



**BUILDING
UPGRADE
FINANCE**

SOUTH AUSTRALIA

**COUNCIL
COMMUNICATIONS
SUPPORT PACK**

CONTENTS

- 01 OVERVIEW.....2
- 02 APPROACH3
- 03 COMMUNICATIONS TOOLS4
 - 3.1 SOCIAL MEDIA5
 - 3.2 WEBSITE FEATURE11
 - 3.3 PUBLIC RELATIONS.....12

01. OVERVIEW

This Council Communications Support Pack provides pre-prepared text, graphics and tips to help councils in South Australia share Building Upgrade Finance with their communities.

The support pack includes key messages and guidance for social media, website, e-news and media releases to help spread the word about Building Upgrade Finance.

Please refer to the **Building Upgrade Finance Information for Council Administration** for detailed information on council participation, including procedures, templates and guidance.

If you have any questions regarding this document or if you have a suggestion for improvements, please contact the Central Facilitator:

Lara Daddow
Building Upgrade Finance
Central Facilitator for South Australia
+61 8 8203 7884
l.daddow@cityofadelaide.com.au
buildingupgradefinance.net.au/south-australia

Please note this document is not designed for public release and should only be circulated within South Australian local councils.



The Building Upgrade Finance Central Facilitator for South Australia is funded by the Government of South Australia and hosted by the City of Adelaide. This document has been developed with funding support from the Government of South Australia and based on advice and input from local councils participating in Building Upgrade Finance.

02. APPROACH

Building Upgrade Finance should be positioned as a unique finance product, enabling building owners to achieve environmental upgrades to non-residential buildings as well as restoration and revitalisation of non-residential heritage listed buildings.

This support pack provides some ideas and tools to support council messaging about Building Upgrade Finance that can be adapted to meet your council's style of communications and marketing.

The Building Upgrade Finance Central Facilitator can partner with councils to deliver targeted local promotion of Building Upgrade Finance.

Key messages can be tailored to stakeholder groups to suit their interests and needs as below.

STAKEHOLDER	KEY MESSAGE
Building Owners	<ul style="list-style-type: none"> • Competitive interest rates • Decrease energy costs and improve cash flow from day one • Attract and retain quality tenants with upgraded facilities and more comfortable workspaces • Increase asset value without capital outlay • Reap the benefits of happier and healthier staff in a sustainable workplace • Access finance without the need for additional security • Share upgrade costs with tenants • Potential to pass on outstanding repayments upon sale of the property
Service Providers	<ul style="list-style-type: none"> • Increase business growth and opportunities • Build relationships with building owners and property industry contacts to grow your business • Support a sustainable future
Tenants	<ul style="list-style-type: none"> • Encourage mutually beneficial upgrades and savings with landlords • Support a more sustainable workplace • Support tenancy longevity
Industry Associations	<ul style="list-style-type: none"> • Increase business growth and opportunities • Drive investment and be a sustainable leader
Property Developers	<ul style="list-style-type: none"> • Rejuvenate, reposition or restore an existing asset or heritage icon • No upfront capital

03. COMMUNICATIONS TOOLS

A series of communication tools have been prepared to support the delivery of key messages to relevant stakeholders.

