

A photograph of two young children running through a grassy field at sunset. The child in the foreground is wearing a yellow long-sleeved shirt and dark pants, running away from the camera. The child in the background is wearing a red jacket and dark pants, running towards the camera. They are holding hands. The background is a soft-focus field of green grass and white flowers, with a bright sun low on the horizon creating a warm, golden glow and lens flare.

CHANGING HEARTS, MINDS AND OUTCOMES

OUR IMPACT, PLANS AND
HOW YOU CAN BE INVOLVED



KEEPING THEM SAFE IS YOUR JOB

CUTTING CLIMATE POLLUTION IS OURS



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Image: CEO Amanda McKenzie and Climate Councilor Professor Tim Flannery.

“The climate crisis is now all around us, disrupting and harming our lives and those we love. There’s no time to lose. To protect everything we treasure we must continue to slash our climate pollution fast, and advance clean solutions to set us up for the future.”

Amanda McKenzie
CEO, Climate Council

WHO WE ARE

The climate science is clear, and we understand the solutions we need. But we live in the age of mis- and dis-information, where wars are fought over facts. The public's perception of our issue will determine how far and fast we can cut climate pollution this decade.

To keep our kids and grandkids safe from the worst impacts of climate change, we need to slash climate pollution, and fast. Luckily, the Climate Council exists to change hearts, minds and outcomes.

Climate Council is Australia's leading independent, evidence-based organisation on climate science, impacts and solutions.

Our vision is that by 2025 Australia's emissions are on a steep downward trajectory with projects and policies in place to see us cut emissions by 75% by 2030, and achieve net zero by 2035. This requires a transformation in action and attitude from all levels of government, industry, business and community.



Hearts

We centre people, and storytelling. We have built a large chorus of trusted and diverse messengers across Australia who influence and persuade key audiences in the media via our Climate Media Centre (CMC) program. This complements the Climate Council's expert commentators, strong media industry relationships and far-reaching social channels. The climate movement relies on our research-based communications advice that's put into practice by constantly testing messages in the media and online.





Minds

We source and present insights and information in ways that shift the public narrative. Climate Council reports and analysis are used as a key source of truth, referred to by many partners in their own campaigning, as well as key commentators and decision makers. With our massive digital and media reach, the Climate Council is able to actively push back against mis- and dis-information, increase the salience of our issue, personalise its impacts and socialise the most effective solutions.



Outcomes

We are in the rooms where decisions are being crafted. We understand what insights and evidence are needed to make victories more likely. We are courageous in fighting back against vested interests, and strategic in how we shape the operating environment in which political choices are made. We actively collaborate and coordinate with others to secure shared outcomes, and protect them.



OUR IMPACT: BY THE NUMBERS

Changing the conversation requires a constant stream of powerful communications from trusted voices:



Climate Council generates

20,000+
media hits per year



Climate Media Centre generates

10,000+
media hits per year

#1

Climate Council is the
leading voice
on climate in the media



Climate Media Centre has trained

5,000+
messenger

Accurate, clear information underpins the public debate, decision making and advocacy:



143+
peer reviewed
reports published



Helped secure

13 critical state and national
policy initiatives

to support renewable power, clean transport and slashing climate pollution

Our community is large, active and engaged:



Donations ensure
we are fully independent
and pursue a bold agenda



More than
558,000
passionate supporters



Leading digital
presence

Highest numbers of comments and shares across Facebook, Instagram, X, Youtube, and TikTok amongst climate not-for-profits



Impressions
= 8 million

↑ 150%*



Impressions
= 3.5 million

↑ 660%*



Impressions
= 4.3 million

↑ 619%*



Engagement rate
=

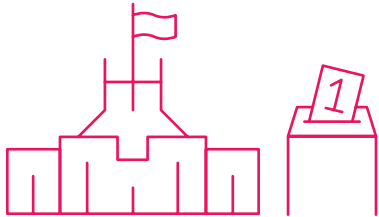
↑ 318%*

*NFP average

THIS FEDERAL ELECTION IS CRITICAL

Climate action is under attack from those seeking to serve their own short-term interests, with a deliberate strategy to spread mis- and dis-information and undermine support for the switch to clean energy. What's at stake is a livable planet, and the safety and happiness of our children and grandchildren.

Ultimately we are focussing on securing a parliament that is collectively forward-leaning on climate and able to come together to deliver real outcomes that can cut climate pollution faster this decade.



