

# Power Up Queensland

## Allies Action Kit

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## About the Kit

The allies action kit is set up to help other groups and allies actively support the Power Up Queensland campaign. The guide and related resources are to help build support within your network of supporters and relate the messaging and goals to your regional campaigns.

This guide sets out the tools available, messaging, templates, resources and visuals to use. The kit will be updated and more things added to it throughout the campaign.

## Overview of the Campaign

QCC wants to power-up Queensland with renewable energy from the sun, wind and water and make QLD the real Sunshine State.

Of the eight coal power plants in Queensland, six are owned or controlled by the state government, and use two-thirds of the coal burned in Queensland. In other words, the State government literally has the power to make change happen.

Currently, Queensland is Australia's biggest carbon emitter, and Australia's electricity grid is one of the most polluting in the world. Every day we burn more dirty coal is another day of needless toxic pollution.

The Queensland Conservation Council is campaigning to ensure Queenslanders can look forward to a safe and prosperous future, where coal power stations are replaced by clean renewable energy. As a statewide campaign, the objectives and state government asks align with and complement the really important regional campaigns many member groups are already working on.

In the lead up to the state election on 31 October, the campaign will focus on making headway on the following goals:

1. Transforming Queensland's state-owned power system
2. Shifting Queensland politics by building political pressure
3. Powering up Queensland with renewable energy

## QCC's timeline

Our vision to PowerUp Queensland with renewables and shut down dirty coal will not happen overnight and we are prepared for a long campaign. With this being a new campaign the major focus at the moment is to build support and awareness. With the state election coming up, this is an important opportunity to build support and increase public pressure on our politicians alongside similar campaigns led by other groups and organisations.

Election Period (August - October) - Build support and awareness using platforms such as petitions, webinars, and social media and stalls. Pressure state government using traditional media and lobbying.

Post October Election - Continue to build active support using the above tactics to build the power of the movement. Push for improved regulations and new commitments on renewable energy and coal closures.

## Tools for Building Support

Due to covid restrictions, so far QCC has mostly been using online tools to develop support for the campaign. The main focus for that has been the online petition.

With the easing of restrictions QCC has begun using market stalls as a way to reach new people with the petition.

There are also leaflets and posters available.

### Online Petition

We are building support for the campaign via a petition on our website. If you are willing to help, it would be great if you can share this with your supporters and networks. When sharing the petition you are welcome to make it more relevant to your region by sharing it alongside local renewables news stories or calls for energy transitions.

<https://www.queenslandconservation.org.au/powerupqld>

### Paper Petition, Leaflet and Conversation Guide

If your group is holding events or stalls in your area you may wish to talk to people about the campaign and encourage them to sign the petition. [Within this folder](#) you will find a printable version of the petition to use. If using this petition please scan and email copies to [organiser@qldconservation.org.au](mailto:organiser@qldconservation.org.au).

This petition is only set up for QCC to receive the petition data, if your group would like to create a version to keep hold of the supporter data get in touch.

[In this folder](#) you will also find a copy of our leaflet. You are welcome to get this printed at your own expense or get in touch and we can post you some (depending on the quantity) for you to use in your own community. Just email [organiser@qldconservation.org.au](mailto:organiser@qldconservation.org.au).

Please note that the leaflet MUST be printed double sided to ensure the appropriate information and authorisation is displayed.

[In this folder](#) you will also find a conservation guide to use alongside the petition at market stalls and events.

## Template text for sharing petition in newsletters

If you would like to update your members on our campaign through your newsletter - you can use the below text as a guide: -

The Queensland Conservation Council is campaigning to ensure that all Queenslanders can look forward to a safe and prosperous future, where coal power stations are replaced by clean renewable energy.

Burning coal is Australia's leading cause of climate change and Queensland is Australia's biggest carbon polluter. Replacing coal-burning power stations with renewable energy is the most effective way for us to combat global warming.

We can also live healthier lives by closing coal-burning power stations because this will reduce toxic air and water pollution.

Shifting to renewable power presents a huge opportunity for the Queensland economy.

*Find out more and [sign the petition now.](#)*

## Social Media and Website

### Social Media Graphics

As well as sharing the petition on your website and social media we have also developed a number of social media tiles that you can use alongside your posts. Please contact Claire at [renewables@qldconservation.org.au](mailto:renewables@qldconservation.org.au) if you require higher resolution versions of the images below.

Depending on the purpose you are also welcome to use the powerup logo alongside your images. If you would like to do this please get in touch, as we would like to check over what you are using the logo with to ensure it aligns with the objectives, style guide and messaging of the campaign.

**POWER \* UP  
QUEENSLAND!**



**POWER \* UP  
QUEENSLAND!**



**POWER \* UP  
QUEENSLAND!**





## Template facebook text for your page

To share the above images and the QCC petition you could use or adapt this text:

*Are you fired up about the future of energy in Queensland?*

*Sign Queensland Conservation Council's petition to Power Up Queensland with clean, renewable energy and make this the real Sunshine State!*