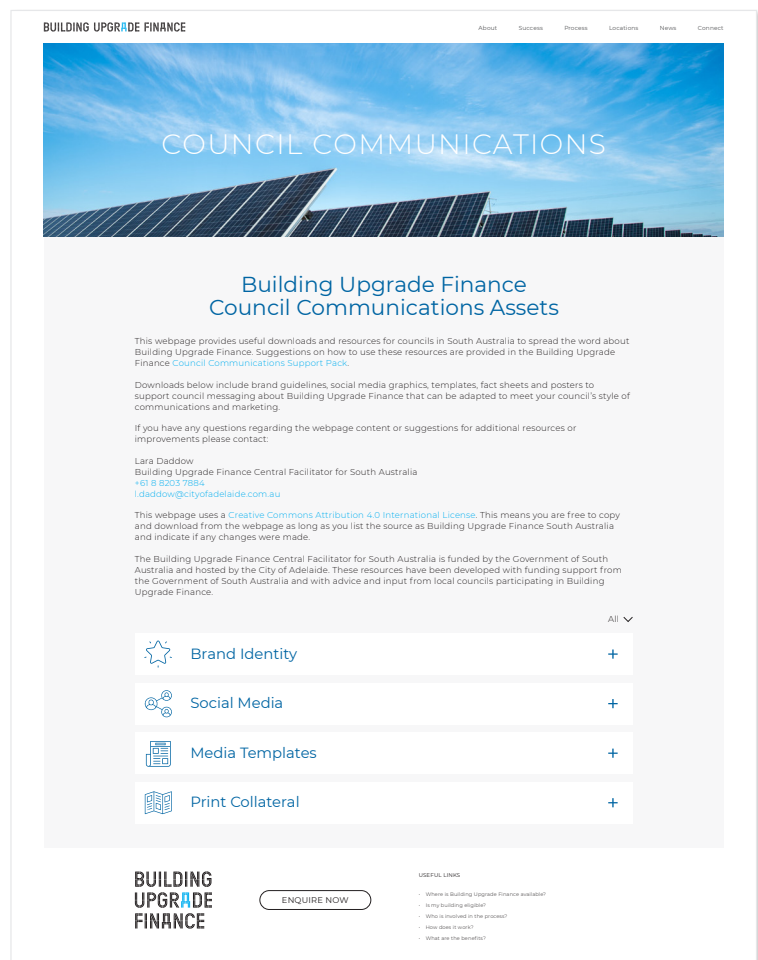
Visit the Council Communications dedicated webpage for access to handy downloads including:

- Brand Guidelines
- Social media graphics
- Website feature template
- Media release template
- Tailored fact sheets
- Posters.

buildingupgradefinance.net.au/south-australia/council-communications

Tips and guidance on the use of these downloads to promote Building Upgrade Finance via social media, website content and public relations are provided.

Please note this webpage can only be accessed by the link. It is for use by councils in South Australia and should not be shared publicly.



The messages and tools can also be used by councils for broader communication and engagement activities such as:

- Collaboration with the Central Facilitator and/or other local councils to run an information sharing event for business ratepayers and local service providers
- Sharing information about Building Upgrade Finance at business networking events
- Displays in council offices, community centres or on local notice boards
- Letters to non-residential building owners.

3.1 SOCIAL MEDIA

Existing social media platforms can be leveraged to share information about Building Upgrade Finance. Key platforms include LinkedIn, Facebook and Instagram.

Posts should:

- Include an appropriate call to action, sending viewers back to the relevant council website page, the Building Upgrade Finance website or a dedicated contact person.
- Be in an educational and professional tone and aim to include an engaging hook, tailored to suit the target audience.
- Tag relevant partners on socials – this is critical to ensure posts gain maximum reach and leverage relevant stakeholder networks, combined with hashtagging to increase reach. Hash tags enable people to find multiple posts on topics they are interested in.

Post themes include:

- Promotional
- Industry news
- Success (case studies / testimonials)
- Project announcements
- Project updates
- Blog sharing.

Ideal posts for social media include:



