



Partner Marketing Guidelines

For Sustainable Australia Fund Corporate And Industry Partners



**SUSTAINABLE
AUSTRALIA
FUND**

Overview



ATTENTION

All marketing materials that are not supplied by Sustainable Australia Fund (SAF), or supplied materials that are altered in any way, must be pre-approved by the Sustainable Australia Fund marketing team or a representative in advance. Please email marketing@sustainableaustraliafund.com.au for approvals.

Marketing with the Sustainable Australia Fund (SAF) brand

Now that you're a partner, we'd like to help you leverage the strength of the SAF brand in your marketing and promotional material to support and grow your business.

You will have the benefit of co-marketing with SAF creative assets. We've developed guidelines to keep the SAF message clear and consistent across all partners and channels. Please review these guidelines before creating any co-branded marketing materials. When in doubt, email us at marketing@sustainableaustraliafund.com.au. We're happy to assist.

Representing local council

Access to Upgrade Finance is offered by local councils with the goal of increasing energy efficiency of existing buildings. It is essential that council interests are considered alongside your business goals to ensure that Upgrade Finance is supported within the communities. With every project installed, we aim to help business communities lower their energy and water consumption, reduce their carbon footprint, and create a more energy-efficient future.

Messaging

Clear, informative, truthful and transparent communications are essential for marketing our product and Upgrade Finance more widely. Communications, acts and practices that mislead building owners do not meet the core communication standards of SAF. If you are ever unsure how to represent our product, please bring us into the conversation with your client to ensure they have full understanding of the eligibility and requirements before beginning an application.

Prohibited Practices

There are a few practices that SAF strictly prohibits, including:

- Language implying that a loan with SAF requires no payment, limited payment or deferred payment
- Unfair, deceptive, abusive, and/or misleading communications
- Any practice that violates applicable laws or regulations
- Providing advice to consumers







Logo Usage

Registered installers are allowed to use the Sustainable Australia Fund Industry Partner Logo. Please email us at marketing@sustainableaustraliafund.com.au and we will send you the logo suite.

You may also use the product logos for Upgrade Finance on applicable marketing materials for those specific products.

To preserve legibility, the logo should only be placed on a white background. When placing the logo on a coloured background or an image, it must be white and placed in the most visually clear area of the photograph.

× Do not:

		
Rate or change direction	Change the colour	Graphic treatments
		
Take out the words 'corporate and industry partner'	Stretch or distort the logo	Use on a busy background

Describing our finance

Upgrade Finance

The financial products we offer are a unique type of loan called Upgrade Finance (sometimes called Building Upgrade Finance). This is a loan, tied to a building, for upgrades to existing buildings that improve efficiency or reduce waste. This type of loan is for commercial projects only.

Upgrade Finance is the type of loan. Sustainable Australia Fund are the lenders.

To qualify for Upgrade Finance, the upgrade must show a positive environmental benefit. We've included a list of common projects that qualify, however please speak to us if you have a project that's not on the list and we can let you know if it may be eligible.

[This video](#) can help you understand and communicate Upgrade Finance to your clients.

This is a loan

While payments are facilitated by local councils, this is not a government program. It is also not a rebate or grant for environmental works. This is a loan that will need to be paid by the client on a quarterly basis and will have interest payable, terms and conditions just like any other small business loan.

















✓ Do say

Upgrade Finance is a type of loan, tied to your building and paid quarterly alongside your council rates.

✗ Do not say

This is a government program that gives you money for environmental upgrades.

Popular projects include:

 Renewable energy (e.g., solar)	 Energy storage	 Rainwater tanks and reuse systems	 Lighting
 Fire safety upgrades	 Air conditioning, heating and ventilation	 End-of-trip facilities	 Water management systems
 Energy optimisation	 Asbestos removal	 Green/cool roof installation	 Electric vehicle chargers
 Pollution control	 Building envelope and insulation	 Flammable cladding replacement	 Waste management/recycling

Advertising Materials

Billboards & Signage

Only the SAF Corporate and Industry Partner logo is permitted on any billboards or signage. Billboard layouts must be approved by SAF before posting.

Events

Our team is always happy to help support any events your company may run, and promote your events through our channels if applicable to our audience. Any event signage must only have the SAF Industry Partner logo and only approved copy may be used. It must be clear that your affiliation with SAF is as a SAF Industry Partner.

We may request that you appear at SAF or local council events to speak to local business communities. In these instances, you will have the opportunity to promote your own company, products and services as an Industry Partner of SAF.

