



Minister for Climate Change and Energy Efficiency

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C11/1901

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The Hon Martin Ferguson AM MP
Minister for Resources and Energy
Parliament House
CANBERRA ACT 2600

MINISTER FOR RESOURCES, ENERGY AND TOURISM		20 JUN 2011
<input type="checkbox"/>	Reply by Minister (Resources & Energy)	
<input type="checkbox"/>	Reply by Minister (Tourism)	
<input type="checkbox"/>	Reply by Adviser (COB)	
Date Received		20 JUN 2011
<input type="checkbox"/>	Reply by Departmental Officer	
<input checked="" type="checkbox"/>	For appropriate action	
<input type="checkbox"/>	For information (INFA)	
<input type="checkbox"/>	Referral to	

Dear Minister

I am writing to advise you of arrangements relating to a future carbon pricing announcement.

These arrangements have been put in place to ensure that all information prepared for the announcement is consistent and cohesive.

I would encourage you to circulate this letter to officers in your portfolio who are involved in the preparation of material relating to the carbon pricing package as soon as possible.

PRODUCTS FOR ANNOUNCEMENT

My Department, together with the Treasury and other Departments, is preparing a suite of materials for release as part of a carbon pricing announcement. A list of the proposed documentation is attached to this letter and has been agreed with the Deputy Prime Minister and Treasurer.

If you or your Department would like to propose that additional materials be prepared for the announcement, I ask that your office contact s. 47F in my office, who is responsible for ensuring that production of these materials is well-coordinated.

s. 47F who is the Assistant Secretary (Carbon Pricing Project Coordination Branch) from my department will be seeking input to these products from your and other departments as appropriate.

The Prime Minister, Deputy Prime Minister and I are committed to ensuring this announcement demonstrates the comprehensive set of climate change initiatives underway across the Government, and I ask that your department prioritise requests for information relating to the carbon pricing package in coming weeks.

CLEARANCE PROCEDURES

s. 47F will be coordinating clearance processes for all materials and will take the lead on providing consolidated editorial changes from across the Government to my Department.

I ask that your office advise s. 47F as soon as possible of a relevant clearance contact in your office. He can be reached at s. 47F @climatechange.gov.au

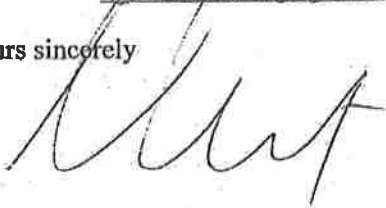
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FURTHER INFORMATION

If you would like any further information, please do not hesitate to contact s. 47F
from my office. s. 47F climatechange.gov.au or s. 47F from my department
s. 47F. climatechange.gov.au.

Yours sincerely



GREG COMBET

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Attachment A: List of information products to be developed with proposed branding

LIST OF PRODUCTS TO BE DEVELOPED

Product	Description	Primary audience	Distribution	Branding
Hard copy - printed				
Overarching climate change plan (80 pages)	Outlines Government's climate plan, including carbon price	Media, stakeholders, other Departments, MPs, State Governments	4000 approx ¹ Available online (CEF and Departmental website)	Clean Energy Future
Overview glossy – climate change plan (15-20 pages)	Summary of Government's climate plan, outlining the carbon price, renewable energy, energy efficiency and land (capturing complementary measures)	Media, stakeholders, other Departments, MPs, State Governments, households	4000 approx Available online (CEF and Departmental website)	Clean Energy Future
Complementary Measures Glossy (10 pages)	Renewable energy, energy efficiency and land (will include Government's response to task group on energy efficiency). Material be drawn from the overarching climate change plan document	Energy, renewable, rural and land stakeholders, MPs	4000 approx Available online (CEF and Departmental website)	Clean Energy Future

¹ The Treasury has advised that this is the number printed for ancillary Budget products

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Product	Description	Primary audience	Distribution	Branding
Household glossy (10 pages plus cameo tables)	Information targeted to households Assistance measures to households – assistance tables Energy efficiency measures for households	Households, MPs, media	4000 approx Available online (CEF website) Link to household estimator	Clean Energy Future
Fact Sheets for targeted audiences or where additional detail is needed (1-6 pages)	Fact sheets are for additional detail not available in the overarching climate change plan document and are also to address specific information requirements. They will be printed and available on the Clean Energy Future website.	Targeted Audiences	TBC	Clean Energy Future
Call centre scripts	Information for target audience groups, particularly households, but including for indigenous, pensioners, veterans and other groups as required.	Call Centres	TBC	Clean Energy Future
Online				
Clean Energy Future website	To engage public on the Government's overall climate change plan. Will be key channel of information for households.	Households, media, industry	Online – launch date TBC	Clean Energy Future
Online household assistance estimator	Assistance measures to households (estimates assistance for most households)	Households	Online – CEF website announcement	To be accessible through Clean Energy Future website

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