INDUSTRY
NEWS



CASE STUDIES



NEW PROJECT
ANNOUNCEMENTS



CURRENT PROJECT
UPDATES



LINKS TO OUTBOUND
ARTICLES

UNIQUE >

#buildingupgradefinance #upgrade #restore #reposition

LOCAL >

#southaustralia #adelaide #<enterlocalcouncil>

POSITIONING >

#heritage #commercial #winery #solar #cleanenergy



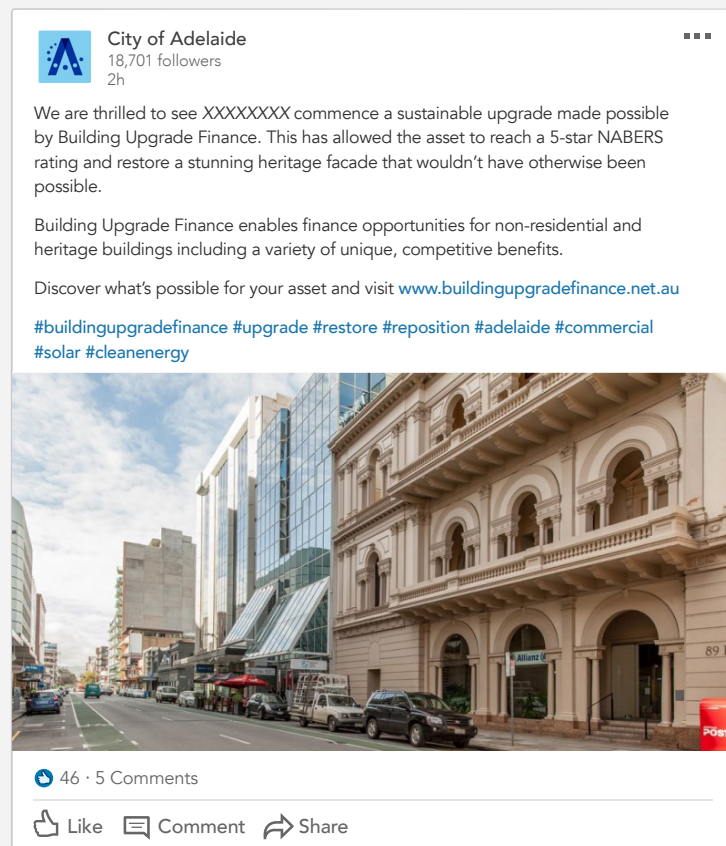
POSTING ON LINKEDIN

LinkedIn focuses on professional topics and interests. A Building Upgrade Finance South Australia page has been set up on LinkedIn and regular posts are made. These posts can be shared or copied to spread the word:

linkedin.com/company/building-upgrade-finance

See the example post that can be adopted to announce a new project update, enabled by Building Upgrade Finance.

Example LinkedIn post



Mockup only

Example LinkedIn post text can be copied here:

We are thrilled to see XXXXXXXX commence a sustainable upgrade made possible by Building Upgrade Finance. This has allowed the asset to reach a 5-star NABERS rating and restore a stunning heritage facade that wouldn't have otherwise been possible.

Building Upgrade Finance enables finance opportunities for non-residential and heritage buildings including a variety of unique, competitive benefits.

Discover what's possible for your asset and visit www.buildingupgradefinance.net.au

[#buildingupgradefinance](#)
[#upgrade](#) [#restore](#) [#reposition](#)
[#adelaide](#) [#commercial](#) [#solar](#)
[#cleanenergy](#)

