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

Lack of engagement within communities

Proliferation and belief of misinformation

**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

**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

**QUT BESTIES SOCIETY**

“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

**Target audience is not receptive to education**

Motivation NO

Opportunity YES

Ability NO
**EAST FRAMEWORK**

<table>
<thead>
<tr>
<th>EASY</th>
<th>ATTRACTIVE</th>
<th>FEASIBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Simple slogan “Outback Art Lighting Tourists’ Hearts” making it easy to identify purpose</td>
<td>• Co-creation increases ownership</td>
<td>Additional costs relate to drafting, design, manufacturing, and materials</td>
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<tr>
<td>• Utilisation of existing community centers and education precincts ensures ease of access</td>
<td>• Procedural justice increases acceptance of costs relating to clean energy infrastructure</td>
<td>Regional and remote artist grants are available:</td>
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<td></td>
<td>• Builds tourism, bringing income for regional areas</td>
<td>• $3.7 million annually for long-term social and economic benefits</td>
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<tr>
<th>SOCIAL</th>
<th>TIMELY</th>
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<td>• Promoting local community benefits increases a sense of connectedness</td>
<td>• 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</td>
<td>Costs will be offset by the tourism benefits</td>
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<td>• A point of conversation to re-frame negative perspectives about clean infrastructure</td>
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<td>After initial implementation in Queensland towns, the recommendation will be scalable to other states and territories in Australia</td>
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**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)