Untangling discourses using visuals

Discourse workshop at IGPA, 7 Aug, 2015

By
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Problem framing

- Tasmania has been doing *Sustainable Development* for 25 years; forestry & mining, now tourism
- Development is at an impasse in Tasmania – all agree for Sustainable but why is it NOT happening??
- Policy context – WHA under review, Peace deal up for negotiation and local regional areas (depressed) requiring catalyst
Our project

• Funded by Federal government to look at a **local** issue & cumulative for the state
  – Local people, environment, history, organisations
• Directly **feed into policy development**
• Sustainable tourism development has established stakeholders with specific discourses highly aesthetic issue (hence cumulative); Operators, Locals, Regulators, Tourists & NGO’s

[Tell Us Your Views]
Help us shape the future of tourism in Tasmania

[Map of Tasmania with locations: Tarkine, Bay of Fires, Bathurst Harbour]
Our ‘concourse’

Results: Bay of Fires-group 1

Bay of Fires, Group 1

Dislike

Like
**Tasmanian’s Preferences: Bay of Fires (n= 43)**

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<thead>
<tr>
<th>Engagers With Nature</th>
<th>Envir’l Accommodators</th>
<th>Outdoor Recreationists</th>
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Testing Scenarios with Tourists

Note a limitation: only tourists in situ
Bay of Fires: Tourist Preferences (n=65)

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Aligning stakeholders with discourse

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<tr>
<td>Operators</td>
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<td>Regulators</td>
<td>2</td>
<td>3</td>
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<td>Community</td>
<td>2</td>
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<tr>
<td>Locals</td>
<td>18</td>
<td>5</td>
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<td>Total</td>
<td>27</td>
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Discourse using visuals

Opportunity
• Low literacy rates (47%)
• Cross cultural barriers
• Engage people - love to talk piccy’s
• Engager catalyst

Challenges
• Different interpretations – align interviews with visual results
• Multiple reasons for same ideas
• What is the ‘right picture’

QUESTIONS?

This project; 8 academics + 6 policy makers, industry, 3 tiers of government, $250K in funding, 2 years, 300 pages of reports + flyers etc ..., 3 changes to policy – BUT NOT ONCE WAS ‘DISCOURSE’ USED