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the voice of australia's
oil and gas industry

Engagement with Stakeholders

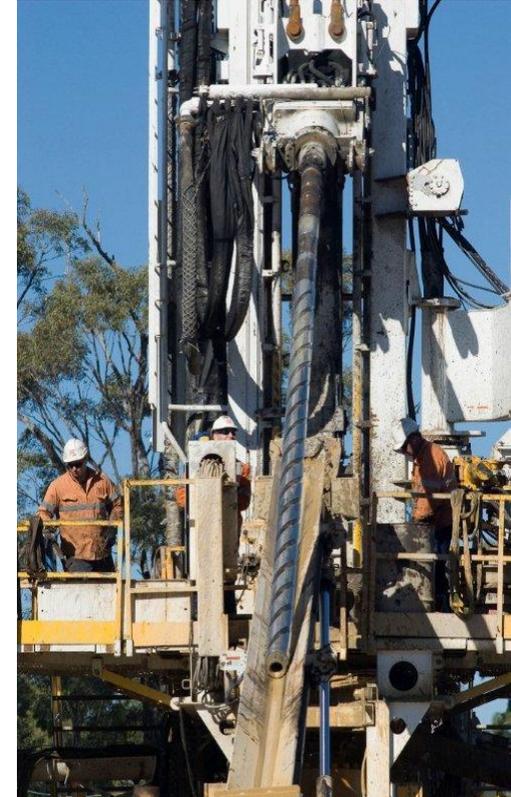
SA Roundtable for Oil and Gas

25 September 2015

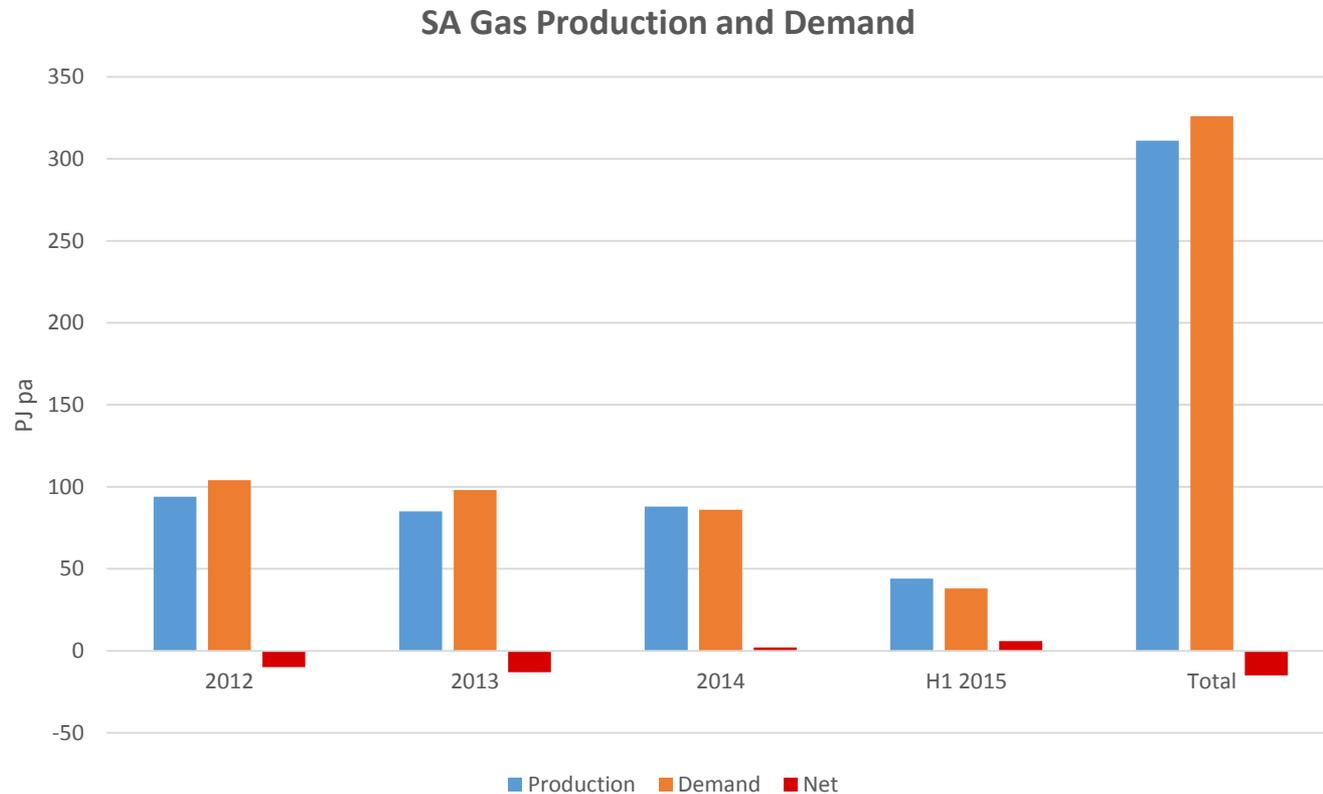


