

“OUTBACK ART LIGHTING TOURISTS’ HEARTS”

Combating misinformation of clean energy infrastructure through community engagement and creative design

Enabling a seamless transition to clean energy in Australia



QUT BESTIES SOCIETY

RECOMMENDATION



Competition

- Community involvement
- Leverages existing resources



Design Creation

- Intrinsic motivation
- Co-creation encourages ownership and connection



Community

- Unique design for each community
- Procedural justice through voice and involvement



‘Big Things’ Tourism

- Iconic component of Australian culture
- Tourism for regional and rural towns

PROBLEM

Fear and uncertainty (emotional barriers) regarding installation of transmission towers



Lack of engagement within communities



Proliferation and belief of misinformation

SOLUTION

Provide emotional and social value



Reduce fear and uncertainty through community involvement



Reduced proliferation and belief of misinformation

Motivation
NO

Opportunity
YES

Ability
NO



Target audience is not receptive to education



EAST FRAMEWORK

FEASIBILITY

EASY

- Simple slogan “Outback Art Lighting Tourists’ Hearts” making it easy to identify purpose
- Utilisation of existing community centers and education precincts ensures ease of access

ATTRACTIVE

- Co-creation increases ownership
- Procedural justice increases acceptance of costs relating to clean energy infrastructure
- Builds tourism, bringing income for regional areas

SOCIAL

- Promoting local community benefits increases a sense of connectedness
- A point of conversation to re-frame negative perspectives about clean infrastructure

TIMELY

- Foot-in-the-door technique with request to enter competition and accept the transmission tower design
Community discussion forum used after competition when people are more likely to be accepting

Additional costs relate to drafting, design, manufacturing, and materials

Regional and remote artist grants are available:

- \$3.7 million annually for long-term social and economic benefits
- \$6 million annually and up to \$30,000 for an individual

Feasibility of attraction for tourists and residents (‘Big Things’ tourism) and social media opportunities such as #EnergyAnimal

Costs will be offset by the tourism benefits

After initial implementation in Queensland towns, the recommendation will be scalable to other states and territories in Australia

TARGET AUDIENCE

Individuals in regional and rural Australian communities

Near planned transmission tower sites

28% of Australia’s population

Barriers (Social Support Theory):

- **Status quo** is challenged with fear of the unknown, perpetuating **confirmation bias** (emotional)
- **Social identity theory** through inclusion in groups that is misinformed about and rejects transmission towers (social)
- **Backfire effect** - presenting opposing but correct information is not effective - this information is disregarded and can bolster existing beliefs or lead to reactance without sufficient integration (emotional)



Motivators (Social Support Theory):

- **Procedural justice** is ensured through allowing voice and involvement in decision-making process, ensuring fairness and inclusion (emotional)
- Those involved in the community are motivated to ensure future tourism development to benefit the **community** (network)