This election, we are fighting for:

More clean power: Accelerating the roll-out of rooftop solar to see millions more families and businesses share in the benefits. We will build on the insights of our Seize the Sun research to explain how Australia can double rooftop solar capacity by the end of the decade, and use savvy political advocacy and campaigning to secure commitments from political parties to deliver it.

Getting fossil fuels out of our homes, transport and industry: Demonstrating the pathway to replace coal, oil and gas with the clean energy alternatives that can both slash bills and climate pollution. We will draw from Climate Council's strong research foundations to advocate for popular policies that accelerate the phase out of polluting fossil fuels across our economy.

Phasing out fossil fuel exports: Holding political leaders to account for the decisions made today which would turbocharge climate harm. We will speak out loudly and forcefully against new fossil fuel projects, and keep the pressure on for a real national plan to phase out polluting coal and gas.

Strong pollution reduction targets: Setting the bar for strong national action in line with what the science says is necessary. We will keep the urgent imperative to cut climate pollution front and centre in the political conversation, and push for all parties to have plans which would see Australia cut climate pollution further and faster this decade and into the 2030s.

In an election year, the big polluters and those who want to delay real action will use false information to try and derail public trust, undermine support for climate action and obscure the facts about climate impacts. We will ensure that Australians have the accurate and science-based information they need to separate fact from fiction and vote for real action.

Drawing on landmark Climate Council work like our Seize the Decade plan and the evidence-based insights of our expert researchers, we will tell the truth about what's possible and necessary to deliver a safer future for our kids, preventing mis- and dis-information from derailing the climate debate.



WE CAN TRANSFORM THE NATIONAL STORY

We stand at a pivotal moment in history when the urgency of climate action cannot be overstated.

The policies Australians vote for at the next federal election will determine if we *move forward* and have the opportunity to create a safer and more prosperous future, or lose momentum.

As a supporter in the fight to cut climate pollution further and faster, your ongoing commitment in the lead up to the next federal election is crucial.

By supporting the Climate Council, you are also investing in the broader climate ecosystem.

We collaborate with a diverse array of climate organisations, industry leaders, journalists, as well as grassroots and community groups. By supporting the Climate Council, you are providing everyone in the climate movement - and beyond - with accurate information, helping amplify the voices of Australians in communities all over the country to influence their peers, and making sure that persuasive messages reach the widest possible audience.



Our focus is to:

- 1. Elevate the urgency of climate impacts:**
We will drive national awareness of how climate impacts are harming Australians with a constant drumbeat of targeted messaging in key regions, securing continuous media coverage and increasing the salience of our issue among key audiences, so climate change remains a top concern.
- 2. Build momentum for climate solutions that work:**
We will promote Australia's progress on climate action through positive messaging that highlights the momentum that's underway, the benefits for Australians and the opportunities, so there's a steady stream of good news stories in the mainstream conversation that strengthens public support and political appetite to build on the climate solutions underway.
- 3. Fight back against mis- and dis-information:**
We will combat myths and misconceptions that threaten to derail our progress by identifying and combating problematic messaging, equipping journalists with accurate information and influencing the online conversation in ways that increase support for climate action.
- 4. Engage hard-to-reach voters:**
As we approach the 2025 federal election, we are engaging key voter cohorts, particularly those in outer suburban areas and regional communities, who are vulnerable to misinformation campaigns and likely to influence the outcome of the next election.



Our fight for climate action is like nurturing a Banksia tree: it requires persistent effort and foresight to ensure that future generations can enjoy the fruits of our labour. If we don't act now, we risk losing everything we've worked for.”

Greg Mullins

Australian firefighter, and former Commissioner Fire & Rescue NSW

THE CLIMATE COUNCIL SOLUTION

The Climate Council has a unique change-making approach honed over the past 10 years. We provide the foundational information, change hearts and minds, and ultimately create the conditions for political decision makers to legislate strong climate policies.

Accurate and persuasive information

We pride ourselves on translating the complex across a broad range of issues for a general audience.

The Climate Council provides foundational information on climate science, impacts and solutions via hundreds of peer-reviewed publications. Our reports are used and trusted by government, business, industry, movement players and educators.

Our communications advice is based on the latest research, and put into practice daily by constantly testing messages in the media and online.

We source and present insights and information in ways that shift the public narrative. Climate Council reports and analysis are used as a key source of truth, referred to by many partners in their own campaigning, as well as key commentators and decision makers.