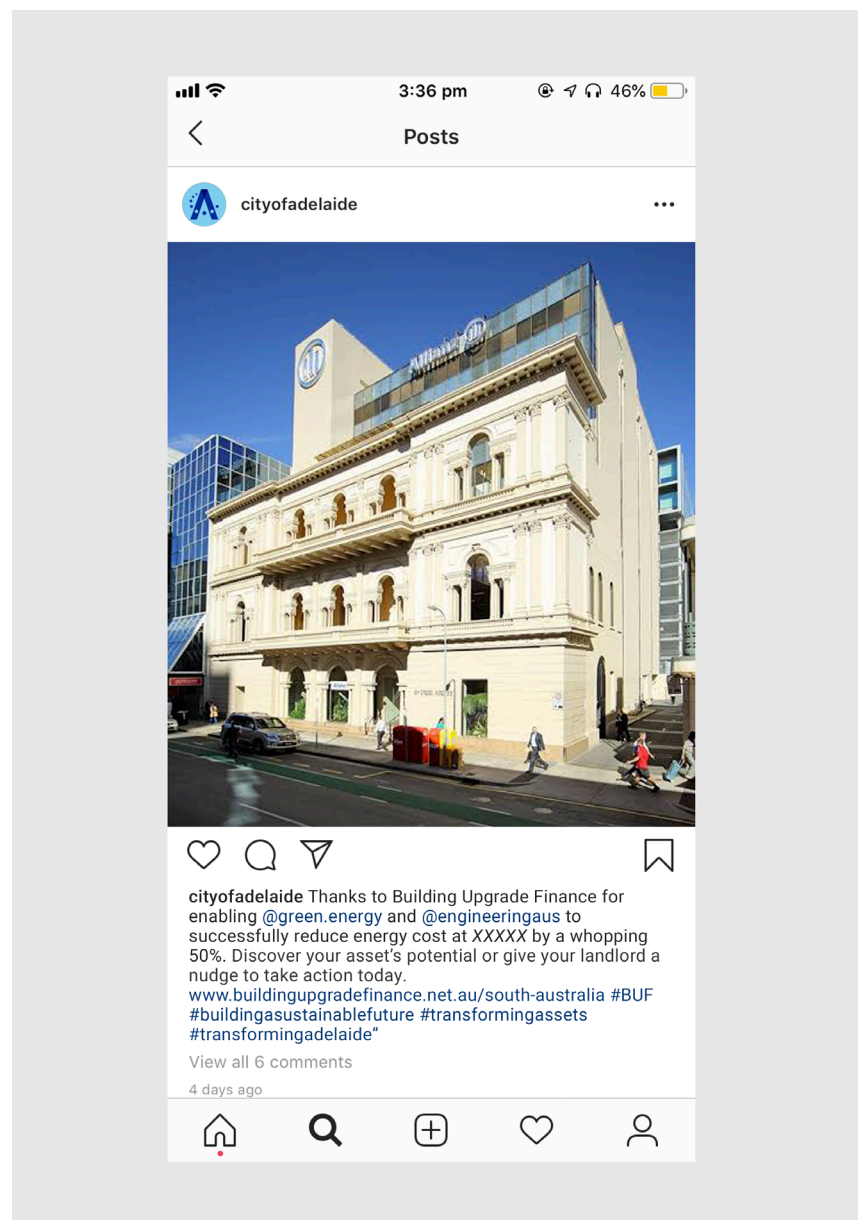
POSTING ON INSTAGRAM



Instagram is primarily about images and can showcase the visual aspects of Building Upgrade Finance. Posting on this platform can take a more playful and direct tone.

See the example post that can be used to share a successful case study enabled by Building Upgrade Finance.

Example Instagram post



Mockup only

Example Instagram post text can be copied here:

Thanks to Building Upgrade Finance for enabling [@green.energy](#) and [@engineeringaus](#) to successfully reduce energy cost at XXXXX by a whopping 50%. Discover your asset's potential or give your landlord a nudge to take action today. www.buildingupgradefinance.net.au/south-australia