Stakeholder Engagement

- Why change?
- Trust and facts
- A good story
- When facts don't work
- The essential dialogue
- What have we learnt?



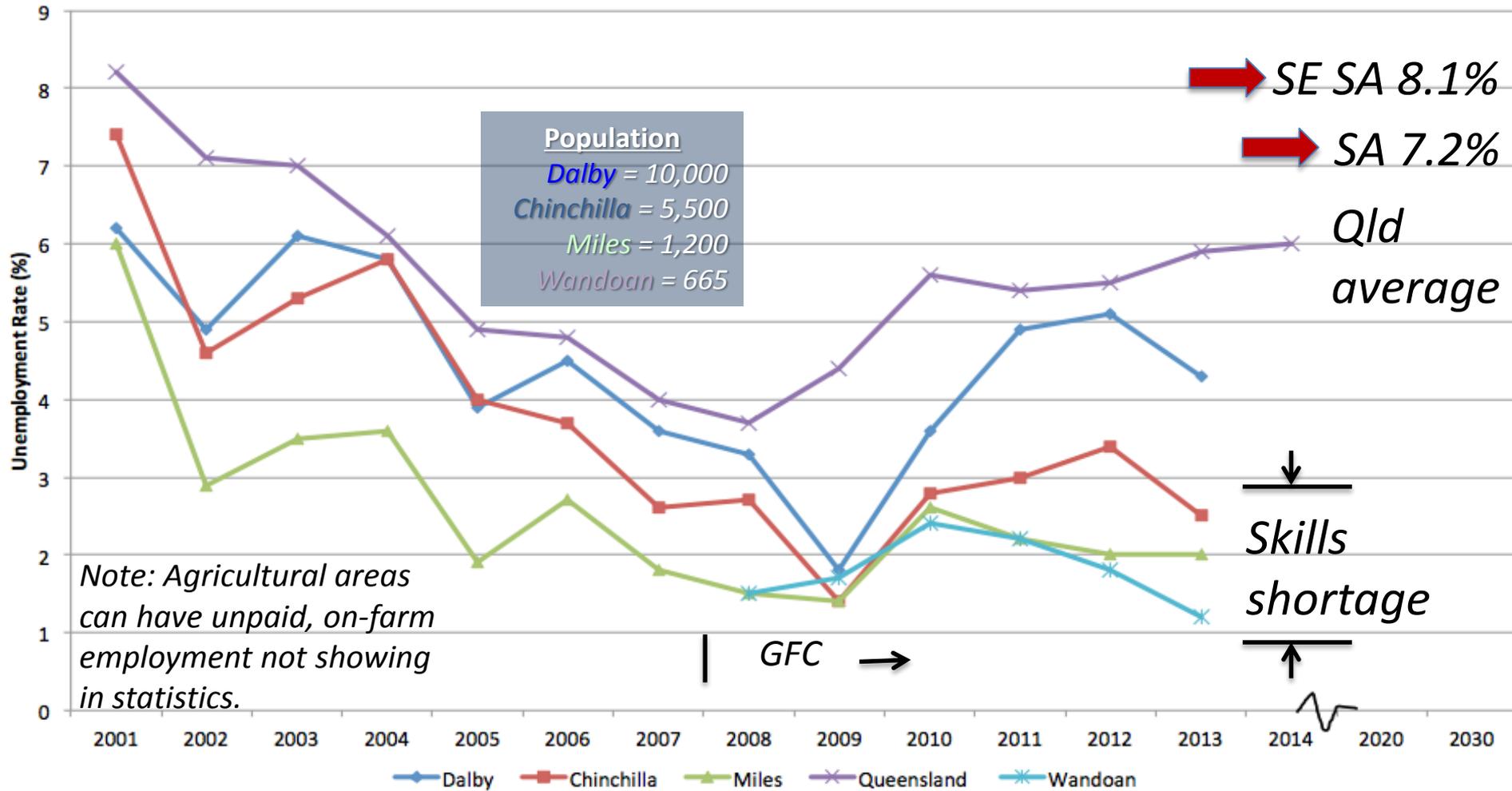
Over the last 3.5 years, SA has been an importer of gas...



