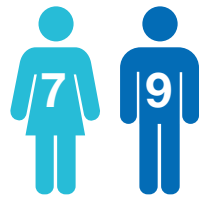


Culturally and Linguistically Diverse Personas

We asked a group of culturally and linguistically diverse people about the energy transition and the future of gas

GENDER



HOUSING



AGE



ARRIVED IN AUSTRALIA



LANGUAGE SPOKEN

Nepal

Affordability and cost were key issues; however, they were environmentally aware, but still wanted to pursue gas for cooking and heating due to its perceived superiority to electric cooking and heating.

Vietnamese

Gas is seen as convenient, affordable and reliable, and they were keen to use it if they can afford to use it. They were also interested in potential for innovation for environmental benefits.

Arabic

Were concerned about the price to transition to renewable gases and had a strong cultural connection to using gas for cooking.

Tamil

Gas was seen as an essential service, and as a superior product for cooking compared to electric, they cannot cook without it, and will use it if its available, however, any innovations or changes should be subsidised by the government.

They told us...

Strong key themes came through the interviews and discussions and in the workshop with Culturally and Linguistically Diverse educators, including:

Gas cultural connections

Strong cultural connection to and preference for gas for cooking. Reluctance to give it up under any circumstances

Environmentally aware

Desire to improve the environment and do what it takes to meet net zero. Came to Australia for better conditions including environment.

Vulnerable connections

Insecure position in the community due to isolation from mainstream, lack of voice, lack of access to benefits/subsidies.

Desire for renewable gas

Strong desire to continue accessing gas into the future, and if renewable gas is the way to do this, it is supported.

They also identified two personas that typify this group's key values...

Struggling Saana



Affordability

I am struggling with the cost of living and make choices based on what I can afford and what I know.



Worried about cost increases, sustainability and safety of new technology, and I can't clearly understand the information in my energy bills. I need more education about new technology.



I also see government has a role to play in implementing subsidies in addition to the role of community and business. I'm ready to change my lifestyle to be more sustainable, but gas is non-negotiable for me. I am a small business owner, and I would rather shut down my restaurant than keep it open if I am not able to use gas.



Gas must be available as an energy source in the future because climate change is important.



Strong cultural attachments to gas and the fact it is reliable and affordable mean I need a renewable energy choice moving forward but it needs to be fair and equitable for people.

Vulnerable Vikash



Vulnerable

I am new to Australia and have limited connections, language and access to services.



I am in an insecure position and my funds are not reliable because I don't have the same access to benefits and subsidies as others. I am isolated from the mainstream with no voice.



Take personal responsibility for your consumption and therefore costs, but green gas should be made available, accessible and affordable for everyone.