

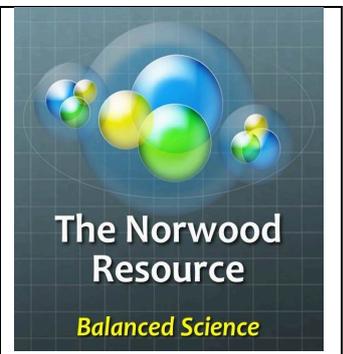
NEWSLETTER

The Norwood Resource Incorporated

ABN: 39 286 963 247

Registered ACNC

Issue 8: November 2014



Welcome

Welcome to The Norwood Resource (TNR)'s November Newsletter. Details on why we formed, together with our mission, can be found at:

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

Our mission is to challenge and counter misinformation in the public arena. We take some of our inspiration from the words of the then Federal (Labour) Resources Minister, Gary Gray, who 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 **passionately** interested in balanced debate.

Membership and Branch formation

During October, membership numbers increased from 87 to 120: 36 active members and 84 associate/overseas members. This was mainly as a result of TNR becoming more active and initiating the process of expanding beyond Adelaide. In early October the number of WA members reached the level needed to set up a branch there. The inaugural WA TNR luncheon meeting was held in Perth on 9 October and a significant number of new members joined at that meeting. It was very pleasing to see the event so well attended (55 attendees) and that there was so much interest in and discussion of, the topics covered.

The committee sincerely hope that potential new members in other States (and, possibly, overseas locations) will join TNR such that the number of members needed to set up new branches is achieved in more locations. For potential members, more information about becoming a member can be found at:

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

Only by expanding the membership numbers and maturing the concept of Category Interest Groups (CIGs), as described below, will TNR be able to achieve its Mission.

TNR and the media/public

As per our mission statement, our ultimate 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.

We are gaining some exposure in industry media but more community and mainstream media exposure is needed. This will only be achieved if more of our membership are involved in assembling/disseminating the facts and countering/challenging misinformation. Now that we have increased our membership, we are in the process of forming **Category Interest Groups (CIGs)**. These CIGs will consist of groups of 4-6 people, each with a coordinator, who are passionately interested in their category (or topic). The CIG will identify the "hot" issues in that category, prepare articles/blogs to address them and maintain a social media presence to counter misinformation.

Countering/Challenging misinformation.

The TNR Founding Committee is convinced that the best way of countering/challenging misinformation is with CIGs. It is envisaged that CIGs will harness the interest, experience and passion of TNR members and other interested parties such that 3 types of article/presentation are generated for each category:

1. Factual scientific articles. Eg. How sound attenuates in water; Chemicals used in fracture stimulation; etc
2. Articles that challenge "popular" claims from environmental groups and some elected representatives. These will generally utilize and link into the type 1 articles.
3. Articles that dissect and challenge "peer-reviewed" scientific publications from researchers.

These 3 types of articles are reasonably well developed in the "seismic surveys & marine life" category and thus activity in this category can be taken to the next level, which is countering and challenging as many examples of misinformation on eNGO websites and in media articles, as possible. This is why more members are needed for each CIG as it is difficult for 1 person to counter/challenge the misinformation and inform the public.

The CIG categories and coordinators are as follows:

CIG	Coordinator
Community Consultation	Tony Milnes
General Environment	tba
Government & Regulation	Andy Andrejewskis
Seismic Surveys & Marine Life	John Hughes
Water/Land Use	Brian Wickins
Coal Seam Gas	tba
Shale Gas/Oil incl fracture stimulation	tba
Onshore Seismic	John Iredale
Climate Change	tba

TNR is **seeking volunteers to become coordinators** for some of the above CIGs. Coordinators will need to be Active members of TNR and will become a member of TNR's management committee (if they are not already). They do not need expertise in the category as long as at least two members of the CIG have expertise. **TNR is also seeking volunteers to become members** of these CIGs. Members do not need to be active TNR members and, if they have the expertise, may not necessarily be a TNR member. For obvious reasons, the identities of CIG members will be confidential.

Please consider volunteering to become part of this important industry initiative.

Published/Presented during October

Presentations were given in Perth on 9 October outlining TNR's background and the onshore/offshore issues we are tackling. Furthermore, the following two articles were published with the latter achieving good exposure (reach) on our Facebook page:

<http://thenorwoodresource.org.au/2014/10/06/final-report-of-the-independent-review-of-coal-seam-gas-activities-in-nsw/>

<http://thenorwoodresource.org.au/2014/10/14/is-the-greenpeace-nz-campaign-against-seismic-surveys-fraudulent/>

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