#BUF
#buildingasustainablefuture
#transformingassets
#transformingadelaide

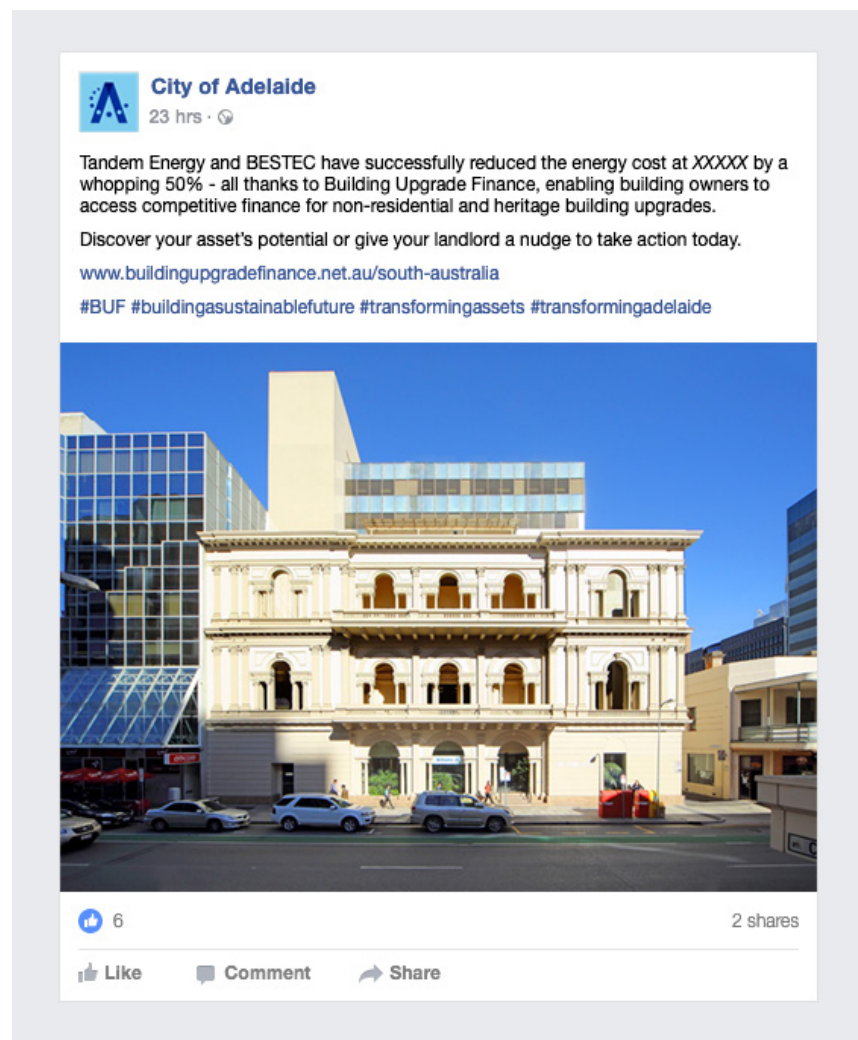


POSTING ON FACEBOOK

Facebook has a natural emphasis on community – providing an instant connection to close-knit networks. Posting on this platform can take a more casual tone.

See the example post that features a successful case study enabled by Building Upgrade Finance.

Example Facebook post



Mockup only

Example Facebook post text can be copied here:

Tandem Energy and BESTEC have successfully reduced the energy cost at XXXXX by a whopping 50% - all thanks to Building Upgrade Finance, enabling building owners to access competitive finance for non-residential and heritage building upgrades.

Discover your asset's potential or give your landlord a nudge to take action today.

www.buildingupgradefinance.net.au/south-australia

#BUF
#buildingasustainablefuture
#transformingassets
#transformingadelaide

GENERAL AWARENESS GRAPHICS

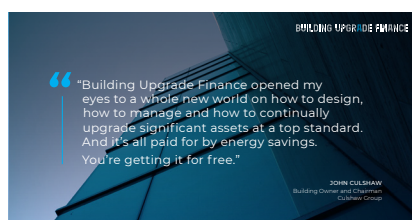
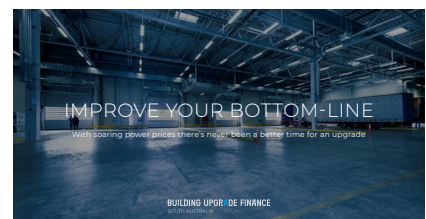
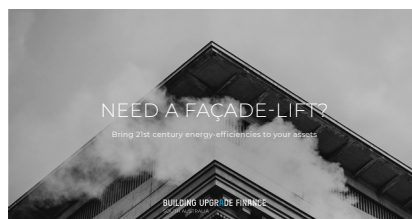
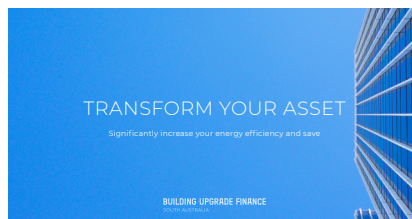
Visit the Council Communications webpage to download these social media graphics optimised for Facebook, LinkedIn and Instagram for use on council social media channels:

buildingupgradefinance.net.au/south-australia/council-communications

The graphics include high quality photos, service and process graphics, and testimonial quotes from previous projects.

