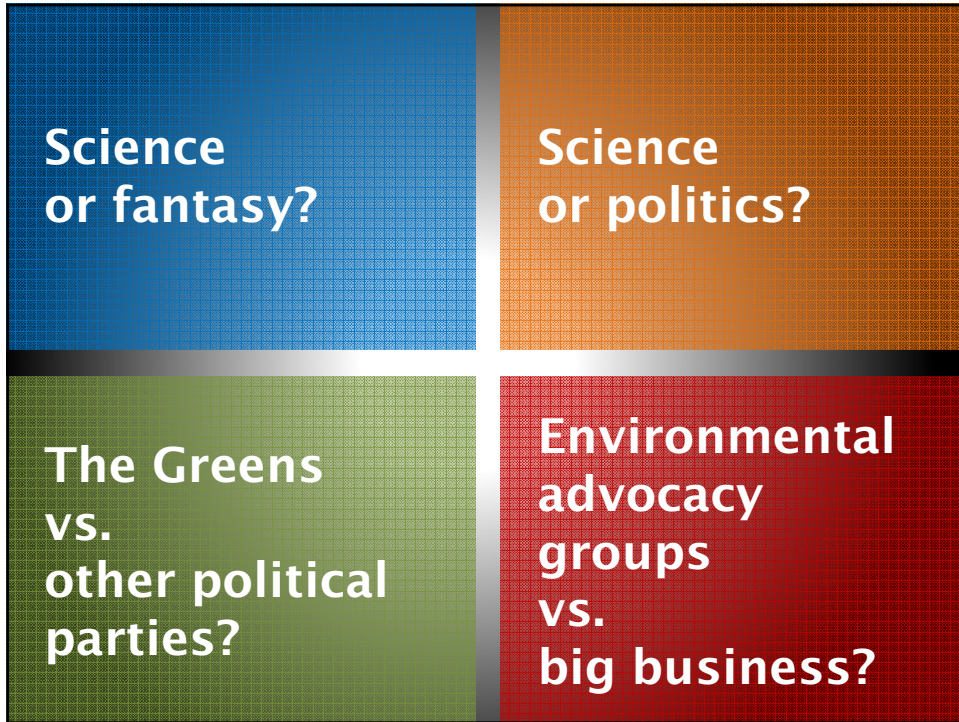


SENATE
COMMUNICATION COUNSEL

Carbon pricing:

Communicating its role
in climate change action

**Who and what are
we to believe?**



The key arguments

- 1.** We must act now
- 2.** Energy efficiency
- 3.** Need to be internationally competitive
- 4.** Providing investment certainty
- 5.** New opportunities: innovation and jobs

The image is a 2x3 grid of six panels. The top-left panel has a dark blue grid background with the text 'The key arguments'. The other five panels contain numbered arguments: 1. 'We must act now' with a factory emitting smoke; 2. 'Energy efficiency' with wind turbines in a field; 3. 'Need to be internationally competitive' with a view of Earth from space; 4. 'Providing investment certainty' with a green line graph and the word 'GROWTH'; 5. 'New opportunities: innovation and jobs' with hands holding a glowing lightbulb.

The key arguments

Are they working?

What should they be?

The image shows a large black rectangle with the title 'The key arguments' at the top. Below the title are two vertical panels: a blue one on the left with the text 'Are they working?' and a red one on the right with the text 'What should they be?'.