



Marketing guide

ELECTRIFY 25⁺5
community pilot

Marketing strategy

We recommend focusing your marketing efforts towards promoting your involvement in this ground-breaking pilot.

Share customer stories

Highlight the good news stories that this pilot has enabled.

Sing about subsidies

Lowering the barrier to entry is key to delivering electrification at scale.

Drive FOMO

We want to inspire communities across Australia to launch their own electrification schemes. Let's show them how.

Acquiring customers

Don't worry—leads delivered by Brighte

Rewiring Australia have reached out to the 2515 community, and they have already established a pipeline of customers. If your customers want to join the program, they can apply via electrify2515.org

Brighte will send you leads as these customers are contacted and onboarded to the Pilot.

Do's

- 👍 Always refer to the Pilot as the
“**Electrify 2515 Community Pilot**”
- 👍 Where possible, include the tagline
“**Creating our electric future today**”
- 👍 **Promote community benefits**
Highlight the pilot's focus on supporting local economy, reducing household emissions and providing critical research and learnings to guide the electrification journey of Australia and globally.
- 👍 **Make the most of your toolkit**
Promote the pilot with ready to go assets social posts, flyers and badges.
Tag [@electrify2515](#) [@brighte_australia](#)
- 👍 **Be accurate and transparent**
Provide clear information about eligibility, subsidies, and available services.
- 👍 **Encourage participation**
Direct participants to the program website:
[Electrify 2515 - applications now open](#)



Dont's

- 🚫 **Unsolicited sales**
Door knocking or cold-calling practices are prohibited.
 - 🚫 **Unauthorised branding**
Do not use ARENA or government logos without explicit permission.
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- You can tag them on social [@arenagovau](#)
- 🚫 **Misleading claims**
Do not suggest instant approvals or guarantee financing or subsidies.
Do not state that subsidies are unlimited or available outside the 2515 postcode.



MEDIA
ENGAGEMENT

If contacted by the media, **you can speak about your role as a vendor.**

For any **broader questions** about the Electrify 2515 Community Pilot, please refer them to the project media team at media@electrify2515.org

Website copy

→ Proud partner of the Electrify 2515 Community Pilot

Heading

Leading the charge towards Australia’s smart, all-electric future – one home at a time.

→ About the program

Quick overview

The Electrify 2515 Community Pilot is Australia’s first community-led electrification pilot, aiming to transition 500 homes in the 2515 postcode area to efficient, all-electric systems. This innovative project, supported by Rewiring Australia, Brighte, and Endeavour Energy, offers subsidies, expert guidance, and cutting-edge technologies to help make homes smarter, greener, and more cost-effective.

→ Why go electric?

Proof points

Help lower your energy bills

By upgrading to efficient electric systems, you can enjoy a smarter, more sustainable home and help save on energy costs.

Reduce your emissions

Switching to electric appliances can reduce your household’s carbon footprint, helping create a healthier environment for our community.

Access subsidies

The Electrify 2515 Community Pilot program offers subsidies to make upgrading affordable.

→ How it works

Step 1: Apply online If you live in the 2515 postcode area, you can apply to be part of the Electrify 2515 Community Pilot and access available subsidies.

How it works

Step 2: Partner with us as a Brighte Accredited vendor, we’ll guide you through the best electric solutions for your home. From reverse cycle air conditioners to induction cooktops, we make the switch simple and seamless.

Step 3: Enjoy the benefits once your new appliances are installed, you’ll start saving on energy bills while contributing to a smarter, more sustainable energy future.

→ Ready to electrify?

