



Key messages guide for GreenPower Providers

Helping you communicate clearly
and consistently about GreenPower

2026



Introduction

This guide is designed to help you promote GreenPower to your customers in a clear and consistent way. It includes language you can use across marketing, sales, and customer service to explain how GreenPower works and why it matters.

Choosing GreenPower is an easy way for households and businesses to increase demand for renewable electricity in Australia and support the transition to renewable energy.

This guide breaks down the key messages for the following audiences:



Households



**Small to medium-sized
businesses**



**Large
organisations**

By offering GreenPower, you are not only giving customers confidence in their energy choices, but you are also supporting accredited renewable energy projects across Australia.

This guide brings together the key messages that highlight the benefits of GreenPower for your customers, while reinforcing your role as a partner in building Australia's renewable energy future. For more information about the program, visit greenpower.gov.au.



About GreenPower



What is GreenPower?

GreenPower is Australia's only government-accredited program that allows customers to support renewable electricity generation. It offers a simple, credible way to make a positive impact.

When a customer chooses a GreenPower plan, the amount of electricity they use each year is matched with renewable electricity generated from accredited Australian projects. These accredited projects meet strict government standards.

All GreenPower sales are independently audited, giving customers confidence that their electricity use is matched with accredited electricity.



Why it matters to your customers

With more than 3.6 million Australian households using solar and businesses increasingly focused on sustainability targets and reporting requirements, demand for renewable energy is clear.

Customers are looking for simple, credible ways to take meaningful climate action, and GreenPower offers this through a government-accredited, independently audited solution. Since 2005, GreenPower has helped reduce almost 20 million tonnes of greenhouse gas emissions.



Why it matters to you

Offering GreenPower helps you meet growing customer interest in supporting renewable energy and stand out from competitors. It builds trust, as customers know they are buying a government-accredited, independently audited product, not offsets or non-accredited renewable electricity.

GreenPower positions your business as a partner in Australia's renewable energy transition and demonstrates transparent, credible climate action. Including GreenPower in your energy offers can strengthen customer loyalty, attract sustainability-minded customers, and help increase the demand for renewable energy in Australia.

How to explain GreenPower to your customers



What is GreenPower?

GreenPower is Australia's only government-accredited program that allows you to support renewable electricity generation. When you add GreenPower to your plan, the amount of electricity you use each year is matched with renewable energy generated from accredited Australian projects. It offers a simple, credible way to make a positive impact.



What is renewable electricity?

Renewable energy comes from natural sources that are constantly replenished such as wind, solar, hydro, and biomass. Unlike fossil fuels, renewable energy generates electricity with little to no greenhouse gas emissions.



How GreenPower works

You choose how much of your electricity use you want to match with GreenPower accredited renewable electricity – for example, 30%, 50% or 100%.

The same amount of renewable electricity is added to the grid from accredited Australian projects, supporting local generation and Australia's renewable energy transition.

You still receive the same reliable grid electricity at home or at your business, with the confidence that your usage is matched each year with renewable energy through an independently audited, government-accredited program you can trust.



Why your choice matters

Choosing GreenPower is a practical way for households and businesses to contribute to Australia's renewable energy future by increasing demand for renewable electricity generation:

- ✓ **Real emissions impact:** Since 2005, GreenPower has helped reduce almost 20 million tonnes of greenhouse gas emissions.
- ✓ **Support local renewable electricity projects:** Every purchase helps support the demand for renewable electricity generation in Australia.
- ✓ **For households:** GreenPower offers a simple, credible way to take meaningful climate action and support Australia's renewable energy transition.
- ✓ **For businesses:** GreenPower provides a government-accredited, independently audited way to support renewable electricity. For small to medium-sized businesses, it helps build customer trust, while for larger organisations it also supports sustainability targets, reporting requirements, and the reduction of reported Scope 2 emissions.

Key messages

Using GreenPower key messages

This section provides key messages you can use when talking to customers about GreenPower. They are designed to make it easy to explain the program in a clear, consistent way. The messages are grouped into three categories so you can choose the language that best fits your audience.