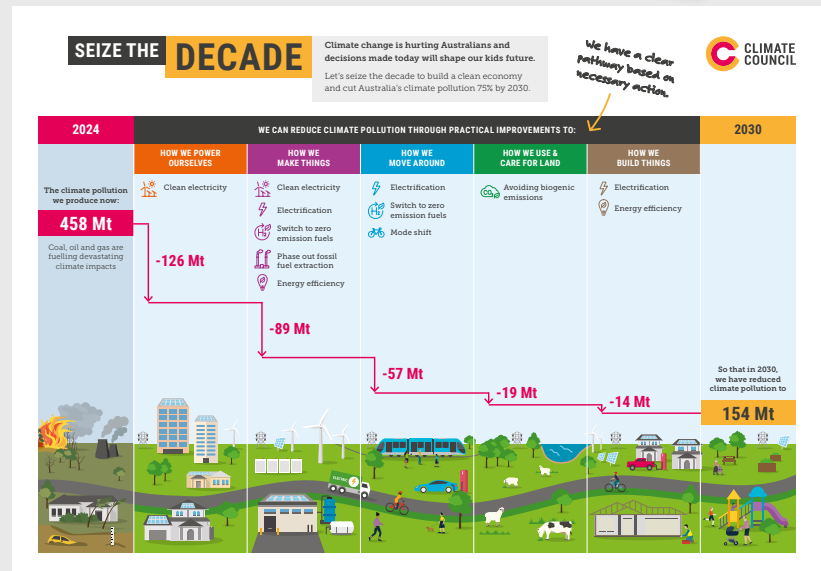
CASE STUDY: SEIZE THE DECADE

In early 2024 we released ground-breaking research detailing how Australia could slash climate pollution using existing technologies.

The work:

- › Demonstrates that Australia’s shift to clean power is underway;
- › Proves Australia can make necessary cuts to pollution with a broad range of benefits; and
- › Details 38 policies that all levels of government can draw on to get us there.

It was supported by communications research which is reflected in the report’s focus on our kids’ future and new phrases like “climate pollution”. The report was released in early 2024 to give other advocacy organisations and initiatives the opportunity to draw on the work for their election asks, as well as allowing us the time to incorporate it into our own direct advocacy with government, and the election commitments of all federal parties and candidates.



Trusted spokespeople

Over the past decade, the Climate Council has built a skilled army of communicators across Australia. This starts with our Councillors and Fellows who are experts in their fields and trained communicators. They specialise in science, climate impacts, health, emergency response, security, economics, energy, fossil fuels, international relations and communications.

This is complemented by the Climate Media Centre (CMC) that operates like a public relations agency with one client: the climate. The CMC has trained more than 5,000 communicators across Australia in the past seven years. The CMC is a unique model in the climate movement, offering a full suite of communications support - from media release distribution to strategic messaging, campaign implementation, and expert media training - usually free of charge.

The CMC has transformed the national conversation by injecting diverse voices such as firefighters, doctors, farmers, former coal workers, clean energy experts and so many others into the climate debate. They also stop mis- and dis-information in its tracks by educating and equipping journalists with insights, contacts and support.

CASE STUDY: EMERGENCY LEADERS FOR CLIMATE ACTION

In 2018, Liberal-National Government's record on climate change was non-existent. Into this leadership vacuum stepped the Emergency Leaders for Climate Action (ELCA), a project of the Climate Council. This group of former fire and emergency service chiefs wrote to Prime Minister Scott Morrison warning of an impending bushfire disaster driven by climate change. They were ignored, but they did not go away. The Prime Minister's failure to listen became headline news during the terrible 2019-2020 Black Summer disaster.

Over summer 2019-20 alone, ELCA was mentioned over 14,000 times in traditional media and 64,000 times on social media, reaching people more than 100 million times. Former Fire Chief and Climate Councillor Greg Mullins and his colleagues were prominent in the media, reaching many Australians who had not considered how climate impacts were endangering their own families, and communities. They spurred and inspired many other Australians, who were already concerned, to do more.



“

When five former fire chiefs held a news conference to urge the federal government to take more action on climate change, it was a challenging moment for Scott Morrison...They're powerful voices, because they are advocates with compelling experience and expertise.”

Michelle Grattan

Then-Canberra press gallery stalwart



The public pressure applied forever altered the public conversation for the better, and opened up a new, political window of opportunity. It was off the back of this event that then Prime Minister Scott Morrison was forced to acknowledge at a press conference that climate change was worsening bushfires, and eventually led to the government forming a position (albeit, a weak one) on climate change.

