

A large wind turbine stands in a vast, flat field under a bright, low sun, creating a golden glow. In the foreground, there are rows of white solar panels and some construction equipment, suggesting a renewable energy project site.

# CLIMATE COUNCIL STRATEGY & MAJOR PROJECTS 2022

# CLIMATE COUNCIL CHAMPIONS

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The Climate Council's Champions play a crucial role in powering our strategic interventions and priority projects.

Together we have amplified the voices of emergency leaders in the national climate conversation, called out misinformation and provided policy pathways for a clean-energy economic recovery.

Thank you for your incredible support of independent climate science. The Climate Council is only as powerful as our community of supporters and the Climate Champions who power our work. We thank you for your unwavering commitment to collective climate action. We have no time to lose.

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**As a Climate Council Champion, you receive the following benefits:**

- › Access to exclusive events with our Climate Councillors;
- › First offer to join trips, such as our Tassie Trek for Climate Action;
- › A copy of our Impact Report, to track how you are contributing to climate action;
- › Input into our strategic direction;
- › Quarterly newsletters;
- › Webinars with our Climate Councillors and team.



# OUR CURRENT CLIMATE

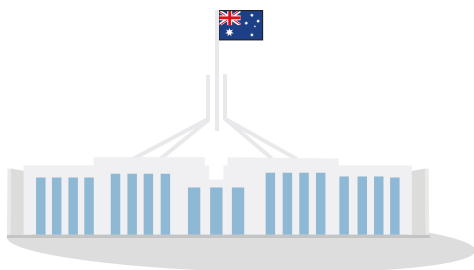
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**Climate change is accelerating with devastating consequences.** Already this year, we have seen extraordinary and unprecedented extreme weather events. The intense rainfall and floods that devastated communities in Queensland and New South Wales took place in an atmosphere made hotter and wetter by climate change. The recovery of communities will take months and years, potentially inhibited by future compounding extreme weather events.

Australia is highly vulnerable to climate impacts, and increasingly exposed to major economic shocks. Many of Australia's strategic allies and major trading partners (including the US, EU, UK, Canada, Japan and China) have strengthened their climate commitments for this decade or intend to do so. Australia is standing still, and alone. **The pressure is mounting for accelerated action.**

Every fraction of a degree of avoided warming matters, and will be measured in lives, species and ecosystems saved. Our response must match the scale and urgency of this worsening situation - Australia should aim to reduce emissions by 75% below 2005 levels by 2030 and reach net zero emissions by 2035.

The climate crisis is also a major opportunity for Australia with our **unrivalled potential for renewable energy, new clean industries, and clean jobs.** We have a skilled workforce, and the ingenuity required to scale up the solutions we already have, and advance those skills required in sectors like transport and agriculture. Bold and decisive climate action ultimately protects us, and is in our national interest.



# OUR STRATEGY

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## THE CHALLENGE

The Climate Council was founded at a time when climate politics had taken a toxic turn. Since then, moderate Liberals in the Federal Parliament are breaking ranks, conservative states are often leading the way on climate action and business leaders are speaking up about the many economic opportunities for our country. The federal election may deliver a Parliament more favourable to climate action. There is a need to rethink our role at a national level.

## OUR RESPONSE

**Mission:** The Climate Council is a courageous catalyst propelling Australia towards necessary action to address the climate crisis.

Our theory of change is that in order for good decisions to be made, decision makers need:

- › The right information;
- › Must believe it is in their interests (or the interests of their community);
- › Be accountable;
- › and feel the decision will be backed in.

We work hard to create the pre-conditions in which good decisions are made (resulting in emissions reductions) and bad decisions are avoided. We seek to create a virtuous cycle, where others feel compelled and inspired to act.

We also believe that in a country historically hostile to climate action, the federal government needs 'on-ramps' that make it increasingly palatable to the electorate to engage in climate action.

Alongside this proactive work, combating mis-information will be key for the Climate Council in an era of policy makers grasping for solutions. Helping journalists, policy makers and the public distinguish between true and false solutions will be key. Further, communicating the speed and scale of action required is crucial.



