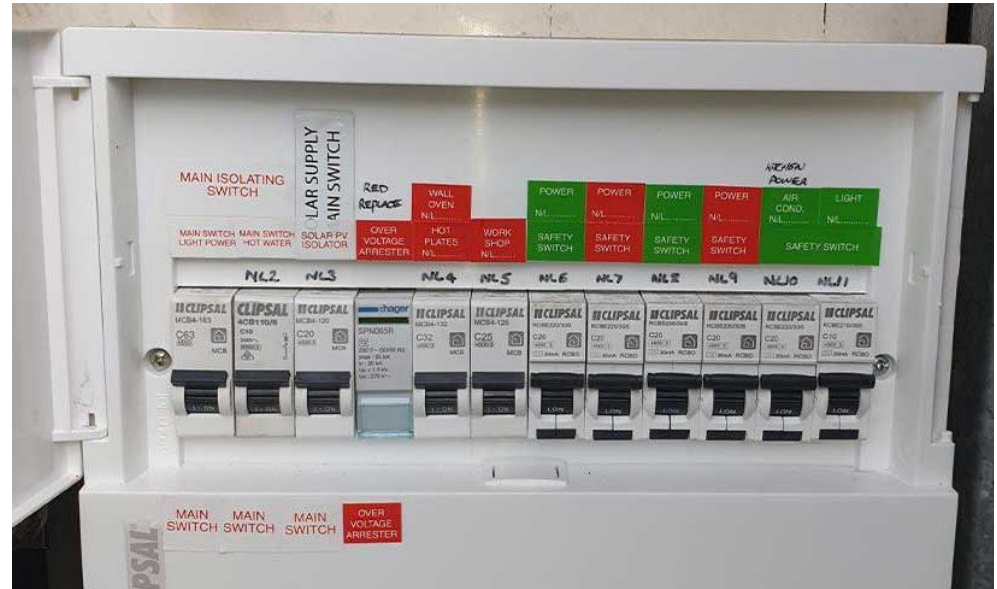
Alternative Technology Association

Household fuel choice



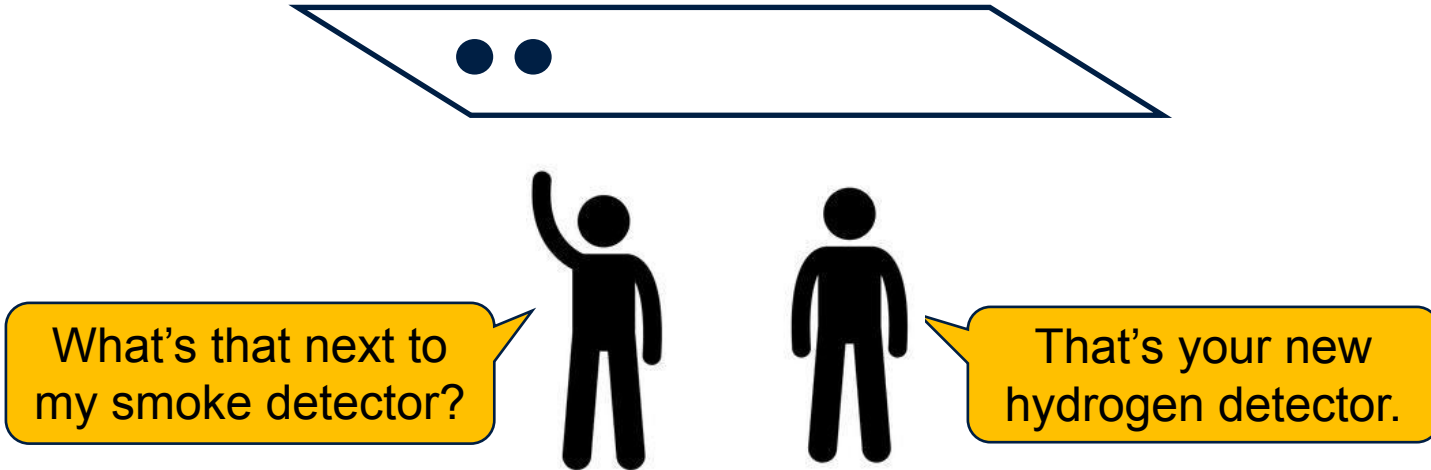
Challenges to going all-electric

- Power supply upgrade?
- Tradie pushback?
- Space in apartments and plant rooms?
- Stress on electricity grid?



Hydrogen in your home?

- Hydrogen is suited to industrial uses.
- Piping it into homes? Many barriers.



Biogas in your home?

- Methane from corn husks, feedlots, landfill, wastewater.
- How to connect biogas sources?
- Cost? Little info available.
- NSW: perhaps 50%. Less in Vic.



Questions?

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Electrify Everything: Communications Message Guide for Households

Donna Luckman

Moreland City Council



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Focus groups key findings

Most participants see gas as an efficient, reliable and cheap energy source for residential usage.

They do not agree that electricity is currently cheaper than gas.

The environmental impact is not top of mind for most, when thinking about residential gas usage.

Most participants think that gas is going to play a significant role in our fuel mix for a long time to come.

Building electrification is not currently seen as a key component of a modern, sustainable home.



Theory of Change



Moreland
City Council

What You Fight, You Feed



Progressive messages often lead with "no" and "don't." We rely on fear and anger – reactive emotions. To sustain long-term movements, we must shift from cataloging what we're *resisting* to painting a desirable portrait of the world we seek.

.."People do not form their attitudes or change behaviours as a result primarily of weighing up expert information and making rational cost-benefit calculations.

Instead, they are influenced by stories that 'feel right' – narratives that resonate with their values and identity, presented by people they trust, and made acceptable by the social norms around them.

– Climate Outreach



Messaging Recommendations

Support the transition

Be careful with savings-based messaging

Don't focus on environmental benefit

Do focus on the inevitability of electrification

Do talk about health and safety

Do celebrate renewable

Don't fight gas





“My latest bill is a 60% reduction in electricity costs!” says Anna from Oak Park.

A blue map of the Fawkner area is shown. The map highlights the Fawkner suburb and labels nearby areas like Hadfield. A yellow lightning bolt icon is placed on the map. In the top right corner, there is a logo for Moreland City Council.

Join 742 homes in Fawkner with solar power

Moreland City Council

Fawkner

Hadfield



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Craig Memery, Program Director,
Energy + Water Consumers'
Advocacy Program, Public Interest
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Question time



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