

# Real help. Right now.

## Energy Affordability Assistance Stakeholder Pack



Current as at September 2025



# Introduction

The Victorian Government's 'Real Help, Right Now' Energy Affordability Assistance campaign promotes a range of energy bill assistance and support services available to Victorian households.

This includes the fifth round of the Victorian Government's **Power Saving Bonus** which provides a one-off \$100 payment to eligible concession card households from 25 August 2025. Eligible households can apply online at the Victorian Energy Compare website or get support to apply in-person or over-the-phone through our Community Outreach Program.

The **Victorian Energy Compare** website ([compare.energy.vic.gov.au](https://compare.energy.vic.gov.au)) is the Victorian Government's independent energy offer comparison tool. On average, people who used the website across 2024 saved \$240 by switching to the best priced energy offers.

People who may be having trouble paying their energy bills can also access our **Energy Assistance Program** – a free over-the-phone energy bill support service. It can help Victorian households to save money on energy bills through cheaper energy offers, energy concessions and grants.

Victorian households can save even more money on their energy bills by upgrading to energy-efficient appliances, with rebates and discounts available through Solar Victoria's **Solar Homes Program** and the **Victorian Energy Upgrades Program**.



# How to use this pack

The Energy Affordability Assistance stakeholder pack provides shareable content and resources to promote Victorian Government energy bill relief assistance and programs. This includes:

- The \$100 Power Saving Bonus
- The Victorian Energy Compare website ([compare.energy.vic.gov.au](https://compare.energy.vic.gov.au))
- The Energy Assistance Program
- Solar Homes and Victorian Energy Upgrades Programs

You can help us spread the word by sharing the materials in this stakeholder kit with your community either in-person or through your social media channels.

In this pack, you will find social media content and promotional posters and postcards for each of the four energy bill programs and services listed above. You can choose to promote one or all of our energy bill support services and programs through your channels.

**For more resources and materials to promote the \$100 Power Saving Bonus, including factsheets available in 22 languages, download our full [\\$100 Power Saving Bonus stakeholder pack](#).**

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## \$100 Power Saving Bonus – Key messages

Eligible households can access the \$100 Power Saving Bonus via the [Victorian Energy Compare website](https://compare.energy.vic.gov.au) or through our Community Outreach Program.

To be eligible, households will need to:

- Have a recent residential electricity bill
- Hold one of the following concession cards:
  - Health Care Card
  - Pensioner Concession Card
  - Veterans' Affairs Pensioner Concession Card
  - Veterans' Affairs Gold Card

One payment is available per household.

For more information on the Community Outreach Program, including over-the-phone and in-person support available, visit [compare.energy.vic.gov.au/psb-outreach](https://compare.energy.vic.gov.au/psb-outreach)



Visit **[compare.energy.vic.gov.au](https://compare.energy.vic.gov.au)**



# \$100 Power Saving Bonus – Social media content

Use and share these Victorian Government 'Real Help. Right Now' social media tiles and content on your channels to **promote the \$100 Power Saving Bonus.**

Social tiles are available in 1:1 and 9:16 formats.

To download the full \$100 Power Saving Bonus stakeholder pack, visit [www.energy.vic.gov.au/households/\\$100-power-saving-bonus-community-materials](http://www.energy.vic.gov.au/households/$100-power-saving-bonus-community-materials)

**Download social tiles (.zip)**



## Social post 1:

**Concession card households can now claim the Victorian Government's \$100 Power Saving Bonus ⚡**

If you have one of the following eligible concession cards, your household can now claim a \$100 payment simply by comparing energy offers through the Victorian Energy Compare website.

- Health Care card
- Pensioner Concession card
- Veterans' Affairs Pensioner Concession card
- Veterans' Affairs Gold card

Visit [compare.energy.vic.gov.au](http://compare.energy.vic.gov.au) to claim your bonus.

## Social post 2:

**Did you know you can get help to claim the Victorian Government's \$100 Power Saving Bonus? ⚡**

If you have an eligible concession card, your household can now claim the \$100 payment online, in-person or over the phone.

