

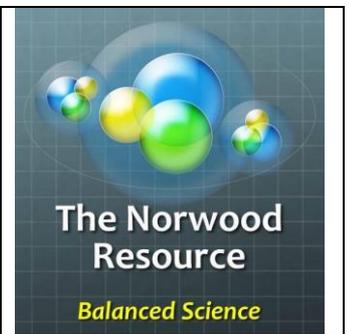
NEWSLETTER

The Norwood Resource Incorporated

ABN: 39 286 963 247

Registered ACNC

Issue 10: April 2015



Welcome

Welcome to The Norwood Resource (TNR)'s April 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 (Labor) 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.

Published/Presented during March

During 29-31 March, one of TNR's founding committee members, John Hughes, attended the Advantage New Zealand Petroleum Summit as an International Keynote Speaker and representative of The Norwood Resource. The title of his presentation was "*Myths about marine seismic surveys are not facts*": a video of the presentation can be accessed at <http://webcast.gigtv.com.au/Mediasite/Catalog/catalogs/advantage2015>

While in New Zealand (and before he went there) John was asked for comments from various media outlets. He was also invited to provide a guest blog for Kiwiblog – see:

http://www.kiwiblog.co.nz/2015/04/why_do_myths_and_misinformation_drown_information_facts_and_science.html.

As can be seen from the comments generated by the above blog, it raised some interesting concepts/questions such as "*Can they (the eNGOs) then be prosecuted for breaching advertising standards?*" Of course, as is usual, the discussion thread was quickly high-jacked by those seeking to twist off the topic to issues such as climate change. However, returning to the comment/question, TNR agrees that eNGOs should be held to the same standards as businesses are in terms of "*truth in advertising (or campaigning)*". We look forward to the day that such standards are enshrined in law. This would obviously stop such groups and individuals misleading the public in such a blatant way.

John was also quoted on radio NZ – see:

<http://www.radionz.co.nz/news/national/270042/anti-oil-groups-accused-of-using-bogus-science>.

During the month, our article on the unethical tactics that eNGOs use to spread misinformation about onshore issues, such as fracking, was updated to include recent examples and reflect the content of TNR's submission to the "*Parliamentary Inquiry into gas fracking in SE South Australia*". This can be accessed at:

<http://thenorwoodresource.org.au/2015/03/03/do-protestors-tell-the-truth-and-are-their-protests-based-on-facts/>

In addition to the above, letters were sent to publications such as Border Watch challenging/countering articles/letters that ignored the facts and science.

Furthermore, TNR continued the 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], who changed their name to "OIL free SEAS – Australia [OFSA], Stranded no More and NRDC. Examples can be seen on our Facebook page:

www.facebook.com/TheNorwoodResource

Membership and Branch formation

During March, membership numbers remained at 138, consisting of 44 active members and 94 associate/overseas members. We would like to gently remind all those members who joined before October 2014 that their membership is now due for renewal. In addition, it would be very much appreciated if all existing members could recommend membership of TNR to friends or colleagues who may be interested in TNR's mission of countering and challenging in the media the increasing levels of misinformation about our industry.

Following our establishment of a branch in WA, the committee sincerely hopes 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.

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