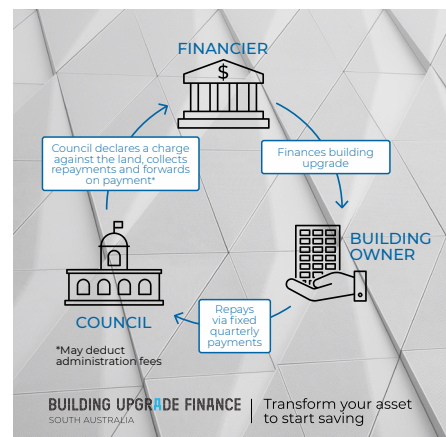
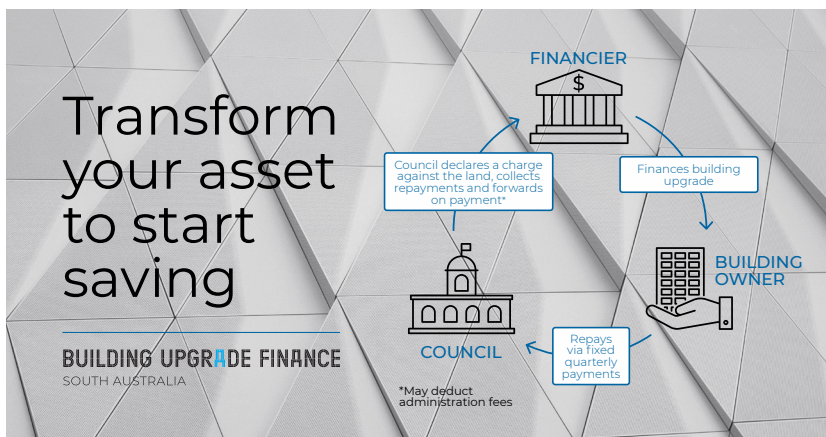
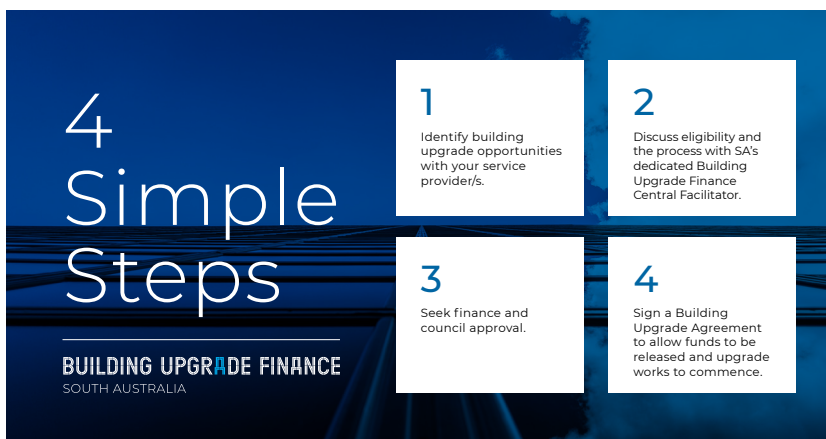
Please note this webpage can only be accessed by the link. It is for use by councils in South Australia and should not be shared publicly.

Social media graphics



GENERAL AWARENESS GRAPHICS

Social media graphics



3.2 WEBSITE FEATURE

Consistency of content on all council websites of Building Upgrade Finance's key benefits and processes is preferred.

See example website feature available for direct use, simply copy and paste.

Example Website Feature

Building Upgrade Finance is a unique finance product that is available in the City of XX to assist building owners with environmental upgrades to non-residential buildings as well as restoration and upgrades to non-residential heritage buildings. It is provided by private sector finance providers and enabled by the council.

Building Upgrade Finance is available for a wide range of environmental upgrades including solar photovoltaic panels, water and energy efficiency fittings, wastewater reuse systems, waste management systems and much more.