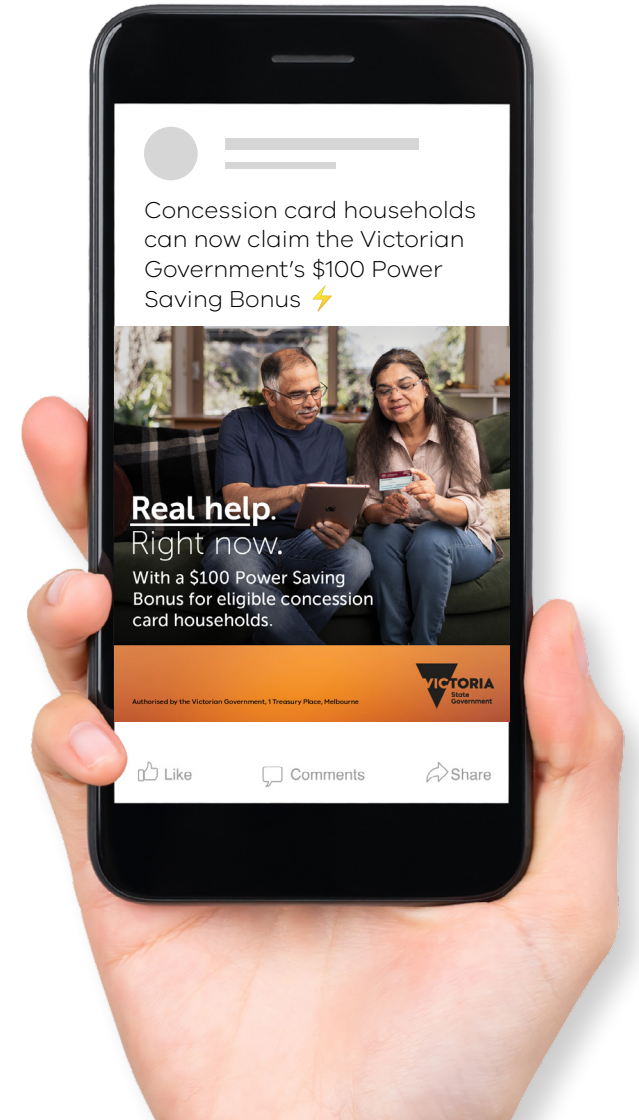
Apply online at [compare.energy.vic.gov.au](http://compare.energy.vic.gov.au)

Get help over the phone by calling the VEC helpline on 1800 000 832

Get in-person support through the Community Outreach Program

For more information on the Community Outreach Program, visit [compare.energy.vic.gov.au/psb-outreach](http://compare.energy.vic.gov.au/psb-outreach)

And for more information on the Power Saving Bonus, eligibility and ways to save money on your energy bills, visit [www.energy.vic.gov.au/households/help-paying-your-energy-bills](http://www.energy.vic.gov.au/households/help-paying-your-energy-bills)