Households

For households, GreenPower offers a simple, credible way to increase demand for renewable electricity and support the clean energy transition.



Small to medium-sized businesses

For small to medium-sized businesses, choosing a government-accredited renewable electricity product helps build customer trust.



Large organisations

For large organisations with sustainability targets and reporting requirements, GreenPower provides a government-accredited, independently audited option to reduce reported Scope 2 emissions.

Using these messages will help your customers understand how GreenPower works, why it matters, and how their choice can support Australia's renewable energy transition.



Key messages for households



Want to support renewable electricity in Australia?

Switching to GreenPower means your household electricity use is matched each year with renewable electricity generated from accredited Australian projects. This offers a simple, credible way to support Australia's renewable energy future.



How can I make my electricity choices more sustainable?

GreenPower offers a simple, credible way to support renewable electricity from accredited Australian projects and take an active step toward more sustainable electricity use.



How can I support renewable electricity at home?

GreenPower gives all households – whether you have solar or not – an easy way to support accredited renewable electricity in Australia. If you have solar, you can choose GreenPower for the electricity you draw from the grid. If you don't have solar, GreenPower provides a simple way to support the renewable electricity transition all year round.



What makes GreenPower different from offsets or other renewable energy products?

GreenPower is Australia's only government-accredited program that allows you to support renewable electricity generation. It is independently audited, giving you confidence that your choice makes a real difference.



What difference does my GreenPower purchase make?

Every GreenPower purchase helps increase demand for renewable electricity, supporting Australia's renewable energy transition. It's an easy option to take meaningful climate action.



Key messages for small to medium-sized businesses



What is a simple way for my business to support renewable electricity?

GreenPower is easy to add to your electricity plan. You choose the percentage you want to match – such as 30%, 50% or 100% – giving your business a simple way to support accredited renewable electricity.



How can I show my employees and customers that sustainability matters to our business?

Choosing GreenPower shows your business supports Australia's renewable electricity transition, helping engage employees and build trust with customers who value sustainability.



How can I attract customers who care about sustainability?

Choosing GreenPower shows customers that your business supports accredited, independently audited renewable electricity, helping build trust with people who value credible sustainability commitments.



Want to communicate your sustainability efforts without risking misleading claims?

GreenPower is government-accredited and independently audited, helping ensure your renewable electricity claims are transparent and credible.



Want to reduce your business's reported Scope 2 emissions?

Switching to GreenPower means your business electricity use is matched with accredited and independently audited renewable electricity, helping your business reduce reported Scope 2 emissions under the market-based method.



Looking for a credible alternative to carbon offsets?

GreenPower provides a clear, audited way to match your annual electricity use with accredited renewable energy – an alternative to carbon offsets.



How can I meet my business sustainability targets with confidence?

GreenPower is government-accredited and independently audited, giving you confidence that your renewable electricity claims are accurate and credible.



How can my business support renewable electricity in Australia?

Every GreenPower purchase helps increase demand for accredited renewable electricity, supporting Australia's renewable energy sector.



Key messages for large organisations



Want to reduce your organisation's reported Scope 2 emissions?

Switching to GreenPower means your organisation's electricity use is matched with accredited and independently audited renewable electricity, helping your organisation reduce reported Scope 2 emissions under the market-based method and support credible climate disclosures.



Looking for a credible alternative to carbon offsets?

GreenPower provides a clear, audited way to match your annual electricity use with accredited renewable energy – an alternative to carbon offsets.



How can I meet my organisation's sustainability targets with confidence?

GreenPower is government-accredited and independently audited, giving you confidence that your renewable electricity claims are accurate and credible.



How can my organisation support renewable electricity in Australia?

Every GreenPower purchase helps increase demand for accredited renewable electricity, supporting Australia's renewable energy sector.



How can I show my employees and customers that sustainability matters to our organisation?

Choosing GreenPower shows your organisation supports Australia's renewable electricity transition, helping engage employees and build trust with customers who value sustainability.



How can we meet reporting and disclosure requirements?

