

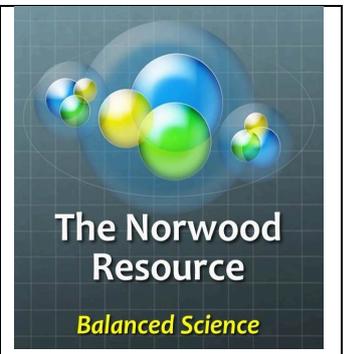
NEWSLETTER

The Norwood Resource *Incorporated*

ABN: 39 286 963 247

Registered ACNC

Issue 4: July 2014



Welcome

Welcome to The Norwood Resource (TNR)'s July newsletter. Our newsletters are distributed monthly to our members and potential members to provide updates on the progress we are making in 'assembling and disseminating the facts and science' and 'actively challenging and countering misinformation' about the impacts of oil and gas exploration and production on the environment. Our previous newsletters can be accessed at:

<http://thenorwoodresource.org.au/newsletters/>

Why TNR Formed

TNR was formed by a group of retired, semi-retired or independent oil/gas professionals who were increasingly dismayed at the way our industry was being misrepresented in the media. More details on why we formed, together with our objectives and plan can be found at:

<http://thenorwoodresource.org.au/about/>

Mission

Briefly, our mission, which can be found in more detail in the above link, is to:

- assemble and disseminate the facts and science;
- challenge and counter misinformation;
- provide balanced information to key media personnel; and
- become a "go-to" centre of expertise which media and the community can access if they are interested in the facts and science,

about the impacts of oil/gas exploration/production on the environment.

Membership

For potential members more information about becoming a member can be found at:

<http://thenorwoodresource.org.au/become-a-member/>

During June, our membership numbers remained at 75, consisting of 25 active members and 50 associate/overseas members. The fact that no new members joined in June is very disappointing, especially given the number of personnel working in the oil/gas industry and the public relations issues our industry faces.

We would welcome any feedback as to why participants in the industry express support for this very important initiative but are not joining.

We've had feedback that some industry members are reluctant to join TNR because we are seen as a political or lobby group. Unfortunately, whenever any group challenges or counters another group regarding the misinformation they are spreading, this "tag" appears to be unavoidable. However, we all know what happens when misinformation is not challenged. We can assure potential members that our challenges are and will always be, based on the facts and science. **We can also assure potential members that our membership listing will remain confidential.**

Your feedback would be most welcome.

Countering/Challenging misinformation.

Many of you will have seen the media during June and the ongoing barrage of misinformation aimed at our industry. For example:

*Approval by NOPSEMA of Bight Petroleum's seismic survey in the Great Australian Bight brought cries of "foul" from various green groups including the Greens who announced they would consider a legal challenge. It is heartening that NOPSEMA did not bow to pressure from the vocal minority who spread misinformation in an attempt to achieve their ends.

*The ongoing saga in NSW following Metgasco's approval to drill its Rosella E-01 exploration well being revoked by the State Government in May. This appears to be a case of a regulator bowing to the misleading claims and very dubious tactics of minority interest groups.

The above two examples demonstrate that the oil/gas industry should be constantly vigilant of the risks the industry faces in terms of "licence to operate". The industry should make every effort to counter and challenge claims that are obviously incorrect and not based on the facts and science. Allowing inaccurate claims to go unchallenged means that they become "fact" in the public's mind.

We cannot rely on industry associations such as APPEA or IAGC, or individual companies, to counter/challenge such claims in isolation. It must be a whole of industry effort and should include:

- individuals
- professional associations
- industry associations
- oil companies and contractors
- organisations like TNR.

The nature of this effort should involve online comments countering/challenging incorrect or biased media reports, letters to the editor, advising friends/family of the facts/science, fact sheets, articles, etc.

Published during June

TNR did not publish an article during June.

This is not to say we were inactive on other fronts. In the "seismic surveys and marine life" subject category, we are now at the stage of countering/challenging misinformation being spread by third parties. Thus, it is often more effective to challenge the misinformation on third party websites. The two examples involving this strategy during June can be seen at:

<http://indaily.com.au/business/2014/06/11/bight-wins-approval-ki-seismic-tests/>

In response to SA Senator Penny Wright and the Wilderness Society crying "foul" regarding NOPSEMA's approval of Bight Petroleum's survey, we managed to coordinate a significant number of comments in support of the survey which "drowned out" the usual "green" comments

<http://www.3news.co.nz/Deafening-air-gun-could-be-used-in-dolphin-sanctuary/tabid/1160/articleID/350497/Default.aspx>

Again, more 'industry' comments than 'green' comments.

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