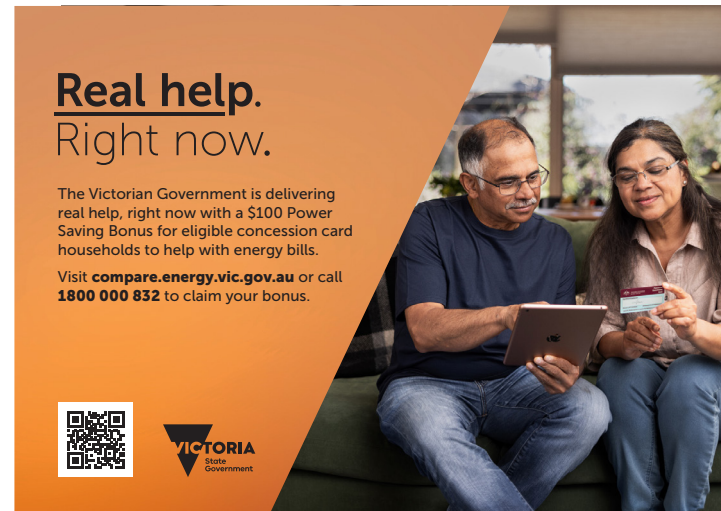




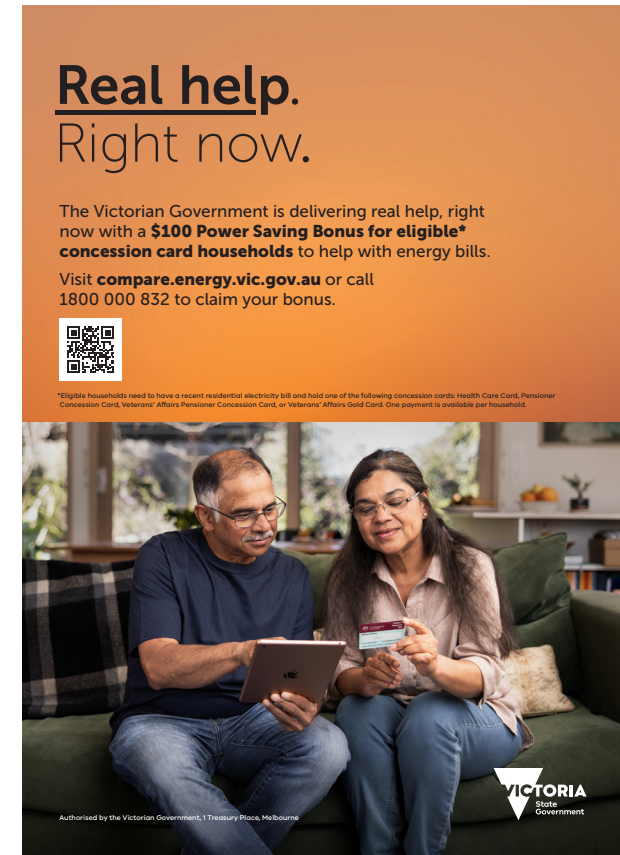
# \$100 Power Saving Bonus – Promotional poster and postcard

Promotional posters and postcards can be printed and made available at physical locations such as office receptions and community hubs.

To download the full **\$100 Power Saving Bonus stakeholder pack**, visit [www.energy.vic.gov.au/households/\\$100-power-saving-bonus-community-materials](http://www.energy.vic.gov.au/households/$100-power-saving-bonus-community-materials)



Postcard



A4 poster

**Download poster and postcard (.zip)** 

## Victorian Energy Compare – Key messages

The Victorian Energy Compare website is a government-run energy comparison site that is free, independent and easy to use.

Energy customers can check they're on the best available energy offers at the [Victorian Energy Compare](https://compare.energy.vic.gov.au) website.

On average, people who used the website across 2024 were able to save \$240 by switching to the best priced energy offers.

Visit [compare.energy.vic.gov.au](https://compare.energy.vic.gov.au)



Visit [compare.energy.vic.gov.au](https://compare.energy.vic.gov.au)



# Victorian Energy Compare – Social media content

Use and share these Victorian Government 'Real Help. Right Now' social media tiles and content on your channels to **promote the Victorian Energy Compare website.**

Social tiles are available in 1:1 and 9:16 formats.

