

## Stakeholder toolkit SMS messaging

SEASON	SMS TEXT	Loss Aversion Messages
ALL	Wash clothes on cold setting & save up to \$60 a year. Cheaper than washing in hot water! For more tips visit <a href="#">Home energy saver top tips</a>	Washing clothes in hot water costs you more. Use the cold setting instead. For more tips visit <a href="#">Home energy saver top tips</a>
Spring / Summer Warmer months	Dry your clothes in the sunshine instead of the dryer. It's free! For more tips visit <a href="#">Home energy saver top tips</a>	Using clothes dryers in warmer months costs you more. Dry them in the sunshine – it's free! For more tips visit <a href="#">Home energy saver top tips</a>
ALL	Set fridge temp to 3-4°C and freezer to 15-18°C. Open only when you need to save money. For more tips visit <a href="#">Home energy saver top tips</a>	When fridges are set at the wrong temp it costs more. Check: Fridge 3 to 4°C & Freezer -15 to -18°C. For more tips visit <a href="#">Home energy saver top tips</a>
Spring / Summer Warmer months	Set aircon temp to 23-26°C & get the family in one room. Each °C higher can save 10% on heating costs. For more tips visit <a href="#">Home energy saver top tips</a>	Running aircon at the wrong temp is wasting you money. Check: 23-26°C and get everyone in one room! For more tips visit <a href="#">Home energy saver top tips</a>
Spring / Summer Warmer months	Use fans instead of aircon to keep cool & save. Close blinds/curtains at the hottest time of day. For more tips visit <a href="#">Home energy saver top tips</a>	Running aircon 24/7 is expensive! Use fans & close curtains/blinds instead to keep cool. For more tips visit <a href="#">Home energy saver top tips</a>
Spring / Summer Warmer months	Open doors/windows in the evening to get a cool breeze instead of using aircon to save money! For more tips visit <a href="#">Home energy saver top tips</a>	Running aircon 24/7 is expensive. Open doors & windows instead to get a cool breeze at night. For more tips visit <a href="#">Home energy saver top tips</a>
Spring / Summer Warmer months	Close your curtains and blinds to block out the heat from the sun during the day. For more tips visit <a href="#">Home energy saver top tips</a>	Running aircon 24/7 is expensive. Close curtains/blinds during the day. Open when temp drops. For more tips visit <a href="#">Home energy saver top tips</a>
ALL	Turn off TVs, lights, computers & gadgets at the wall to reduce your energy bill by up to 5%. For more tips visit <a href="#">Home energy saver top tips</a>	Money is leaking out of your home. Turn off the TV, lights, computers & gadgets at the wall. For more tips visit <a href="#">Home energy saver top tips</a>

SEASON	SMS TEXT	Loss Aversion Messages
ALL	Take shorter showers to save money. Water heating can cost up to 40% of your energy bill. For more tips visit <a href="#">Home energy saver top tips</a>	Water heating is expensive. Stop your money going down the drain by taking shorter showers. For more tips visit <a href="#">Home energy saver top tips</a>
Autumn / Winter Colder months	Layer up with warm clothes and extra blankets to keep cosy instead of turning the heater up. For more tips visit <a href="#">Home energy saver top tips</a>	Turning up your heating = \$\$\$! Use extra blankets & warm clothes to keep cosy instead. For more tips visit <a href="#">Home energy saver top tips</a>
Autumn / Winter Colder months	Set your aircon between 18-21°C. Every degree lower can save 10% on heating costs. For more tips visit <a href="#">Home energy saver top tips</a>	Every degree higher is 10% more on heating costs. Keep at 18-21°C to stop costs rising. For more tips visit <a href="#">Home energy saver top tips</a>
ALL	Close gaps around doors & windows to stop draughts to save up to \$45 a year on energy bills. For more tips visit <a href="#">Home energy saver top tips</a>	Stop costs rising by sealing gaps around doors/windows to keep warmth in & cold out. For more tips visit <a href="#">Home energy saver top tips</a>
Spring / Autumn	Open curtains/blinds in the day to let the sun heat the home. Close at night to keep heat in. For more tips visit <a href="#">Home energy saver top tips</a>	Heating 24/7 is expensive. Open curtains & blinds in the day to use the sun's heat for free! For more tips visit <a href="#">Home energy saver top tips</a>