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Community Acceptance of Australian Wind Farms

Energy Transformed Flagship

Dr Nina Hall, Social Scientist, CSIRO
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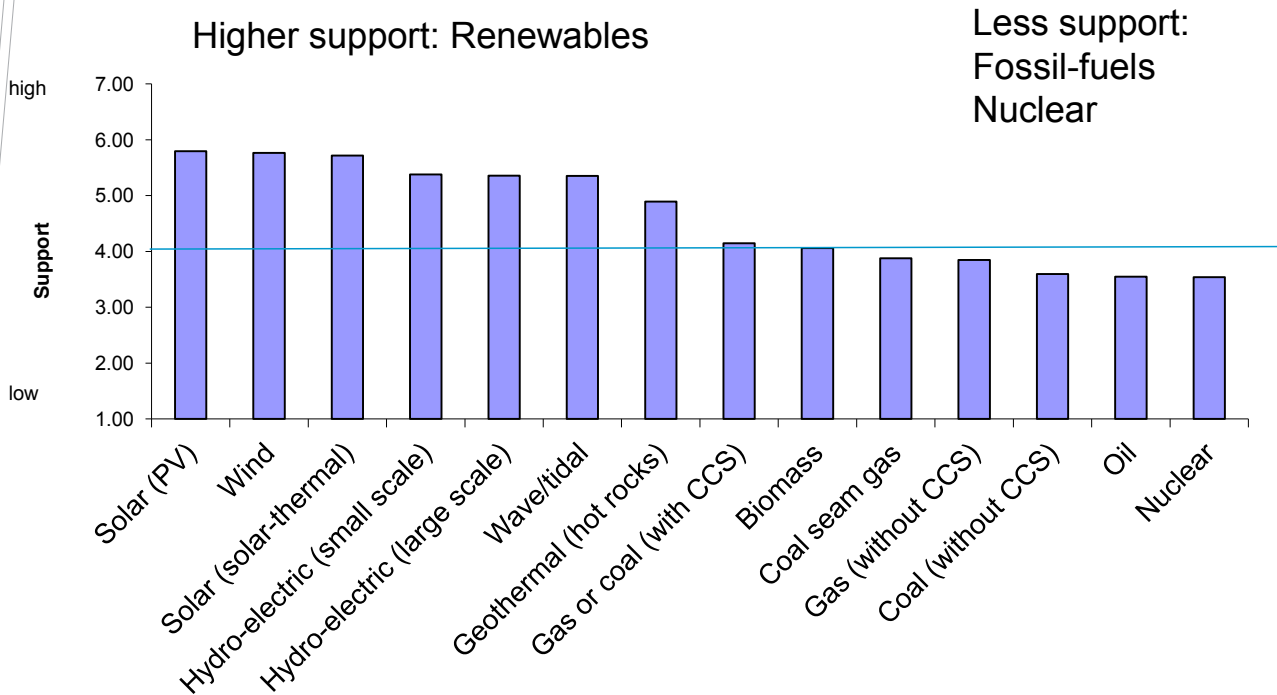


CSIRO Science into Society Group :