## Social post text:

**Thousands of Victorian households are already saving money on energy bills by using Victorian Energy Compare ⚡**

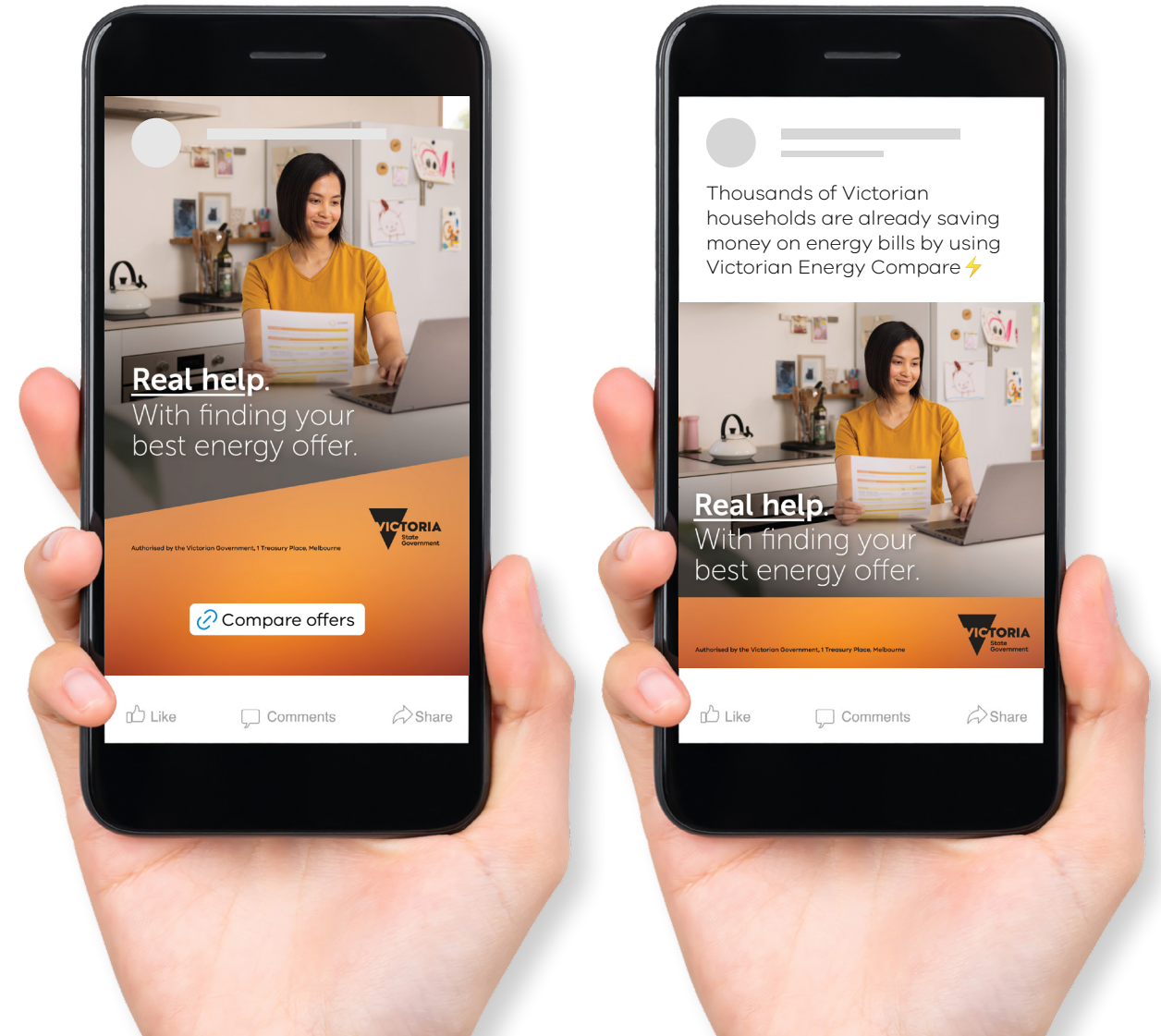
You can start saving money today by comparing energy offers and making the switch.

On average, people who used the website across 2024 were able to save \$240 by switching to the best priced energy offers.

And if you have an eligible concession card, your household can also now claim a \$100 Power Saving Bonus – a one-off payment simply for comparing energy offers.

