

# Young Persona

## Key themes

### Companies taking action

There was a strong expectation for companies to do the hard stuff now, take action, and walk their talk. Consider people over profits. Community voices should be included at the very top of their leadership structure.

### Protect those at the fringes

It was seen as very important that those who can least afford, and who operate at the fringes were not unduly impacted and were not left behind in the process. Choice and equity are critical. Supporting and build their capacity is important.

### Environmentally minded

The group was very environmentally aware, knowledgeable and keen for action as there has been much talking on the matter in their lives, rather than action. This group has grown up with the climate crisis.

Intro to Scales... approx. 50 words

## Scale #1



### Environment

Introduction copy here...  
approx 25 words



I prioritise the environment, regardless of cost as I know this is a crisis and it must be dealt with now.



I care about my future, the environment and climate change and I am frustrated with the lack of action from energy companies.



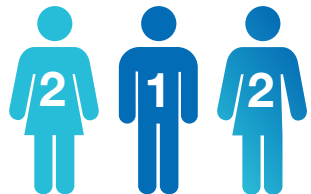
I will make the most environmentally friendly decision as I'm aware of all the energy alternatives, but I'm disappointed with the lack of current environmentally friendly options, and their price for consumers.



I will boycott non renewable energy companies, hold these companies to account and advocate for urgent change.

## Demographics

### GENDER



### AGE

18–28



### IDENTIFICATION



### REGION



## KEY FINDINGS

### Environmental care and action

- Young people are concerned about climate change
- Australia is not doing enough
- Desire to move away from fossil fuels
- Young people don't feel listened to
- Young people are taking everyday action
- Some evidence of organised large-scale protest and activism

### Financial position of young people

- Difficulty making ends meet
- Who is more likely to be doing it tough
- Living at home longer helps
- Some indication young people are making cuts to spending
- Growing intergenerational wealth gap

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## Scale #2



### Affordability

Introduction copy here...  
approx 25 words



Practicality and concern for the environment and broader community while prioritising personal financial situation, and where relevant, family members' financial wellbeing.



'Bottom line' mindset looking for the cheapest bill.



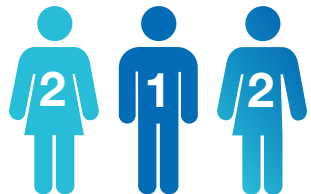
I will choose the cheapest option.



I am indifferent about my energy source as long as it is cheap and I will shop around.

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## KEY FINDINGS

To build on the work completed in the workshop, bd infrastructure conducted a desktop review of research under the two key themes that were discussed in the workshop, being environmental care and action and financial position of young people.

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