 **Emergency Leaders**
for Climate Action

A loud, constant drumbeat of communications

Changing the national narrative and creating lasting change, requires sustained, consistent communications over a long period. The Climate Council, alongside the Climate Media Centre (CMC), is able to persuade the public and transform the national story through loud, targeted, persuasive communications delivered by trusted spokespeople. By changing the operating environment we influence what's politically possible (or necessary) for decision makers at all levels.

There are five key elements to transforming the national story:

1. Accurate information
2. Trusted spokespeople
3. Targeted communications
4. Persuasive language; and
5. Loud voices.



The Climate Council, along with the CMC, delivers on all of these. With our massive digital and media reach, the Climate Council is able to actively push back against mis- and dis-information, increase the salience of our issue, personalise its impacts and socialise the most effective solutions.



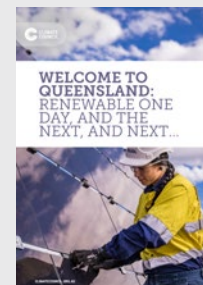
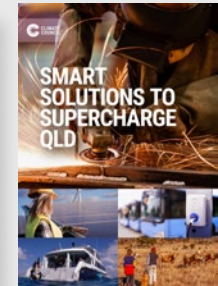
CASE STUDY: CHANGING HEARTS AND MINDS IN QUEENSLAND

Queensland is on the frontline of the climate crisis, and plays a central role in the national political fight. In 2018 the CMC started working in Queensland to build a coalition of influential voices to reach conservative audiences in the state via the media, and shift the public narrative, by:

- › Training hundreds of Queenslanders to be persuasive climate messengers;
- › Pitching stories + background briefing journalists every week;
- › Providing ongoing support + advice to 50+ orgs and 100+ individuals;
- › 6K+ media hits, including many Courier Mail front pages, in a single year;
- › Providing messaging and communications advice, including creating the first and only communications guide on how to talk about climate change to Queenslanders.

The Climate Council complimented this by releasing Queensland specific reports and information. For instance, a specific Queensland strategy for our Heatmap which allows Australians to identify the heat risk for their suburb which received strong coverage. This strategy, delivered over 6 years and in concert with partners, has had the cumulative effect of fundamentally reshaping the public narrative in Queensland so the climate isn't treated as the partisan issue it once was and the last Queensland election result was described as a "Green Slide".

The Climate Council, in concert with organisations we partner with through the Climate Media Centre, permanently shifted the political operating environment in Queensland. Today, both major parties support cutting climate pollution further and faster in the Sunshine State by building more clean energy backed by storage.



Transforming public sentiment into action

Politicians and other decision makers exist in a political environment defined by communications. We call this the political operating environment. Through our work on the public narrative we make the operating environment for politicians more favourable towards action. And through our campaigns we fight for specific policy solutions that slash Australia's climate pollution.

The Climate Council has rapidly become a well-known and trusted voice in the federal political and policy conversation about climate. We have: strong and positive relationships with key relevant federal Labor ministers, backbenchers and advisers and their departments; become a go-to source of information and policy support for the crossbench Independent members; and continue to strengthen our relationship with the federal Greens.

This federal election we will be working with decision makers and potential decision makers to enable political parties to do more by providing communications and policy advice to political candidates that enables climate solutions

CASE STUDY: NEW VEHICLE EFFICIENCY STANDARDS

Climate Council was among the leading organisations that drove the campaign to secure Australia's first National Fuel Efficiency Standards. While these standards have been in place in other markets for decades, Big Auto had repeatedly managed to block this important reform in Australia under successive governments. As a result, Australia had become a dumping ground for polluting and expensive-to-run cars which pump out 20 percent more climate pollution, on average, than even cars in the USA.

Soon after the election our campaigners swung into action to put this reform on the federal government's radar, through a creative combination of research, analysis, public communications and direct inside track advocacy. We developed smart and impactful pieces of analysis like the *Ute Beauty!* report highlighting low and zero emission alternatives to popular polluting utes, as part of a strategy to inoculate against anticipated industry scare campaigns. We laid out the benefits of fuel efficiency standards for cost of living, health and more, and consistently kept the public conversation focused on the bread and butter issues like petrol costs that were front of mind for Australians during 2023 and 2024.

We also took the fight directly up to the Big Auto industry by calling them out for polluting more than big Australian coal mines, and brought relatable spokespeople into the conversation through a positive digital campaign with the popular comedian Dave Hughes and a cheekier parody version with Dan Ilic and Mark Humphries.

