

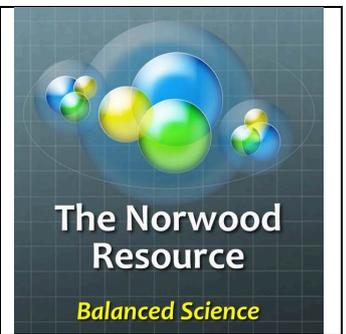
# NEWSLETTER

The Norwood Resource *Incorporated*

ABN: 39 286 963 247

Registered ACNC

Issue 9: March 2015



## Welcome

Welcome to The Norwood Resource (TNR)'s March Newsletter, our first of 2015. Although we have skipped a few over the holiday season since our November 2014 Newsletter, we have been very active in a range of areas.

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

Since the end of October, membership numbers increased from 120 to 138: 44 active members and 94 associate/overseas members. A TNR luncheon meeting held in Adelaide in late November resulted in a number of new members joining at that meeting. It was very pleasing to see the event so well attended (including an MP and a journalist) 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)** for all interest areas. These CIGs will consist of groups of 4-6 people, each with a coordinator, all passionately interested in their category (or topic). CIGs 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 and challenging misinformation is with CIGs. CIGs will harness the interest, experience and passion of TNR members and other interested parties. More information on CIGs can be found in our November Newsletter:

<https://norwoodresource.files.wordpress.com/2014/04/1411-tnr-newsletter-nov14-final.pdf>

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

## Published/Presented during November to February

Presentations were given in Adelaide on 28 November outlining TNR's background and the onshore/offshore issues we are tackling. This meeting resulted in a media article which, one could say, was somewhat biased, but still good publicity. It proved that Mark Twain's quote: "*If you don't read the newspaper, you're uninformed. If you read the newspaper, you're mis-informed*" is very much alive and well today. Nevertheless, the article generated an extremely challenging online discussion and TNR members/supporters were able to bring more facts into the discussion:

<http://indaily.com.au/news/2014/12/01/mining-elders-fight-back-scare-campaigns/>

Talking about facts, it is rather obvious that many activist groups, including eNGOs, who place misinformation into the public domain, stoop to rather unethical tactics to try to ensure the facts do not get in the way of their 'story'. The following sequence of articles, highlight the depths some groups will go to prevent the facts getting into the public domain on contentious issues. These tactics include vilification, deletion of comments that put forward inconvenient truths and banning those people that counter or challenge the mis-informer or simply ask them for their facts:

<http://thenorwoodresource.org.au/2015/01/28/inconvenient-truths-suppressed-by-oil-free-seas-kangaroo-island/>

<http://thenorwoodresource.org.au/2015/01/29/cetacean-strandings-a-plea-for-honesty/>

<http://thenorwoodresource.org.au/2015/02/09/the-torrent-of-falsehoods-on-oil-free-seas--kangaroo-island-ofskis-facebook-page-continues/>

<http://thenorwoodresource.org.au/2015/02/10/cover-up-by-oil-free-seas--kangaroo-islandofski/>

In addition to the above, TNR adopted a strategy of sharing misinformed posts on activist Facebook pages and countering them strongly on TNR's FB page. Such groups included "OIL free SEAS \_ Kangaroo Island (OFSKI), Stranded no More and Florida Politic. Examples can be seen on our Facebook page:

[www.facebook.com/TheNorwoodResource](http://www.facebook.com/TheNorwoodResource)

TNR members attended quite a few meetings with government officials, members of parliament, journalists and other interested parties during this period. As a result of one of the meetings, the following article was published in the Stock Journal.

<http://www.stockjournal.com.au/news/agriculture/general/news/norwood-resource-sells-mutual-benefit/2721112.aspx>

Furthermore, TNR prepared a submission to the "Parliamentary Inquiry into gas fracking in SE South Australia".

Website: [www.thenorwoodresource.org.au](http://www.thenorwoodresource.org.au)

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