Visit [compare.energy.vic.gov.au](https://compare.energy.vic.gov.au)

**Download social tiles (.zip)**



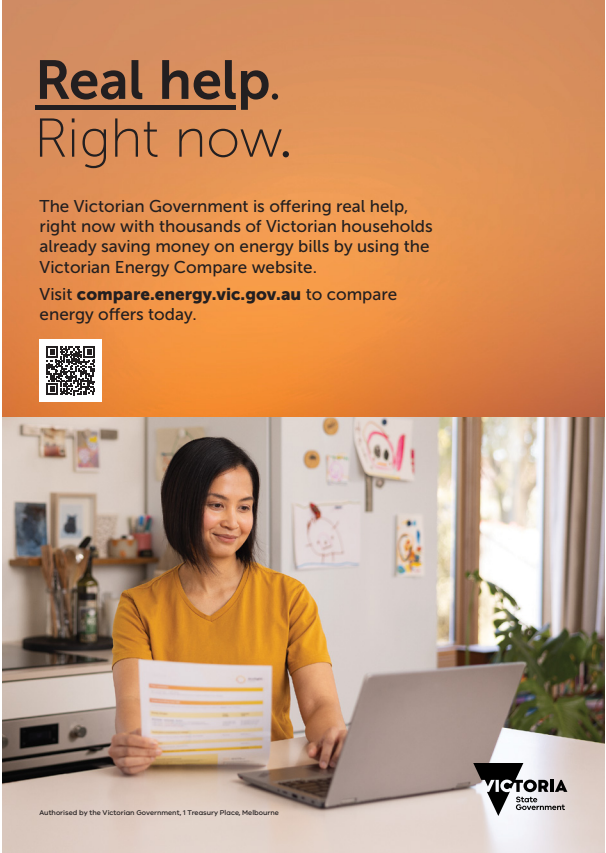


# Victorian Energy Compare – Promotional poster and postcard

Promotional posters and postcards can be printed and made available at physical locations such as office receptions and community hubs.



Postcard



A4 poster

**Download poster and postcard (.zip)**



## Energy Assistance Program – Key messages

The Energy Assistance Program is a free over-the-phone service designed to support Victorians who are having trouble paying their energy bills.

The program provides Victorian households assistance to:

- help navigate the energy market and access critical energy affordability supports
- manage the rising cost of living by saving money on energy bills
- better understand consumer rights and protections and have the confidence to take part in the energy market more often.

The Energy Assistance Program is delivered in partnership with community partner Anglicare Victoria.



Call **1800 161 215**

(Monday – Friday, 9am–5pm, except public holidays)





# Energy Assistance Program – Social media content

Use and share these Victorian Government 'Real Help. Right Now' social media tiles and content on your channels to **promote the Energy Assistance Program**.

Social tiles are available in 1:1 and 9:16 formats.

## Social post text:

**One-on-one support is available if you are having trouble paying your energy bills** 📞

The Energy Assistance Program is a free over-the-phone energy bill support service for Victorian households.