In parallel, our policy and advocacy specialists engaged deeply with the Albanese Government, parliamentary and industry stakeholders on the detailed design of a robust and effective standard.

Our work included:

- > dozens of direct meetings and consultation roundtables,
- > three detailed policy submissions,
- > 13 publications,
- > a constant media presence from the Council (2,500 media items) and CMC supporting EV experts, FCA, Parents for Climate Action and Doctors for the Environment, and
- > direct negotiation with the government and industry over the final settings.

This 18-month campaign combined the best of Climate Council's communications, campaign, advocacy and policy skills to help deliver a very strong policy outcome that is set to *more than halve* how much climate pollution new cars and vans produce before the end of this decade.



PARTNER WITH US TODAY

The policies Australians vote for at the next election will determine how safe or scary the world will be for our kids. We have the solutions, but we need your support to make them a reality.

By supporting the Climate Council, you are investing in a strong climate movement.

Your investment will help us continue our world-class climate research, strategic media and communications, targeted advocacy to fight misinformation and hold decision-makers accountable.

Our philanthropic donors are a vital part of the Climate Council, and we recognise that we are only able to exist and remain an independent climate voice with your generous support.

Join us to make a lasting impact on climate action in Australia.

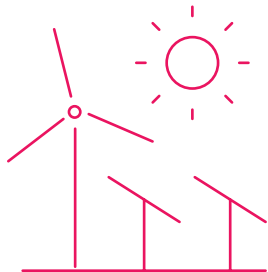
For any questions, please contact:



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**CLIMATE
COUNCIL**

HELIX

airtrak

APPENDIX 1. CLIMATE MEDIA CENTRE VOICES

Summary

The Climate Media Centre is a unique model in the climate movement where groups and individuals have access to a full suite of communications support - from media release distribution, right through to strategy and message development, campaign implementation as well as expert media training. This training - delivered by former journalists and communications professionals - is predominately provided free of charge. In the past year the CMC has worked with more than 50 groups and individuals to provide communications support to platform their voices in the media.



Image: CMC training, Melbourne (2023).

"I just wanted to let you know about the impact [my opinion piece] had because of your support. It was one of the most read, shared and commented on articles that day. The article also directly led to 5 high profile speaking invitations including to speak at a public forum the Deputy Premier of Queensland. The climate movement is lucky to have the Climate Media Centre in its corner."

Amanda Cahill

The Next Economy

Total requests vs total responded to: this year, we've had 73 incoming requests for assistance (in addition to other proactive and reactive opportunities led by the CMC) and only 4 were not fulfilled due to capacity or alignment to strategy).

	Spokesperson training	Message advice and support	Media support (press releases, media pitches, spokesperson briefing)	Access to Climate Council report and comms research briefings
350.org Pacific	✓	✓	✓	✓
Australian Marine Conservation Society	✓	✓	✓	✓
Australian Religious Response to Climate Change	✓	✓	✓	✓
Better Renting	✓	✓	✓	✓
Beyond Zero Emissions	✓	✓	✓	✓
Bushfire Survivors for Climate Action	✓	✓	✓	✓
Cairns and Far Nth QLD Environment Centre	✓	✓	✓	✓
Clean Energy Investor Group	✓	✓	✓	✓
Climate Energy Finance	✓	✓	✓	✓
Common Grace		✓	✓	✓
Community Power Agency	✓	✓	✓	✓
Conservation Council of Western Australia	✓	✓	✓	✓
Doctors for the Environment	✓	✓	✓	✓

	Spokesperson training	Message advice and support	Media support (press releases, media pitches, spokesperson briefing)	Access to Climate Council report and comms research briefings
Electrify 2515	✓			
Energetic Communities	✓	✓	✓	✓
Environment Centre NT	✓	✓		
Environment Council of Central Queensland	✓	✓	✓	✓
Environmental Justice Australia	✓			
Environs Kimberley		✓	✓	✓
Farmers for Climate Action	✓	✓	✓	✓
First Nations Clean Energy Network	✓	✓	✓	✓
Fossil Fuel Non-Proliferation Treaty Initiative	✓	✓	✓	✓
Front Runners	✓	✓	✓	✓
Good for the Gong	✓	✓	✓	✓
Hunter Community Alliance	✓	✓	✓	✓
Hunter Jobs Alliance	✓	✓	✓	✓
Landcare	✓	✓	✓	✓
Lock the Gate		✓	✓	✓

