

Ms Stephanie Hunt

Communications Manager, Townsville Queensland Solar City, Ergon Energy

BIOGRAPHY

Solar City Communications Manager Stephanie Hunt brings 15 years experience working in the tourism industry in northern NSW and coastal Queensland to the Solar City team. Stephanie previously managed the Centre for Regional Tourism Research at Southern Cross University and has also worked in local government, not-for-profit and private sectors. With recent experience in diverse business unit management, she now specialises in communication.

ABSTRACT

Sustainable Behavioural Change: insights from the Townsville Solar City project

There is a powerful transformation underway on a small tropical island in the Coral Sea that will change the way we think about and use energy - now and into the future. Magnetic Island residents and businesses are showing the world how simple changes to the way we live, work and play can chart a course for sustainable living that everyone can follow. Ergon Energy's Magnetic Island Solar Suburb is the focal point of the Townsville Queensland Solar City, part of the Australian Government's visionary Solar Cities program. Through a range of initiatives, the project aims to reduce carbon emissions by more than 50,000 tonnes over seven years. By engaging both the local community and visitors to the island, the Solar City project team is spreading the word about using energy wisely. Through a range of innovative practices, the project is reducing wasteful energy use and peak demand, saving customers money and increasing the generation of solar energy. Two techniques that have heavily influenced the project's communication journey toward sustainable behavioural change are Community Based Social Marketing developed by Dr McKenzie-Mohr who has been working to incorporate scientific knowledge on behaviour change into the design and delivery of community programs for over 20 years and Thematic Communication, an approach developed by Dr Sam Ham who uses interpretive themes and objectives based on research into belief structures to make project planning more effective. See how sustainable behavioural change on one small island can make a big difference.