



EFFECTIVE CONVERSATIONS:

HOW TO CONVINCe FRIENDS & FAMILY THAT AUSTRALIA SHOULD JUST GET ON WITH CLIMATE ACTION

The latest research¹ suggests that while the majority of Australians understand that climate change is a problem, a large segment is yet to be convinced that action is urgently required and are worried that this might be expensive, unreliable, and bad for workers.

The facts are: climate action is creating good jobs now, solving long-term problems and will set us up for the future.

This guide is packed with pointers on how to have effective conversations with the people around you about the benefits that climate action can bring to working people, our economy and the environment.

TOP TIPS:

- 1 Talk about how climate action is already creating good, new jobs for Australians, and explain how it can also solve long-term problems like climate change.
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- 2 Invite people to change their own minds by sharing the latest facts and demonstrating how a renewables-led recovery can create a more self-reliant and sustainable Australia.
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- 3 Help people understand that climate action is inevitable, makes economic sense, and is already well underway.



For more information on these tips and more, read our full Communications Guide: [Just Get On With It: A communications guide for effectively talking about climate change and economics.](#)



JOBS:

People want the Government to address climate action - just not at the expense of jobs. The key to unpicking this argument is to talk about how **climate action actually creates good, secure and well-paying jobs** for Australians. We can build a safer, more resilient future economy, and **we can build it here**.

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Tip:



Always talk about climate action in the context of the jobs it can create, as well as how tackling climate change will solve long-term economic and environmental problems

If you hear this:



"There are no jobs in renewable energy."

Try this:



Ten years ago, fossil fuels were an important source of employment for Australians.

Automation is shrinking that workforce, and today the coal and gas mining industry employs less than 1% of Australians. Climate action, whether by investing in renewable energy and storage, restoring our natural environment, or making our homes and businesses more energy efficient, can collectively create tens of thousands of good jobs for Australians where they're needed most.

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For more information, check out the Climate Council's [Clean Jobs Plan](#).

ECONOMIC OPPORTUNITY:

Australia is officially in its first recession in more than 30 years. We are also experiencing a decline in business investment² even though it's never been cheaper to borrow money. If governments want to get people back to work, they must **ramp up public spending and kickstart growth**.³ Building a new clean energy industry by investing in things like renewable energy and energy efficiency means cheaper and cleaner power, lower energy bills, more comfortable homes, and a vibrant and self-reliant Australian economy.

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Tip:



Highlight how Australia needs to become more self-reliant and sustainable, outline a positive vision of the future; and how our economic response to the pandemic presents a perfect opportunity to **just get on with it**.

If you hear this:



"We can't afford climate action right now."

Try this:



Governments should be stepping in to create jobs for Australians that also set our country up for the future. If we spend public money wisely, we can create tens of thousands of jobs for those who need them most, and grow the sectors and industries that will be in demand as the world shifts to a low-emissions economy. Plus, there's many benefits for all of us from this approach including lower power bills, and more comfortable housing.

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For more information, check out the Climate Council's report [Primed for Action: A Resilient Recovery for Australia](#).



COST:

Australians are divided when it comes to the cost of climate action, how much we should spend, and who pays. When we talk about climate action, we need to avoid language and arguments which present action as a choice. Action on climate change is inevitable, makes basic economic sense, and is well underway. Rapid improvements to renewable energy technology mean **wind and solar are the cheapest forms of new energy generation** and can drive down our costs of living.

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Tip:



Agree, and then share the latest facts giving people a chance to change their mind without having to admit that they are wrong.

If you hear this:



"Renewable energy is too expensive!"

Try this:



Coal used to be cheaper than renewable energy, but that's no longer the case. Over the past ten years, rapid improvements to technology means the cost of solar power has fallen 80% and wind power has fallen 40%. Now, renewable energy is the cheapest, smartest, and most abundant source of power.

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For more information, check out the Climate Council's report [Compound Costs: How Climate Change is Damaging Australia's economy](#).

RELIABILITY:

Improvements to renewable energy technology in the past 5-10 years, particularly in battery storage, have **increased our renewable energy capacity and strengthened the reliability of our electricity grid**. Renewable energy is already supplying millions of people across Australia with cheap, clean power.

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Tip:



Explain how things have changed, and demonstrate that renewable energy is not only reliable, but has **already transformed our electricity system**.

If you hear this:



So what happens when the sun's not shining and the wind's not blowing?

Try this:



In the past we needed a balance of fossil fuels and renewables to power our country, but technology has rapidly improved and the cost of batteries has dropped 90%. Renewables are now cheaper, smarter and can be relied on 24/7. Did you know that Tasmania is regularly powered by 100% renewable energy?

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For more information, check out the Climate Council's website - [Energy Facts Australia](#).