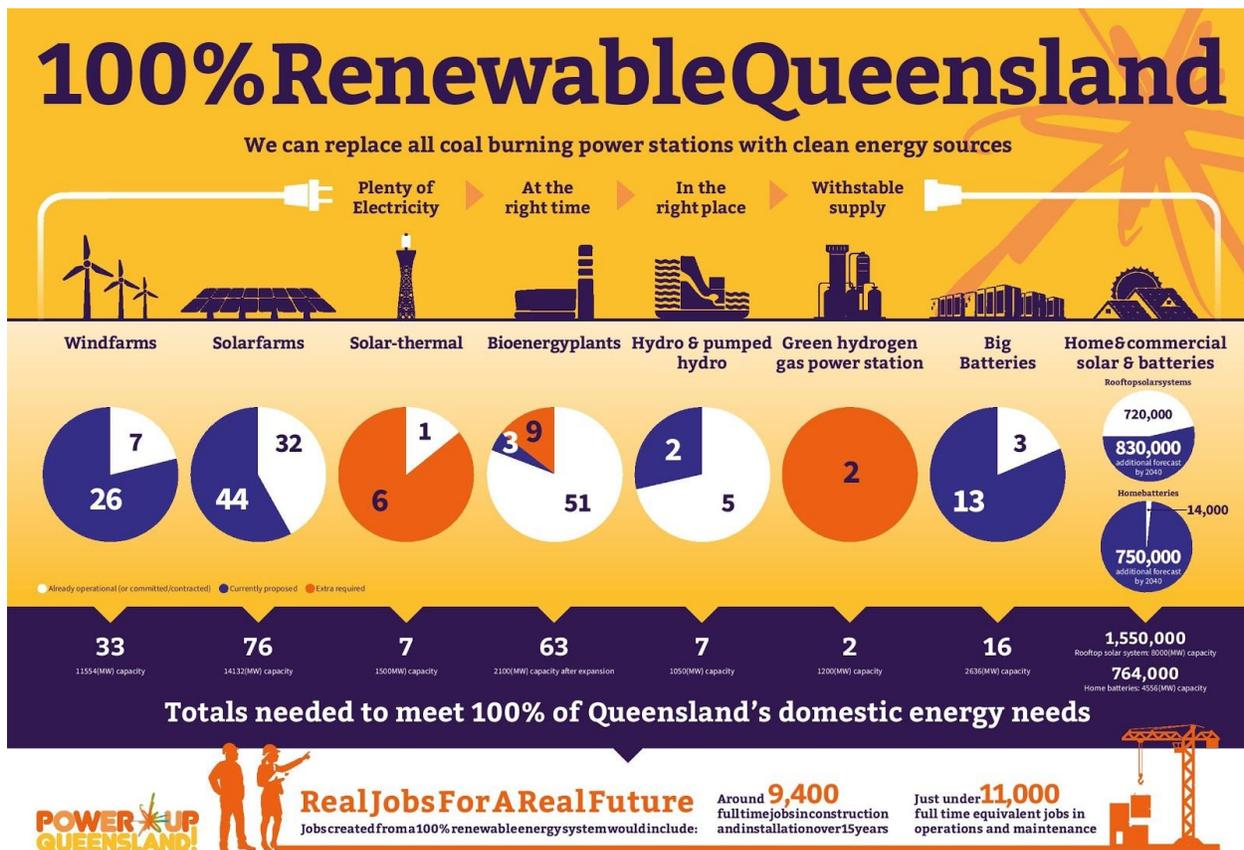
## 100% Renewable Queensland

QCC has recently released the [Power Up Queensland Vision](#) to show one possible path to a 100% Renewable Queensland.

A report by the leading experts Climate Analytics found Queensland should stop burning coal for power by 2030 to play our part in keeping global heating to 1.5 Celsius and that a rise of more than 1.5C would "virtually guarantee the extinction of most of the Great Barrier Reef".

The 100% Renewable Queensland campaign asks for our government to put a plan in place to phase-out the state's coal fired stations and make the essential transition over to renewable energy.

As well as the [Power Up Queensland Vision](#), you can also share the below infographic and our [short video](#) on this issue. Please contact Claire at [renewables@qldconservation.org.au](mailto:renewables@qldconservation.org.au) if you require higher resolution versions of the image below or would like copies of our regional focused social media tiles.





## Website Text

Here is some text that you can put onto your website with a link to the Power Up Queensland website landing page on QCC. Feel free to add some intro text to explain why your organisation is supporting the campaign:

Power Up Queensland

The Queensland Conservation Council is campaigning to ensure that all Queenslanders can look forward to a safe and prosperous future, where coal power stations are replaced by clean renewable energy.

Australia's electricity grid is one of the most polluting in the world and, as a state, we (Queensland) are Australia's biggest carbon emitter. It doesn't have to be this way.

Clean, renewable energy sources are ready now and are more affordable than ever before.

Find out more and [sign the petition now](#).

## What to Say Face to Face or to Media - Campaign talking points

- Queensland is rich in clean energy resources – including sun and wind – that power new forms of renewable energy. Our State Government has the power to make this happen.
- Transitioning to clean, renewable energy is not about being “green” or “eco” or “politically correct” – it is simply good common sense.
- Burning fossil fuels is Australia's leading cause of climate change and Queensland is Australia's biggest carbon emitter. With global demand for coal dropping - burning coal has no viable future for our economy, our health or our environment.
- 6 out of the 8 coal fired power stations in QLD are owned or controlled by the State Government. They literally have the power to make change happen
- We can make Queensland the real Sunshine State.

## Traditional Media

If you would like to keep track of and share any media releases QCC develops you can find them on our [website here](#).

## Advocacy

### Meeting Local MPs

In the lead up to an election, it is always helpful for campaign supporters to meet with their local MPs and talk about these issues.

A key part of this campaign is to get bipartisan support for the campaign's 3 public asks and a commitment to delivery, so it doesn't matter what party your MP belongs to.

The 3 public asks for politicians are:

1. Rule out any new coal-fired power stations in Queensland
2. Develop a plan to shift away from polluting coal power
3. Power-up Queensland with clean renewable energy

If anyone is unfamiliar with meeting MPs QCC will be happy to provide training.

(Authorised by Louise Matthieson, QCC Director, 1/377 Montague Rd, West End, QLD 4101, Australia)