

FACT SHEET:

# YOU HAVE THE POWER. SAVE ENERGY.

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THE POWER.  
SAVE ENERGY.

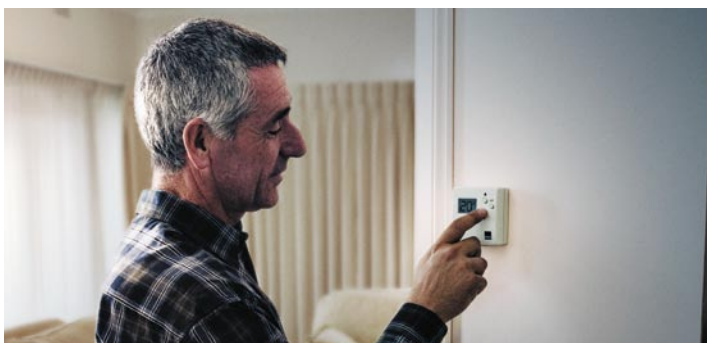
## OVERVIEW OF THE CAMPAIGN

- The Victorian Government announced its intention to launch an energy efficiency campaign aimed at Victorian households in April 2005 in the *Victorian Greenhouse Strategy Action Plan Update*.
- The **You have the power. Save energy.** campaign aims to reduce energy use in Victorian households to cut greenhouse gas emissions and reduce the impact of climate change.
- It features balloons as a visual representation of greenhouse gas emissions to help Victorians better understand the link between energy use and climate change. Every balloon represents 50 grams of greenhouse gas.
- The \$1.5 million Victorian Government campaign is the start of a long-term effort to help Victorians save energy in their homes.
- The campaign has been launched in winter, as it's the time of the year when the most energy is consumed at home. Space heating is responsible for 58% of residential energy use.
- The campaign involves statewide television and press advertising.

## WHY ENERGY SAVING IS IMPORTANT

- The way we use and generate energy accounts for around 70% of Victoria's greenhouse gas emissions.
- Victoria is working to increase the amount of energy generated from renewable sources, such as wind, but we will remain dependent on coal-fired power for some time to come.
- Energy efficiency is the best way Victorians can reduce greenhouse gas emissions at home.
- If every Victorian household reduced their energy use by 15% it would prevent almost 3 million tonnes of greenhouse gas emissions from entering the atmosphere each year.
- Reducing energy use not only helps the environment, but also saves money. A 15% reduction in energy use will save the average household about \$270 a year.

For more information about the campaign, visit: [www.sustainability.vic.gov.au](http://www.sustainability.vic.gov.au) or call 1300 363 744



FOR FURTHER INFORMATION ABOUT HOW YOU CAN  
SAVE GREENHOUSE GAS, ENERGY AND MONEY  
telephone 1300 363 744 or visit [www.sustainability.vic.gov.au](http://www.sustainability.vic.gov.au)

A Victorian  
Government  
initiative



## OUR CLIMATE IS CHANGING

Australia's climate is warming. The average temperature has steadily increased by 0.8°C since 1900, and the 1990s was the warmest decade on record.

However, this current decade may surpass the 1990s: 2005, 2003 and 2002 are all within the top 10 hottest years on record.

The latest findings by CSIRO indicate that by the year 2070 Victoria can expect its average temperature to rise between 0.7°C and 5.0°C above 1990 levels. This may mean:

- The frequency of hot days (over 35°C) will increase – in some areas by as much as three times. For example, by 2070, Melbourne's number of hot days is expected to increase from eight per year to as many as 20, and Wangaratta's from 15 to as many as 56.
- Less rainfall for Victoria, which combined with higher temperatures, is likely to mean drier conditions.
- Extreme daily rainfall events are likely to become more intense and more frequent in many regions.
- Bushfire risk is likely to increase by up to 60% in some regions by 2050.
- Sea levels will rise by between seven and 49 cm by 2070, contributing to erosion along our coastline.
- Victoria's alpine areas may have between 18–60% less natural snow cover by 2020.

### Just a 2°C increase in the average temperature is expected to have the following impacts in Victoria:

- Stream flows in the Murray Darling Basin will decrease by 12–25%.
- Melbourne's water supply will decrease by between 7–35%.
- Increased risk of flooding and coastal erosion.

### Broader community impacts of climate change in Victoria include:

- An increase in heat-related health problems, particularly in children, the elderly and asthmatics. It is estimated that in Melbourne, extreme heat-related deaths may increase by 20–60% by 2050.
- An increase in smog and associated health problems.
- Increased threat of damage to transport networks and infrastructure due to more droughts, storms and flash flooding.

### Across Australia, a 2°C increase in average temperature is expected to mean:

- 58–81% of the Great Barrier Reef could be bleached every year, affecting the fragile marine ecosystem and multi-million dollar tourism industry.
- 80% of freshwater wetlands in Kakadu could be eliminated.
- 40% of core habitat for eucalyptus species could be destroyed.
- A global increase to the cost of insurance premiums due to an increase in extreme weather events and associated damages.



FACT SHEET:

# 10 TOP TIPS TO STAY WARM AND SAVE ENERGY

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THE AVERAGE VICTORIAN HOUSEHOLD PRODUCES AROUND 240,000 BALLOONS OF GREENHOUSE GAS A YEAR. BELOW ARE LISTED THE TOP 10 THINGS VICTORIAN HOUSEHOLDS CAN DO TO SAVE MONEY, ENERGY AND REDUCE GREENHOUSE GAS.

OUR HOUSE WILL: (✓)	TOP 10 TIPS CHECKLIST		ANNUAL SAVING (BALLOONS)
	1	INSTALL OR TOP-UP INSULATION IN CEILINGS	UP TO 25,000
	2	SWITCH OFF THE SECOND FRIDGE	UP TO 20,000
	3	TAKE SHORTER SHOWERS—KEEP THEM UNDER 5 MINUTES INSTEAD OF THE 8 MINUTE AVERAGE	16,000
	4	SWITCH APPLIANCES OFF AT THE POWERPOINT WHEREVER POSSIBLE	7,800
	5	SET THERMOSTAT TO 18–20°C IN WINTER AND 26°C IN SUMMER	7,200
	6	WASH CLOTHES IN COLD WATER	4,300
	7	CLOSE OFF AREAS THAT DON'T NEED HEATING IN WINTER	2,500
	8	REPLACE STANDARD LIGHT GLOBES WITH ENERGY EFFICIENT GLOBES IN HIGH USE AREAS	1,000
	9	SEAL DRAUGHTS AND GAPS AROUND EXTERNAL DOORS AND WINDOWS	800
	10	SWITCH OFF LIGHTS WHEN NOT NEEDED	700