Radio, TV, & Online Video

Installers may describe our products using approved copy only. Written scripts must be pre-approved by the SAF marketing team before broadcast production occurs as well as the final produced ads before airing.



Social Media & Blogging

You may not use Sustainable Australia Fund, SAF, or any derivative of the name in the title of any social media channel. Content should reflect how our lending solutions have had a positive effect on your business, your customers, council and the community. You must represent yourself as your own company and be clear that your affiliation with SAF is as a SAF Industry Partner.

If you are posting or blogging about SAF products, please include our URL (www.sustainableaustraliafund.com.au) or link to relevant social media channels:

Facebook

<https://www.facebook.com/SustainableAustraliaFund>

LinkedIn

<https://www.linkedin.com/company/sustainable-australia-fund>

LinkedIn Group

Making Sustainability More Accessible
<https://www.linkedin.com/groups/14147301/>

Instagram

[@sustainableausfund](https://www.instagram.com/sustainableausfund)

Twitter

[@SustAusFund](https://twitter.com/SustAusFund)

Search Engine Marketing & Keyword Usage

To create a cooperative digital environment and maintain a good user experience when creating paid marketing campaigns (including Pay-Per-Click ads or Banner/Display ads on Google or any other platform), please adhere to the following guidelines for any paid search campaigns that include keywords related to the term Sustainable Australia Fund, Upgrade Finance or Building Upgrade Finance.

Ad Copy Guidelines

- Do not use Sustainable Australia Fund in ad headlines
- Clearly state "Sustainable Australia Fund (SAF) Installer Partner" within ad copy
- You may say "Sustainable Australia Fund (SAF) Installer Partner"

Examples:

- ✓ SunnySide Solar – Solar contractor
SunnySide Solar is an Installer Partner of the Sustainable Australia Fund.
 - ✓ Solar Contractors
SunnySide Solar is a proud partner of the Sustainable Australia Fund.
 - ✓ SunnySide Solar – SAF Registered Contractor
SunnySolar is a proud partner of the Sustainable Australia Fund
 - ✓ SunnySide Solar – Upgrade Finance eligible products
Our products qualify for Upgrade Financing with the Sustainable Australia Fund
- Ad copy descriptions should be aligned with brand guidelines and approved value propositions
 - Avoid headlines or messaging that may be confusing or misleading to the user regarding our finance or Upgrade Finance in general
 - Do not appear as though you are SAF or the finance provider

Email Signatures

Installers may use the SAF Installer Partner logo in their email signature. You must ensure that the logo is smaller than the main company logo and does not make it appear that the person is an employee of SAF. If possible, please include a link behind the image to the URL www.sustainableaustraliafund.com.au.

Installers can also state they are an installer partner. Please include a link to the URL www.sustainableaustraliafund.com.au.

Example:

Jane Deer SunnySide Solar

SunnySide Solar is a Sustainable Australia Fund Installer Partner

Press Releases & Media Communications

All press releases must be pre-approved by marketing. Please email marketing@sustainableaustraliafund.com.au

Websites

If you would like to add any copy to your website, please submit to marketing@sustainableaustraliafund.com.au for approval.

You may use the SAF Installer Partner logo on your company websites. However, please follow these additional guidelines:

- The logo must not be included in the header or the top 500px of any web page. It must be clear that it is your company's website and that you are not representing yourselves as the provider of our finance in any way.
- You may post videos about Upgrade Finance that are produced by SAF on your website and social media channels. SAF may require that videos be updated or removed at any time.

Apparel

Contractors may not use the SAF Installer Partner logo on any apparel.

Vehicle Wraps

Promoting SAF on car wraps is not permitted on any vehicle. SAF Installer Partner logo decals are permitted but must appear secondary to the company name and logo and must be pre-approved by SAF marketing.

Print Materials & Direct Mail

If you would like to add any copy to your print materials such as direct mail, use the approved copy provided. If you would like to include something different, please submit to marketing@sustainableaustraliafund.com.au for approval.

You may use the SAF Corporate And Industry Partner Logo on the bottom right- or left-hand corner of print materials. Only the bottom corners may be used to ensure there is no brand confusion.

Direct mail must not appear to be sent by local council, state or federal government. It is strictly forbidden to create any materials that resemble a cheque, or may mislead a business owner to think they are pre-approved for a certain amount. Should SAF receive complaints about misleading direct mail or print materials, the installer may lose their accreditation.