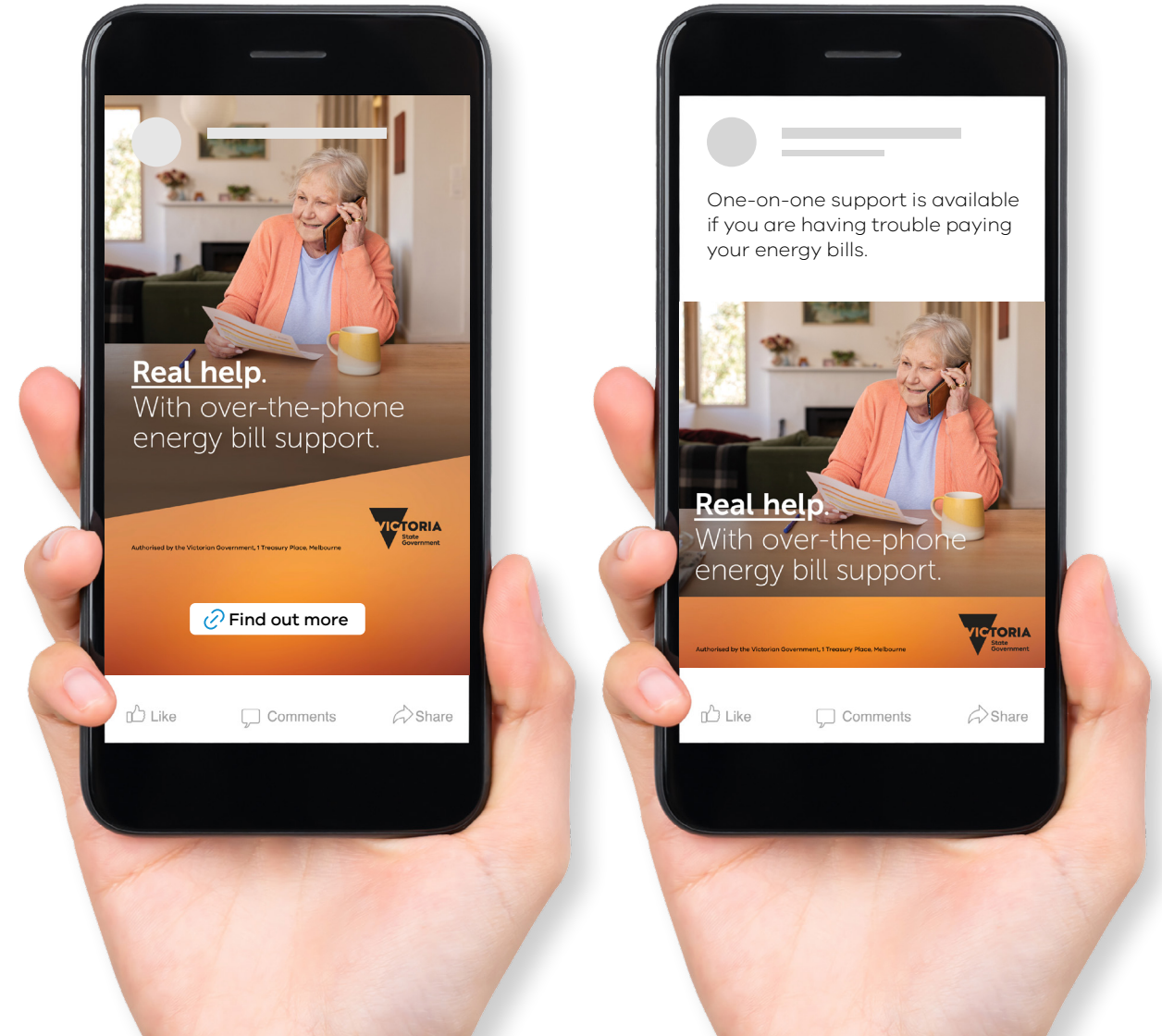
The program is available to low income households or those having trouble paying their energy bills.

It can help you save money on your energy bills through cheaper energy offers, energy concessions and grants.

You can also get help to contact your energy company or get connected with other support services if you need them.

To get help with your energy bills, call 1800 161 215 (Monday – Friday, 9am-5pm, except public holidays).