GreenPower's government accreditation and independent auditing support business reporting frameworks, including NABERS Energy, Climate Active (market-based method), RE100, and broader ESG disclosures.



Want to communicate your sustainability efforts without risking misleading claims?

GreenPower is government-accredited and independently audited, helping ensure your renewable electricity claims are transparent and credible.



How do we show leadership in supporting renewable electricity?

By choosing GreenPower, your organisation demonstrates support for accredited renewable electricity through a program that is government-accredited and independently audited, ensuring your claims are accurate and credible.

Top 5 GreenPower statements you can use

These ready-to-use GreenPower statements can be safely included in marketing, sales, and customer support materials, and are suitable for all audiences.

They provide a foundation for all communications about GreenPower, helping ensure your language is clear, accurate, and consistent.



GreenPower is Australia's only government-accredited program that allows you to support renewable electricity generation.



All GreenPower sales are independently audited, giving you confidence that your choice makes a real difference.



Every GreenPower purchase helps support Australia's renewable energy transition.



Your electricity use is matched with renewable energy generated from GreenPower accredited Australian projects.



Adding GreenPower to your plan is an easy way to take meaningful climate action.

Frequently asked questions

Considering GreenPower can raise questions about how it works, what it supports, and how it benefits you. Below are some of the most common questions customers ask, with clear, simple answers to help you understand the program and make informed responses.



Does GreenPower change the electricity I get at home or in my business?

No. You'll still receive the same reliable grid electricity. GreenPower works by ensuring the same amount of electricity you use each year is matched with renewable energy generated from accredited Australian projects.



How do I know GreenPower makes a real difference?

All GreenPower sales are independently audited. This ensures your choice is credible and supports Australia's renewable energy transition.



How is GreenPower different from carbon offsets?

GreenPower directly supports renewable electricity generation in Australia. Offsets usually fund projects that avoid or capture emissions, sometimes overseas. GreenPower ensures your electricity use is matched with renewable energy, helping increase demand for renewables and support Australia's renewable energy transition.



What percentages of GreenPower can customers choose?

Most retailers offer options such as 30%, 50% or 100% of your electricity use. The higher the percentage, the greater the impact in supporting demand for renewable electricity.



Can renters, apartment residents, and households that can't install solar use GreenPower?

Yes. GreenPower is one of the easiest ways for households that can't install solar – such as renters or apartment residents – and even solar homes when they use grid electricity, to choose renewable energy. This is done by ensuring their electricity use is matched each year with accredited renewable generation.

Brand use and marketing approvals for your customers

GreenPower logo eligibility

Under previous guidelines, business customers purchasing 10% or more GreenPower could apply to use the GreenPower logo.

From 1 July 2026, the GreenPower logo may only be used in marketing when customers purchase 80% or more GreenPower accredited electricity. Service providers should inform business customers of this change.

For full details on GreenPower logo eligibility, please refer to the [GreenPower Brand Use and Claims Guidelines](#).

Using the GreenPower logo

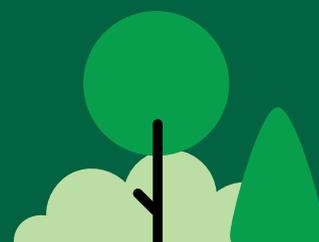
- ✓ Always use the official artwork supplied by the GreenPower program and do not alter or create new versions.
- ✓ The logo cannot imply your company itself is accredited; only the product you are selling is government-accredited.
- ✓ Refer to the [GreenPower Brand Use and Claims Guidelines](#) for full details on correct logo use.

Making claims

- ✓ Always use approved wording such as *“Matched annually with renewable electricity from accredited Australian projects.”*
- ✓ Avoid misleading terms such as, *“GreenPower certified business”* or *“carbon neutral.”*
- ✓ Claims must reflect the proportion of GreenPower a customer has purchased (for example, 30%, 50% or 100%).

Approval process

All marketing materials referencing GreenPower must be reviewed and approved by the GreenPower program before publication. This ensures your marketing is consistent, compliant, and accurately represents the GreenPower program. Please email greenpower.admin@planning.nsw.gov.au to submit materials for review.



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