

The role of the Solar City Project in ecotourism

DEAN COMBER

**Manager Sustainability Strategy and Reporting
(Solar City Marketing Plan developer)**

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Solar Cities overview

- Federal Government program to encourage solar energy, demand management, smart meters and cost-reflective pricing
- Townsville one of four Solar Cities
- Focus on Magnetic Island
- Seven years from early 2007

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We wanted it because:

- Demand rising steadily on the island but supply options limited.
- Accelerates our uptake of renewable/ distributed generation and change strategies
- Reproducible model for demand reduction
- Partnership opportunities
- Huge branding value

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Solar Cities Community Day



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Ecotourism on Magnetic Island

- Local community - primary market
- Tourists - secondary market
- Tourists will be aware they are in a solar-powered and energy-efficient precinct
- In our interest to attract 'conservers'
- Up to the local tourist operators how much they promote
- Locals must believe that their efforts aren't wasted by tourists

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Ecotourism & demand management

- Ecotourists expect energy efficiency
- Invisible efficiencies good financially and possibly for comfort
- Visible efficiencies good financially, for comfort, and credibility
- Best efficiencies built in at design stage
- Visible power generation excellent for credibility and possibly good financially

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Ecotourism & demand management

Probably the easiest profit
you ever make
will be the money you don't lose
through the waste of electricity.

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Demand and behaviour change

- Ecotourists prequalified as environmentally responsible – seeking experience
- Education about energy efficiency enhances experience and benefits you
- Community-Based Social Marketing – prompts, commitment, norms, incentives, communication
- Identify your market's perceived barriers and benefits – research, pilot, refine
- www.cbsm.com

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CBSM tips and ideas

- Sign commitment to be energy efficient at time of booking/signing in.
- Lead by example, and help others (norms)
- Have discreet signs to remind re. air conditioners, lights, long showers (prompts)
- Incorporate efficiency aspects into advertising (communications)
- Encourage behaviour by checklist and reward (incentive)

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Thank you.
Questions welcome.

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