**Download social tiles (.zip)**

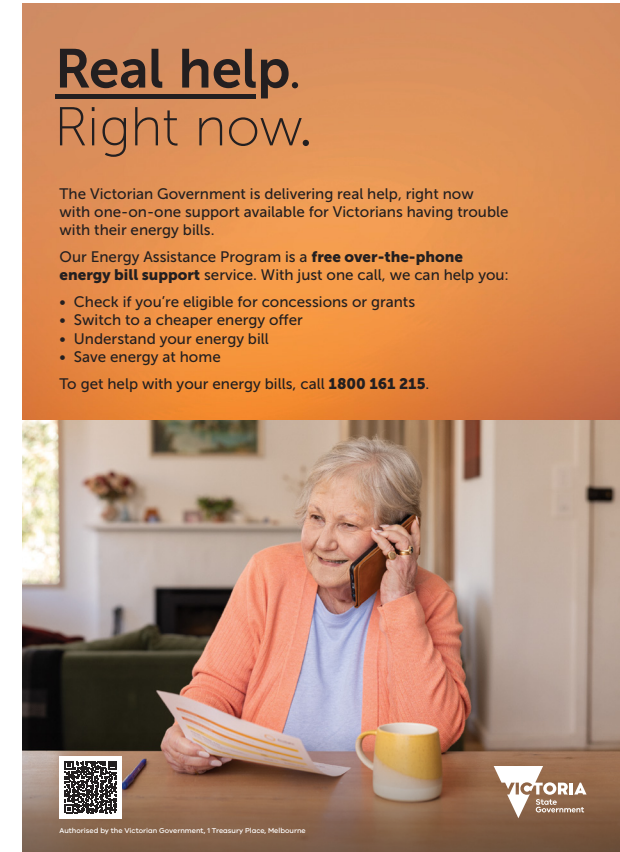


# Energy Assistance Program – Promotional poster and postcard

Promotional posters and postcards can be printed and made available at physical locations such as office receptions and community hubs.



Postcard



A4 poster

**Download poster and postcard (.zip)**





# Solar Homes and Victorian Energy Upgrades Programs – Key messages

Solar Victoria's **Solar Homes Program** offers eligible Victorian households solar panel (PV) rebates and the option of an interest-free loan, and hot water rebates.

Through the **Victorian Energy Upgrades Program**, households can access discounts on a wide range of energy-efficient appliances and upgrades, including induction cooktops, fridges, weather sealing, heating and more.



Visit [service.vic.gov.au/savings](https://service.vic.gov.au/savings)



# Solar Homes and Victorian Energy Upgrades Programs – Social media content

Use and share these Victorian Government 'Real Help. Right Now' social media tiles and content on your channels to **promote the Solar Homes and Victorian Energy Upgrades Programs**.

Social tiles are available in 1:1 and 9:16 formats.

## Social post text:

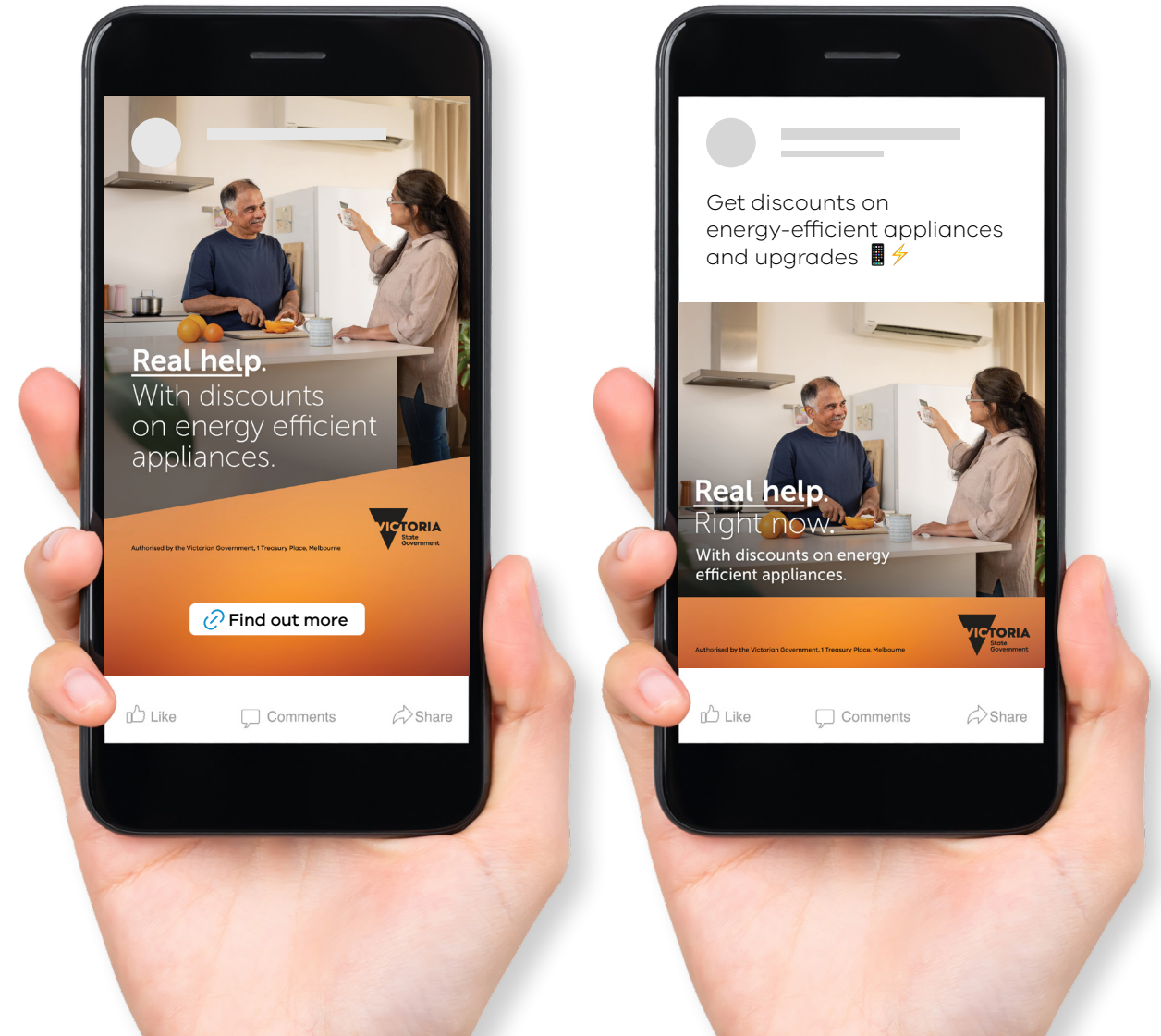
### Get discounts on energy-efficient appliances and upgrades ⚡