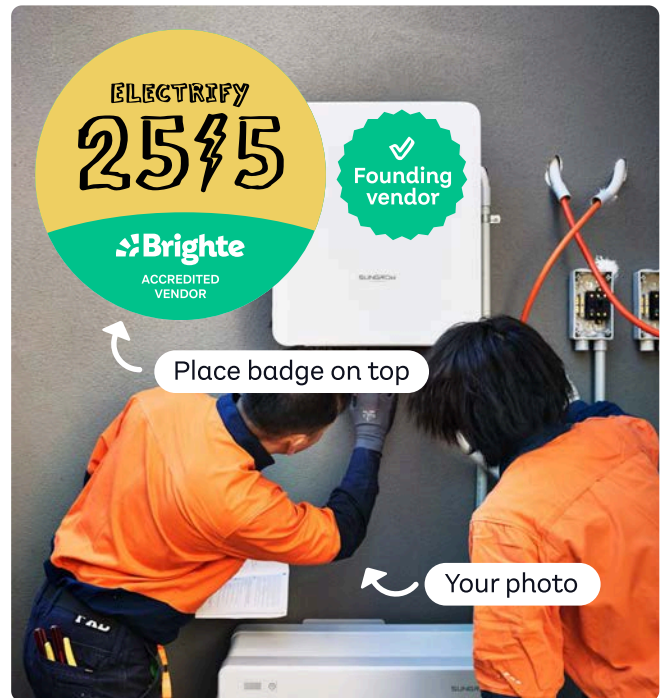
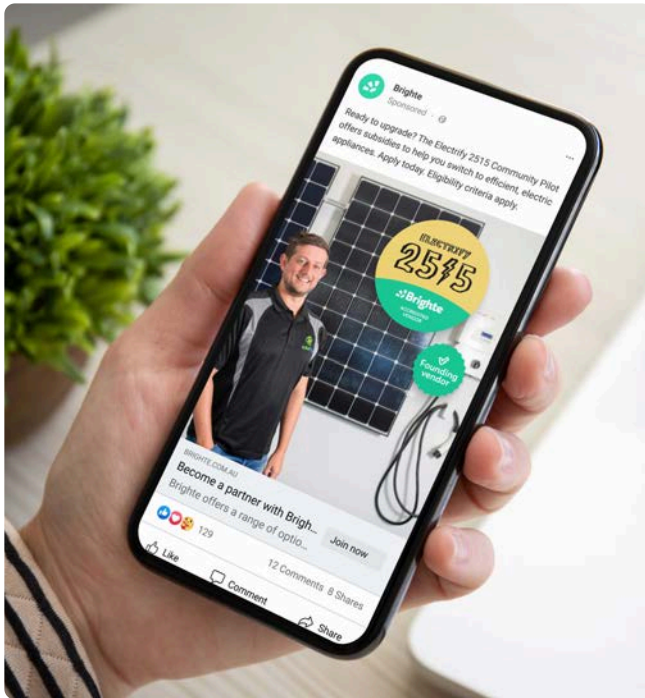
Learn more and apply today electrify2515.org/pilot

Link to the website

Always include disclaimer

Eligibility criteria apply. Subsidies are income dependent and capped. The Electrify 2515 Community Pilot is supported by the Australian Renewable Energy Agency (ARENA) through the Advancing Renewables Program.

Social media



How to use your E2515 digital badges



Download your badges

Get the E2515 Brighte Accredited Vendor badges from [here](#).



Capture **your** work

Take a photo or video of your team in action, installing heat pumps, solar batteries, EV chargers, or any other eligible equipment.



Add the **badge**

Drag and drop the Brighte Accredited Vendor badge onto the image or video. The badge builds trust, while **your work stays the hero**.



Put it to work

Post it on Facebook, Instagram, LinkedIn **wherever your customers are**. Show them you're an accredited expert.

Useful tags to increase reach

Tag us, we'd love to see your installs.

@brighte_australia @electrify2515
@rewiringaus @endeavourenergy
@arenagovau

Use hashtags to get noticed nationwide (or worldwide) the more you tag, the bigger your audience.

#ElectrifyEverything
#SavingsTips #Electrify2515
#Thirroul #Electrification
#SustainableEnergy

Promotional toolkit



Customer flyer

Everything they need in one handy flyer. A great leave-behind for anyone who needs time to decide.



Bumper sticker

Stick it on your ute or van. A trust signal for customers and a badge of honour for you.

Approvals and support

If you're making your own marketing materials, send them our way before sharing. We'll give them a quick check to make sure everything's good to go.

General enquiries



Lyndon

lyndon.brandt@brighte.com.au

Customer and subsidy



Ekansh

Ekansh@brighte.com.au

or you can email marketing@brighte.com.au



Got a hot water heat pump going in? An EV charger wired up? A shiny new bumper sticker on your ute? **Snap a pic and send it our way.** We'd love to see Electrify 25/5 vendors in action and we might even share it on our socials. Send your photos to photos@brighte.com.au