Do and Don't

SAF provides loans that are tied to property. We need to ensure anyone entering a financing arrangement with SAF is aware that this is a loan, and as such will need to be repaid in full just like any other personal or business loan.

Do Say	Don't Say
✓ This finance option may save you money	✗ This finance will save you money
✓ Your project may be cash flow positive	✗ SAF provides free government money that does not need to be paid back
✓ SAF provides a financing option that is paid back alongside your council rates	✗ SAF is a government program
✓ The loan is tied to the building and not the owner, therefore can be transferred on the sale of the property	✗ SAF provides grants and/or rebates
✓ Solar and building upgrades may increase your property value	✗ Your local council will help you pay for your building improvement
✓ Solar and building upgrades may have depreciation benefits. Consult with your tax professional for more information.	✗ Low interest rate loans and/or 0% interest rate loans
✓ Your local council allows Upgrade Finance to be paid alongside council rates. You pay the full amount of the loan over your selected loan term.	✗ You can claim your solar or upgrade project as depreciation or a tax deduction
✓ SAF provides a great financing option for many businesses that helps preserve cash flow. Contact SAF to see if you qualify.	✗ Solar and building upgrades will improve your building's property value
	✗ SAF provide the best borrowing option for building owners
	✗ You are pre-approved for finance

Installer Marketing Resources

Co-Branding

You may co-brand materials provided by SAF.

Modification

You may not modify marketing materials provided by SAF. You may, however, create co-branded materials as long as they meet the established guidelines. Please send to marketing@sustainableaustraliafund.com.au for approval.



Templates

If you are unsure of what you should say when mentioning SAF, you can use some templates we have created in various relevant contexts.

Pop-up Message Templates

Option 1	Improve your energy efficiency and reduce your environmental impact with unbeatable 100% project finance
Option 2	Access to flexible loan terms of up to 20 years, helping projects become cashflow positive from day one!
Option 3	Sustainable upgrades benefit landlords and tenants, without the downside of traditional finance

SMS Template (Direct Message) - 160 characters

Hi [name].

It's time to upgrade your building and increase your sustainability credentials.

Flexible green loans available now. Contact us!

Podcast Mentioning Template

That building upgrade project you've been wanting but haven't got the funds for? Wait no more.

[Partner's name] is now offering flexible green loans over terms of up to 20 years, with repayments through council rates. Contact [number] or visit [website]

Email Template

Subject: Do you have an upgrade project on hold? Wait no more!

[banner design]

Hello %FirstName%,

We're happy to announce our recent partnership with Sustainable Australia Fund. This will allow us to offer you a unique opportunity to access Upgrade Finance, loans enabled by local government for environmental, sustainable and climate upgrade projects on existing commercial buildings.

This means solar installations, LED lighting upgrades, HVAC upgrades, green roof installations, and a lot of other upgrades can be funded, often being cash-flow positive from day 1.

Benefits you'll get	Upgrade Finance	Other Finance
• 100% finance (including soft costs) \$0 deposit ever!	✓	✗
• Loan terms between 4 - 20 years	✓	✗
• Repayments made via local council rates	✓	✗
• No requirement for personal, director or business security	✓	✗
• Loan fully transferable upon sale of building	✓	✗
• Repayments can be shared with tenants without renegotiating your lease	✓	✗
• You own the asset from day one	✓	✗
• Loans tied to the building, not the owner	✓	✗

Reply to this email, if you want to know more about Upgrade Finance!

Sender name
 Role
 m: +62 111 111 111
 e: mail@yourdomain.com
 Social Media Account Logos
 [Footer banner design]



Third Parties

To the extent that you work with any third-party businesses agencies, please make sure they understand the Partner Marketing Guidelines and they follow all of the policies set forth in this document.

SAF Installer Partners who use lead generation and advertising agencies are responsible for any materials and communications these agencies have with consumers. If SAF receives complaints from building owners or councils because advertisements are misleading, installers may be suspended from offering our finance.



Violation of Program Requirements

Marketing is an important part in generating interest in saving money through renewable energy and upgrades that improve efficiency or reduce waste. It is important for partners to follow the guidelines set forth in this document, and in other materials provided by SAF, to maintain the health of the business and the positive reputation of Upgrade Finance.

Partners who do not follow the guidelines may be suspended from marketing or offering our finance. If a partner has any questions about any marketing that includes the SAF brand or messaging, please feel free to contact our marketing department for assistance at marketing@sustainableaustriafund.com.au

Thank You