Victorians can access discounts on a wide range of upgrades, including induction cooktops, fridges, weather sealing, heating and more.

Like saving up to \$2,030 off the cost of installing a locally made energy-efficient hot water system with a Solar Victoria rebate and a Victorian Energy Upgrades discount.

Find out what you're eligible for on the Service Victoria Savings Finder today. Visit [service.vic.gov.au/savings](https://service.vic.gov.au/savings)

**Download social tiles (.zip)**



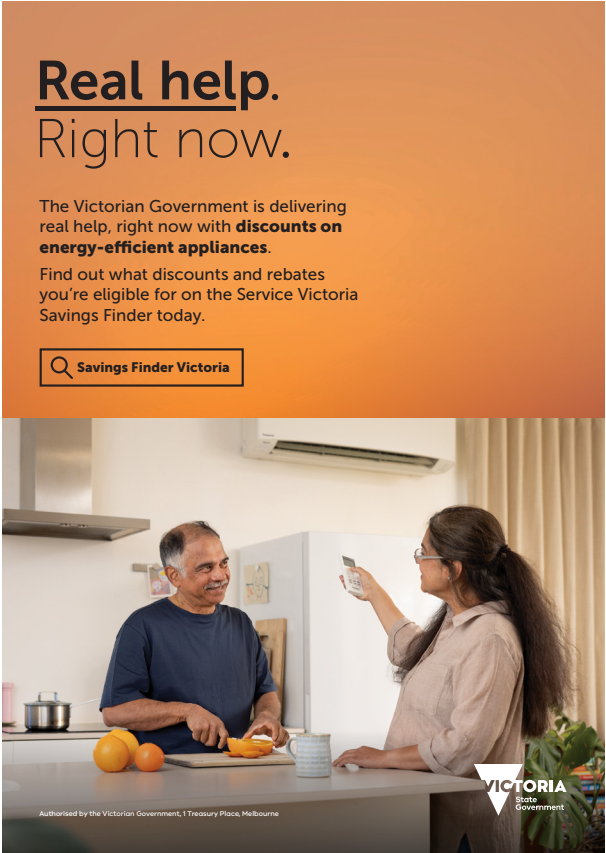


# Solar Homes and Victorian Energy Upgrades Programs – Promotional poster and postcard


Promotional posters and postcards can be printed and made available at physical locations such as office receptions and community hubs.



Postcard



A4 poster

[Download poster and postcard \(.zip\)](#) 

# Thank you

**For enquiries, contact:**  
[campaigns@deeca.vic.gov.au](mailto:campaigns@deeca.vic.gov.au)