Owners of non-residential State and local heritage listed buildings can also access Building Upgrade Finance for conservation works, access or building compliance improvements and works to allow ongoing use of the building.

The loan structure involves three parties entering into a Building Upgrade Agreement, where a:

- Building owner seeks finance for a building upgrade
- Finance provider lends finance for a building upgrade
- Council collects repayments from the building owner and transfers them to the finance provider.

This structure provides the security for the loan and enables unique benefits that differ from other finance solutions.

What are the key benefits?

- No additional security is needed
- Longer-term finance (e.g. 10-20 years)
- Competitive fixed interest rates
- No deposit – 100% project finance is available
- Ability to share costs with tenants
- Ability to transfer outstanding loan repayments to a new owner if agreed.

What does the process involve?

1. Identify upgrade opportunities for your building.
2. Discuss Building Upgrade Finance eligibility with the Building Upgrade Finance Central Facilitator, a finance provider or your council contact.
3. Confirm finance and council application approval.
4. Contract signed, funds released and upgrade work undertaken!

For further information please visit buildingupgradefinance.net.au or contact the Building Upgrade Finance Central Facilitator for South Australia, Lara Daddow: l.daddow@cityofadelaide.com.au or (08) 8203 7884.

<Optional>The City of XX contact in relation to Building Upgrade Finance is XXXXXXX.

3.3 PUBLIC RELATIONS

EXTERNAL E-NEWS FEATURE

Building Upgrade Finance can be featured within existing council e-news communications.

Why not announce initial participation in Building Upgrade Finance to stakeholders.

See example e-news feature, available for direct use.

Include success stories and project updates within regular e-newsletters in a similar style to social media posts on an ongoing basis.

Example External E-News Feature



The City of XX is thrilled to announce our participation in Building Upgrade Finance, enabling our community to access long term competitive finance to achieve environmental upgrades to non-residential buildings and a broader scope of upgrades to non-residential heritage listed buildings.

Building owners may enjoy a series of benefits including the ability to save on energy costs, increase asset value and improve overall cash flow.

Discover your asset's potential or how you can leverage Building Upgrade Finance – visit buildingupgradefinance.net.au for more information.

INTERNAL E-NEWS FEATURE

Building Upgrade Finance can be featured within internal existing council e-news communications.

Announce initial participation in Building Upgrade Finance to council staff and promote sharing of information to ratepayers.

See example e-news feature, available for direct use.

Include success stories and project updates within regular e-newsletters in a similar style to social media posts on an ongoing basis.

Example Internal Introduction E-News Feature



Revitalising business precincts, creating jobs

Building Upgrade Finance is now available in the City of XX. This will help business and non-residential building owners to implement building upgrades that assist with the transition to a low carbon economy, reduce energy costs, revitalise business precincts and restore and activate heritage buildings.

Designed to assist building owners with environmental and heritage upgrades on non-residential buildings, Building Upgrade Finance offers many benefits over other financial solutions, including:

- Long term (10-20 years) fixed-rate finance minimises impact on cash flow and creates opportunity for energy upgrades to be cash flow positive from day one
- No deposit
- No additional security
- Ability to share costs with tenants
- Option to transfer loan on sale.

The council's role in Building Upgrade Finance involves declaration of a local government charge for the value of the loan repayments against the land on which the building is situated, and collection of the charge as repayments from the building owner for transfer to the finance provider.

The finance structure, including the council, provides finance providers with additional security that enables the unique product benefits.