We have identified the following key goals for the Climate Council to achieve with the support of our community:

- 1. Growing the good:** to catalyse action from governments, business and industry that can be replicated, scaled and will build momentum for more; with actions that result in plummeting emissions during the 2020s prioritised.
- 2. Stopping the bad:** prevent the expansion of gas in Australia and enable a transition away from domestic fossil fuel use.
  - › We will continue to work on a major national public opinion shift to demonstrate that gas is dangerous, polluting and expensive while working behind the scenes to dissuade decision makers on gas.
- 3. Transforming the landscape:** permanently transform the parameters of climate action so that a critical mass of political, business, industry and community leaders want to implement positive solutions to the climate crisis during the 2020s, and avoid being associated with the fossil fuel industry.
- 4. Scaling our impact:** build our organisational capacity and resources to respond to the urgency of the climate crisis. We are up against an immense challenge and a well-resourced opposition and must grow in order to achieve the urgent impact required.

# CLEAN JOBS CAMPAIGN

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Key to achieving our objective of 'Growing the Good' is our Clean Jobs campaign. Focused on providing clean energy solutions to the climate crisis, this campaign paves the way for decision makers to take tangible, ambitious climate action.

Building from the 2020 Clean Jobs Plan, the Climate Council has been busy with broad political advocacy, particularly around our home energy efficiency policy package and the release of Climate Council commissioned modelling from Deloitte Access Economics on decarbonising the Queensland economy. Looking ahead, we have the following campaign objectives:

- › Target states (NSW, VIC, QLD and SA) fund, improve or add clean jobs policies that align priority sectors (transport and energy efficiency) of the economy to net zero;
- › Drive a drumbeat of communications that celebrate a broad range of climate solutions, particularly in transport and energy efficiency. By the end of 2022 our messaging is dominant and decision makers view these solutions as popular;
- › All Cities Power Partnership councils implement policies and projects that result in steep emissions reduction during the 2020s and move their organisations and communities towards net zero.



# DISCREDITING GAS CAMPAIGN

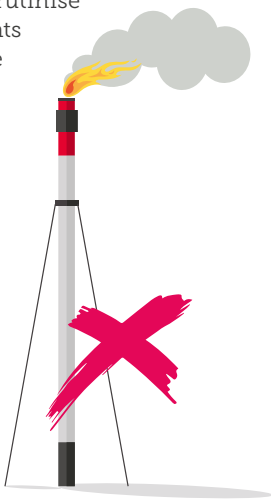
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While the federal government clings to its 'gas-fired recovery' the science shows gas is dangerous, expensive, unnecessary and is a principal fossil fuel that is driving Australia's contribution to climate change.

The Climate Council's gas campaign is a crucial piece of work that aims to prevent the expansion of gas in Australia and enable a transition away from domestic fossil fuel use.

This campaign has published research and communicated in the media around the climatic, economic and health impacts of gas. To build on this work in 2022, the following campaign objectives have been identified:

- › Drive a major national public narrative shift that primarily frames gas as a polluting fossil fuel that is expensive, unnecessary and dangerous to human health. Backing gas projects and gas expansion is increasingly perceived as reputational risk by corporations and governments;
- › Targeted interventions to prevent or delay the Scarborough and Narrabri gas projects from coming online;
- › Maintain strong reactive capacity across teams to ensure we can rapidly scrutinise politicians and industry proponents of gas, carbon capture and storage and blue hydrogen;
- › Develop trusting, honest and influential relationships with those (from any party) who seek to produce good climate policy. Federally, we will focus on key likely power holders in the new Parliament;
- › Prepare the Climate Council to be a powerful and effective policy advocate to the new Federal Parliament.



# URGENCY CAMPAIGN

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Key to the Climate Council's urgency campaign is highlighting how climate change is here and now, how we must adapt to the impacts already being experienced and ramp up ambition to save what we can, while we can.

Our multilingual Extreme Weather Communication Guide helps more audiences accurately communicate how climate change is driving extreme weather events and associated impacts.

