

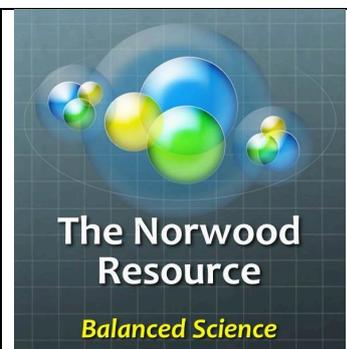
NEWSLETTER

The Norwood Resource *Incorporated*

ABN: 39 286 963 247

Registered ACNC

Issue 6: September 2014



Welcome

Welcome to The Norwood Resource (TNR)'s September Newsletter. In order to incorporate more information into our Newsletters, the general information, such as why we formed and our mission, have been removed. Details on why we formed, together with our mission, can be found at:

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

Membership

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

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

During August, our membership numbers increased from 79 to 83, consisting of 26 active members and 57 associate/overseas members. The fact that very few new members joined in August is again very disappointing, especially given the number of personnel working in the oil/gas industry.

Even though we get lots of verbal support for what we are doing from a number of individuals and organisations, this support has not, for some reason, been converted into healthy membership numbers.

We've had feedback that some people are reluctant to join TNR because we are seen as a political or lobby group. If the process of challenging/countering misinformation about the industry causes it to "head for the bunkers" whenever poor publicity is encountered, it is little wonder that it is becoming more difficult and expensive to operate. As the then Federal (Labour) Resources Minister, Gary Gray, stated in his address at the 2013 APPEA conference ***"We need to put evidence and science into the current debate – and balance the misinformation that is being peddled in the public arena, and we need to be robust about it."***

The TNR Founding Committee believes that, to be a robust but respectful, voice in the community, we must have a vibrant membership consisting of individuals from all walks of life who are simply interested in balanced debate. This is why we are so keen to increase our membership numbers. Existing members' assistance in recruiting new members is greatly appreciated.

TNR and the media/public

As per our mission statement, our eventual objectives are "to inform key media" and "establish and maintain a centre of expertise" about the facts and science pertaining to oil/gas exploration/production and the environment. Only by achieving these objectives can we "balance the misinformation peddled in the public arena".

We are gaining some exposure in industry media but more community and mainstream media exposure is needed. As mainstream media appear reluctant to "let the facts get in the way of their story" we are investigating ways, in addition to social media, to get the message directly to interested groups. For example, one of our founding committee is ready, willing and able to give talks to community groups (eg Rotary), school groups, etc on the topic of seismic surveys and marine life. Please call if you know of any groups that would like a speaker.

Countering/Challenging misinformation.

During August, a further example of the ongoing barrage of misinformation aimed at our industry and why the industry needs to be more robust in countering this misinformation includes this "gem" from SETFIA (South East Trawl Fishing Industry Association):

"The oil & gas cup - As the AFL home and away season draws to an end SETFIA has released its oil and gas company ladder for 2014: <http://www.setfia.org.au/item/the-2014-oil-and-gas-season-in-review.html> "

One wonders how rigorous SETFIA's assessment is. After all, staying with the "AFL footy" theme:

*The participants have "played" a different number of "games" and a very specific oil/gas development activity is very different from a possible and as yet not firm seismic survey; and

*We've all seen distorted results due to mistakes (or bias) by referees. There are undoubtedly very good performances by some organisations such as Roc Oil (they also did an excellent job in their Cliff Head field in WA). However, it would appear that the organisations that are low down on SETFIA's "ladder" are those that either do not have a firm project or are not using a "SETFIA Contractor" but independent consultants to assist with their fisheries consultation. Unfortunately, using a "SETFIA contractor" could potentially be construed as conflict of interest on the part of SETFIA?).

Making complaints to regulators about the effectiveness of consultation by proponents of petroleum activities has become a new "game" by many stakeholders. The complaints are often made on the basis of being very selective with the facts. However, industry and stakeholders must admit that, in some cases, the level of consultation could be improved and, when two parties get off to a "bad start", often due to misunderstandings and jumping to conclusions, it is difficult to bring respect back into the communication process. Effective consultation must be based on mutual respect and any party that does not enter into consultation on this basis is doomed to feel aggrieved about the outcomes of ANY consultation process.

It would appear that, based on the above publication, SETFIA exhibits a certain lack of respect for the petroleum industry. Thus, more effort is needed in this area by both industry and stakeholders.

Published during August

As mentioned in our previous newsletter, the following article, which "lifted the lid" on misinformation contained in onshore campaigns, was also published on 2nd August:

<http://thenorwoodresource.org.au/2014/08/02/do-protectors-tell-the-truth-and-are-their-protests-based-on-facts/>

This was a parallel article to the one published in late July exposing examples of misinformation being spread about offshore seismic surveys by protestors/lobbyists:

<http://thenorwoodresource.org.au/2014/07/30/the-right-to-protect-or-lobby-should-not-be-abused/>

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