	Spokesperson training	Message advice and support	Media support (press releases, media pitches, spokesperson briefing)	Access to Climate Council report and comms research briefings
Nexa Advisory	✓	✓	✓	✓
Parents for Climate	✓	✓	✓	✓
Protect our Winters	✓	✓	✓	✓
Queensland Conservation Council	✓	✓	✓	✓
RE-Alliance	✓	✓	✓	✓
Rising Tide		✓	✓	
Solar Citizens	✓	✓	✓	✓
Solutions for Climate Australia	✓	✓	✓	✓
SunWiz		✓	✓	✓
Sweltering Cities	✓	✓	✓	✓
Sydney Alliance	✓	✓		
Tomorrow Movement		✓	✓	
Vets for Climate	✓	✓	✓	✓

APPENDIX 2. CLIMATE COUNCIL EXPERTS

Climate leaders



Amanda McKenzie
CEO

One of the best-known public commentators on the climate crisis in Australia. Amanda has worked across climate science, policy and communications for 17 years.



Professor Tim Flannery

An internationally acclaimed scientist, explorer and conservationist, his extensive work in palaeontology, environmentalism, and climate science has shaped public policy and understanding of the environment.

Climate science



Professor David Karoly

A leading atmospheric scientist known for his work on climate change models and the impact of climate variability.



Dr Joëlle Gergis

An award-winning climate scientist specialising in Australian and Southern Hemisphere climate variability and change.

Climate impacts



Dr Martin Rice
Research Director
(Strategy and Engagement)

Martin is a leading climate science communicator and research leader.



Dr Kate Charlesworth

A public health physician with a focus on the health impacts of climate change. Her background includes roles in hospital medicine, public health, and policy in Australia and the UK.



Associate Professor
Grant Blashki

A practising general practitioner and public health communicator, a respected authority in climate change and health.



Greg Mullins AO, AFSM

An internationally recognised expert in responding to major bushfires and natural disasters, with over 50 years of experience as a firefighter. He served as Commissioner of Fire & Rescue New South Wales for nearly 14 years and has coordinated responses to numerous significant natural disasters.



Dr Dean Miller

A scientist, conservationist and multimedia specialist with extensive scientific experience spanning from Antarctica to the Arctic and numerous locations in between, he has participated in more than 300 ocean expeditions worldwide. For the past 25 years, his primary focus has been on the Great Barrier Reef.



Cheryl Durrant

Cheryl has more than 30 years' experience in the national security sector, including specialist Army intelligence and Defence capability and preparedness roles, with a focus on climate change implications and energy sustainability initiatives.

Solutions and policy



Dr Tim Nelson

A leading energy and environmental economist, serving as an Associate Professor at Griffith University's Centre for Applied Energy Economics and Policy Research. With nearly 25 years of experience in energy and climate policy.



Nicki Hutley

A highly experienced economist with a deep understanding of the economic impacts of climate policies, enhancing our ability to address economic aspects of climate change.

Climate communications



Greg Bourne

Specialises in the nexus of climate change, energy business, and policy with over 30 years of experience, including as the former CEO of WWF Australia and Chair of the Australian Renewable Energy Agency.



Salā Dr George Carter

An international relations scholar renowned for his expertise in climate diplomacy. He plays a key role as a Pacific Island negotiator at United Nations climate meetings and contributes significantly to research on climate security, finance, and Indigenous Knowledge in Small Island Developing States (SIDS).



Dinah Arndt
Head of Strategic Communications

Uses her extensive media experience to lead our communications strategies, crucial for engaging the public and advocating for climate action.



Kirsten Tidswell
Strategic Communications Director

Leads the development of persuasive and evidence-based messages to engage key audiences and shift the narrative on critical issues.





Image credits

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Page 27: Photo by Andrew Quilty.

The Climate Council is a fearless champion of the climate solutions that Australia needs. People power got us started and we are proudly community-funded and independent.

The Climate Council acknowledges the Traditional Owners of the lands on which we live, meet and work. We wish to pay our respects to Elders, past and present, and recognise the continuous connection of Aboriginal and Torres Strait Islander peoples to land, sea and sky. We acknowledge the ongoing leadership of First Nations people here and worldwide in protecting Country, and securing a safe and liveable climate for us all.

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

DONATE

climatecouncil.org.au/donate



Subscribe to the Climate Council today for your exclusive inside take on the latest climate science, impacts and solutions. Visit climatecouncil.org.au/join