During the March 2022 flooding events in NSW and QLD, our Emergency Leaders for Climate Action (ELCA) delivered a press conference, full page ad and statement regarding failings of the federal government to properly equip emergency services ahead of the disaster. This work helped pivot the media narrative towards the necessity of more urgent and ambitious climate action by governments.



By the end of 2022, the urgency campaign is aiming for audiences to understand that:

- > The 2020s are the decade for urgent climate action. The slower we move, the greater the harm while the faster we move, the better;
- > Taking action on climate change is in Australia's immediate, and long-term, economic interests;
- > Effective climate solutions are those that deeply reduce emissions at scale this decade, and how they are beneficial at macro and micro levels;
- > False solutions aren't credible (for example gas, carbon capture and storage, fossil-fuel backed hydrogen).



# CITIES POWER PARTNERSHIP

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The Cities Power Partnership (CPP) is the largest evidence-based, national climate program for local government with more than 165 council members that collectively represent more than 16 million Australians. CPP empowers local governments to build net-zero, climate-resilient communities and act as a collective force advocating for climate action from state and federal governments.

In early 2022, CPP demonstrated its impact when coordinating local government representatives around the country to sign a joint statement about the floods, backing the recently released report on the floods by the Climate Council. To continue this impact, CPP has developed the following objectives:

- › Support the reduction of local government greenhouse gas emissions and move their organisations and communities towards climate resilience and net zero;
- › Encourage and provide avenues for collaboration with other councils to break down barriers for putting in place climate solutions that work;
- › Empower a new, diverse group of council voices to speak publicly on climate change to the media and their community, make contributions towards shifting the narrative on climate change and impact the policy agenda at a state and federal level.



# CLIMATE MEDIA CENTRE

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You won't see the Climate Council's Climate Media Centre (CMC) in the news - and that's a good thing.

Its remit is to empower other voices to communicate both the threats and impacts of climate change as well as the solutions available through the mainstream media. From farmers and firefighters to doctors and surfers, CMC supports hundreds of everyday Australians to tell their stories in the media. To effectively communicate on climate change, we know we must personalise and localise the story through diverse voices.

CMC spokespeople hold decision-makers and influencers to account through evidence-based messaging. In 2022, CMC aims to:

- › Develop a cohort of effective conservative messengers in target regions (North/Central QLD, Hunter Valley, regional/rural Australia, target electorates) and on key issues such as economy and industry transition to renewable energy;
- › Host media training sessions across the country to build the confidence and skills of Australians to communicate their climate stories effectively;
- › Shape the story told of how climate concern influenced this election. In particular, framing strong climate action this decade as politically advantageous, and reinforcing the need for a step change in climate action from the new Parliament.



# THANK YOU

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The Climate Council is the number one organisation elevating the climate issue nationally, consistently holding this position since 2016.

Our work in the media influences the national conversation, sets the record straight when misinformation takes hold and contributes to shifts in public opinion on climate change. We also engage directly with decision makers via our strategic advocacy work, which is underpinned by the latest research.

With a library of more than 150 scientific, peer-reviewed reports, a community of more than 500,000 supporters and a team made up of experienced staff, Councillors (who are some of Australia's leading climate scientists, energy, health and policy experts) and our Board, we're working every day to propel Australia towards urgent action that addresses the climate crisis.

**Your support as a Climate Council Champion will help power the strategic projects and interventions outlined, helping us to achieve these goals.**



**Thank you for all of your support and engagement with the Climate Council's work to date, and for considering support in 2022.**

Without the support of people like you, the Climate Council would simply not exist.

The Climate Council is an independent, crowd-funded organisation providing quality information on climate change to the Australian public.

The Climate Council acknowledges the Traditional Custodians of the lands on which we live, meet and work. We wish to pay our respects to Elders past, present and emerging and recognise the continuous connection of Aboriginal and Torres Strait Islander peoples to Country.

## CLIMATE COUNCIL

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The Climate Council is a not-for-profit organisation. We rely upon donations from the public. We really appreciate your contributions.

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