Applied social research on socially contested issues including

- Technology assessment
- Social licence to operate
- Behavioural change

Baseline support for renewable energy



Community acceptance of Australian wind farms

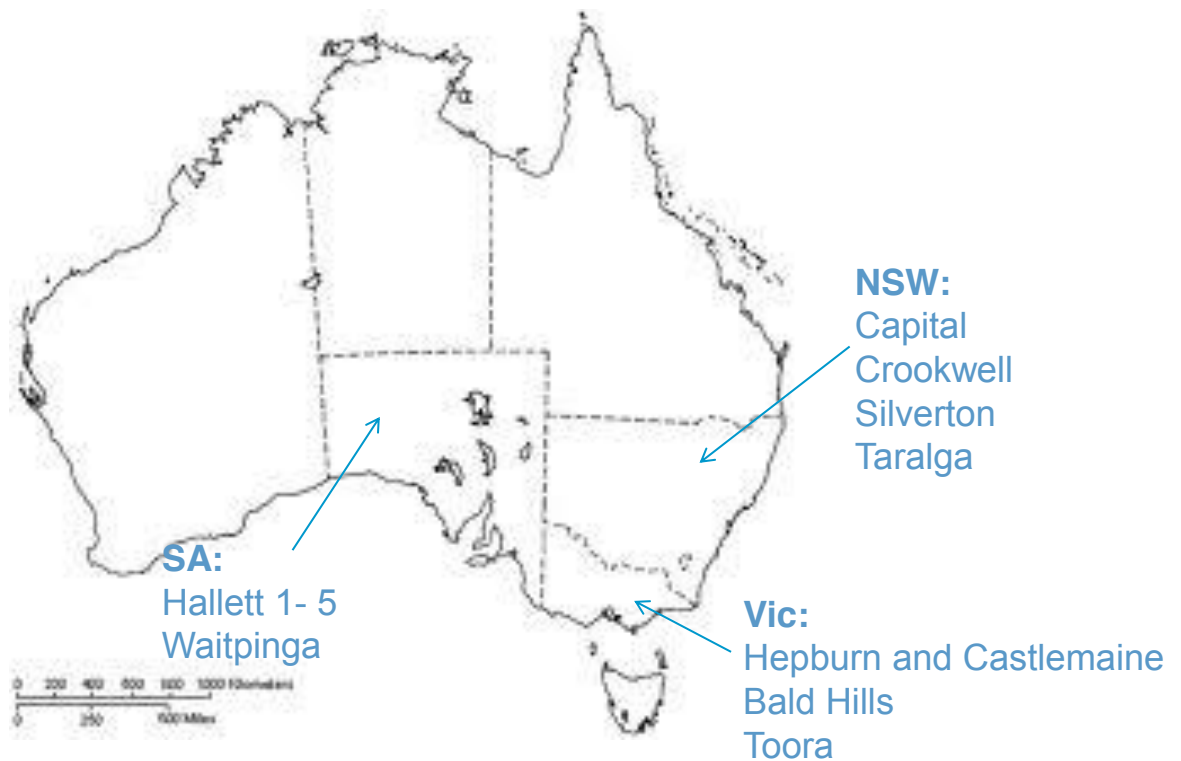
Wind energy in Australia



Australian wind farms >100kW (CEC, 2010)

Community acceptance of Australian wind farms

This research



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Broad support exists

“they are a silent majority in support of the project ... they aren’t going to go out there and march the streets with banners saying we want the wind-farm. They’ll sit at home and they’ll say, it’s not my fight and I don’t really want to get shouted at by these people”

(XC, Victoria, 10/2/11).

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Non-specific reasons behind opposition

Personal

- Nothing to gain but much to lose
- Fear of unknown
- Jealousy
- Self interest

Ideological

- Rural response to city's neglect
- Anti-development
- Anti-greens/ anti-climate action

Community acceptance of Australian wind farms

Consultation stages

(recommended by interview respondents)

Pre-proposal

- Start conversation before proposal
- Seek locations with least affected
- Enable local determination

Announce

- Personal and direct communication

Community input

- One on one relationships with affected
- Use local champions
- Opportunity to change plan
- Sufficient time for feedback
- Involve local government

Ongoing dialogue, regular information

- One-on-one briefings
- Public meetings, open days
- Wind farm tours
- Newsletter, website

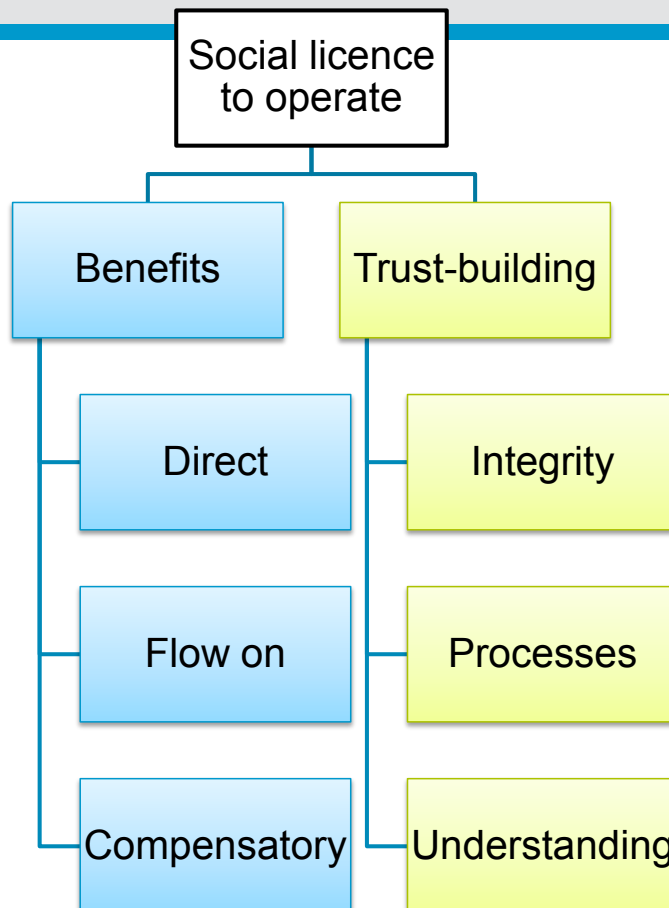
A Social Licence to Operate?

'Organisations cannot run their operations unless the communities in which they operate accept their presence' (Corvellec, 2007)



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Features of a social licence to operate



Community acceptance of Australian wind farms

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Thank you

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