

# Thematic Communication Workshop

**People forget facts,  
but they remember themes.**

**April 2010**

**Townsville 9am–5pm**

**Do you want to help reduce energy use in  
the community?**

**Do you want to influence or even change  
energy use behaviour?**

**Do you want people to sit up, pay attention  
and get the point?**

Thematic Communication is a tool that can help you get your message across and inspire change in your audience. This free two day intensive workshop sponsored by Ergon Energy's Solar City project and delivered by Professor Sam Ham is a wonderful opportunity to help you inspire and provoke your audience towards acting on your key messages.

## **Professor Sam Ham**

The course will be presented by Dr Sam Ham, Professor of Communication Psychology and Director of the Centre for International Training & Outreach (CITO), Department of Conservation Social Sciences at the University of Idaho, USA.

Professor Sam Ham has worked extensively in Australia; he is a leading consultant in planning, research and training for Tourism Tasmania. Sam has led a two-year development of products and training materials for the interpretation of Tasmania's nature, heritage, food and wine.

For anyone involved or interested in effective communication and getting their message heard... this FREE workshop is for you!

There is no charge for this course, but participant numbers are limited.

To register your interest, or find out more, contact Integrated Sustainability Services,

Townsville City Council on 4727 9310 or at [sustainable@townsville.qld.gov.au](mailto:sustainable@townsville.qld.gov.au)



Ergon Energy, via the Magnetic Island Solar Suburb team, is proud to partner with Townsville City Council to support the visit of world-leading Thematic Communications expert Professor Sam Ham to Townsville. The Solar City project continues to benefit from Sam's workshops by the implementation of innovative and effective ways to engage audiences and promote behavioural change. I recommend Sam's workshops to anyone interested in getting cut-through delivery of key messages or inspiring and motivating change amongst a target audience.

Julie Heath  
Solar City Community Engagement Manager  
Ergon Energy



# Thematic Communication is helping to Keep Maggie Beautiful!

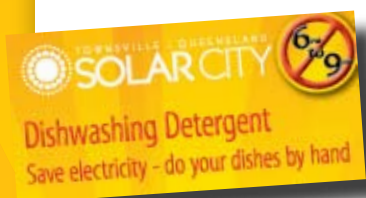
In order to promote long term behaviour changes around energy usage, the Solar City project is incorporating the Thematic Communication teachings of Professor Sam Ham to transform the way visitors think about and use energy – now and into the future. The Community Engagement team led by Julie Heath recently implemented a pilot program at One Bright Point on Magnetic Island aimed at visitors to the Island, which attempts to deliver a ‘take home message’ that is relevant and will resonate with the audience for the long term.



Julie said thematic communication concepts had been rolled out in an effort to develop sustainable behavioural change.

“We have researched and carefully considered the behaviour of visitors to Magnetic Island and specifically One Bright Point. People sometimes turn on the airconditioning and leave doors and windows open and run the clothes dryer and dishwasher during peak hours. The thematic collateral

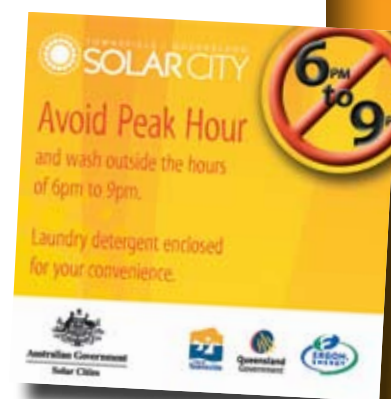
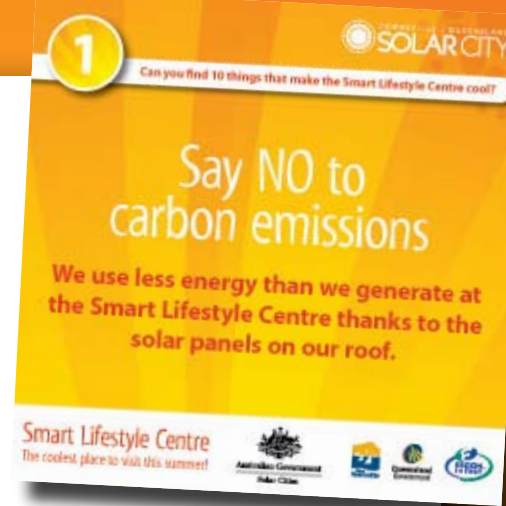
we developed targets these behaviours by establishing a theme and continually reinforcing our key messages via this theme to conserve energy, especially during the all important peak demand period.”



**Australian Government**  
**Solar Cities**

The ‘I helped Keep Maggie Beautiful’ theme was rolled out in collateral including bumper stickers, postcards, light dangles, children’s activity sheets and incorporated prompts and tools such as messaged dish liquid and laundry powder. Each piece of communication material is carefully designed to gain buy in from the audience. The thematic communication efforts, in addition to energy assessments, smart metering and technology interventions will result in significant energy reduction for the One Bright Point facility as well as the owners of holiday let units.

For more information on how thematic communication is helping to keep Maggie beautiful visit [www.townsvillesolarcity.com.au](http://www.townsvillesolarcity.com.au)



The *Townsville: Queensland Solar City* project is part of the Australian Government’s \$94 million visionary Solar Cities program and is implementing a range of initiatives that aim to reduce wasteful energy usage, increase solar energy generation and cut greenhouse gas emissions by more than 50,000 tonnes over the seven year life of the project.

Ergon Energy’s part of the *Townsville: Queensland Solar City* project, the transformation of Magnetic Island into a Solar Suburb, is using thematic communication to change behaviours and help keep Maggie beautiful.