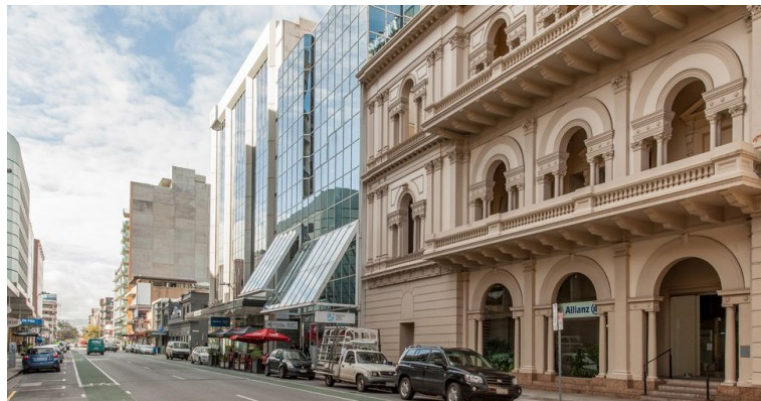
The council contact in relation to Building Upgrade Finance is XXXXXXX. Or you can contact the dedicated Central Facilitator, Lara Daddow, via: l.daddow@cityofadelaide.com.au or (08) 8203 7884.

For further information please visit buildingupgradefinance.net.au

INTERNAL E-NEWS FEATURE

See example internal project announcement e-news feature, available for direct use.

Example Internal Project Announcement E-News Feature



<Project Name> Project in the green

<Project Name/Client> is now saving \$52,000 per year on their electricity costs and have locked in their key tenants for a further five years thanks to a solar upgrade enabled by Building Upgrade Finance.

Designed to assist building owners with environmental and heritage upgrades on non-residential buildings, Building Upgrade Finance offers many benefits over other financial solutions, including:

- Long term (10-20 years) fixed-rate finance that minimises impact on cash flow and creates opportunity for energy upgrades to be cash flow positive from day one
- No deposit
- No additional security
- Ability to share costs with tenants
- Option to transfer loan on sale
- Competitive fixed interest rates

See how the City of XX can support local economic growth through Building Upgrade Finance:
buildingupgradefinance.net.au

MEDIA RELEASE

A draft media release is provided for your Media Officer to use when Building Upgrade Finance is adopted to help spread the word to local media channels.

Example Media Release

XX XXXXX Street
XXXXX SA 5XXX
Australia
xxxxxxxxxxxxxxxxx.com.au

YOUR COUNCIL
LOGO HERE

<Day>, <Date> <Month> 20XX

MEDIA RELEASE

Upgrading your building in the City of XXXXXXX is now even more cost-effective after Building Upgrade Finance was enabled by Council last night/week.

Building Upgrade Finance attracts new business investment, improves sustainability and reduces energy costs by enabling environmental and heritage upgrades to non-residential buildings that otherwise may not have been possible – including to *office buildings, factories and wineries (tweak as relevant by council area)*.

The key benefits of Building Upgrade Finance for businesses include:

- Long term (10-20 year) fixed rates – Fixed, lower repayments minimise impact on cash flow and create opportunity for energy efficiency and solar photovoltaic upgrades to be cash flow positive from day one.
- No deposit is required – 100% project finance is available including soft costs with no impact on capital budgets.
- Ability to share costs and benefits with tenants – A tenant contribution to the costs of repayments may be possible. Tenants can also request upgrades, contributing to the repayments.
- Option to transfer on sale – Finance is attached to the land. If the land is sold, the remaining finance may be transferred to the new owners or discharged on settlement.

Building Upgrade Finance has already been successfully leveraged in South Australia, with Your DC Data Centre owner Scott Hicks describing the installation of a 199kW solar photovoltaic system as *“an absolute no brainer that was cash flow positive from day one”*.

Updates to the Angas Securities Building have also been completed, with Building Owner John Culshaw claiming that *“It has opened my eyes to a whole new world on how to design, manage and continually upgrade significant assets at a top standard. And it's all paid for by energy savings.”*

Building Upgrade Finance Central Facilitator for South Australia, Lara Daddow, is excited by the opportunities that Building Upgrade Finance will bring to the City of XX, who are the XXth council area in South Australia to offer the breakthrough product after the City of Adelaide, City of Marion, City of Onkaparinga, City of Playford, City of Salisbury and the Town of Gawler.

For further information on the benefits of Building Upgrade Finance, visit: buildingupgradefinance.net.au/south-australia

For media enquiries, please contact XXXX.