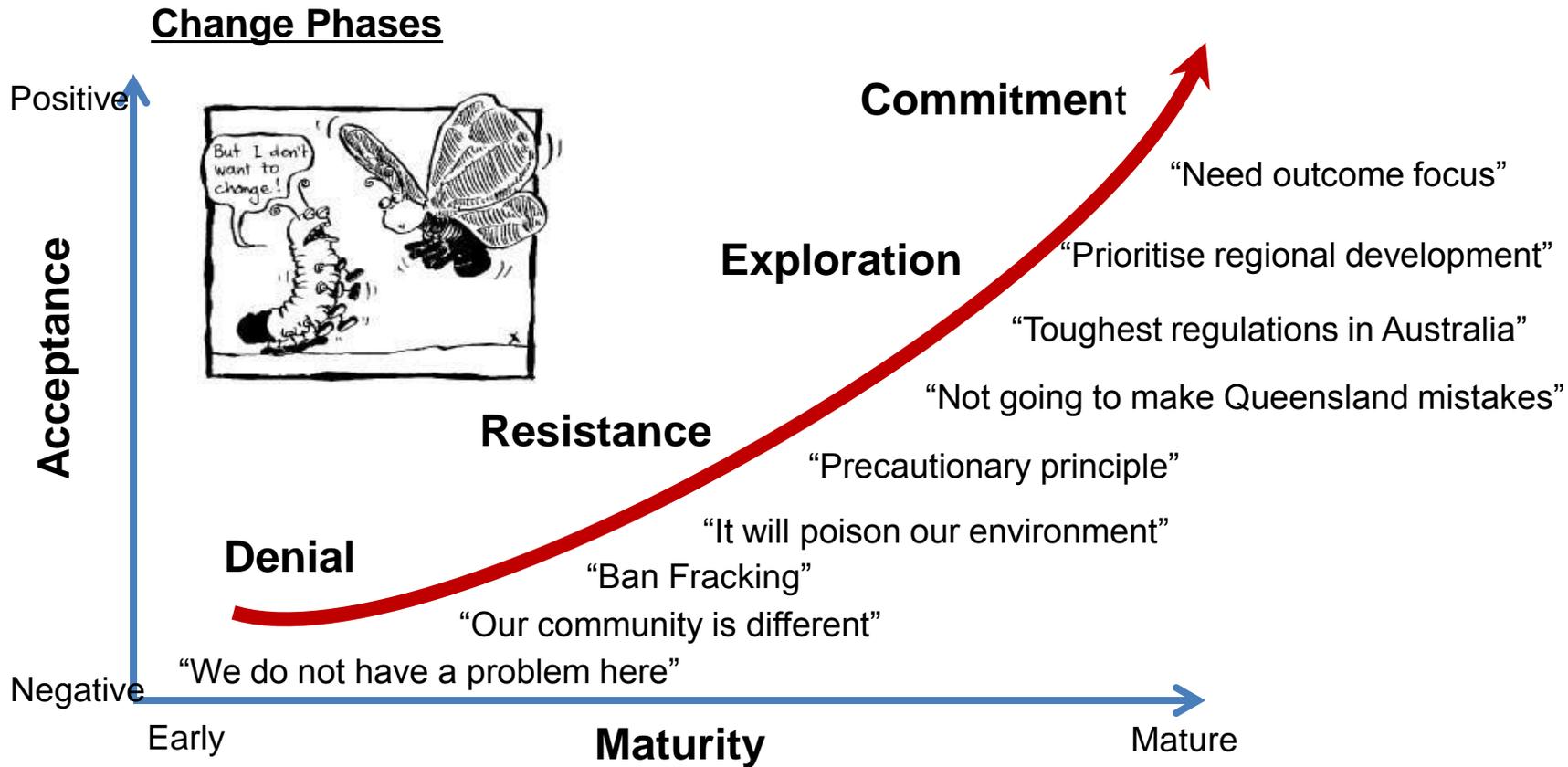
...with only 3% of Eastern Australia's 2P gas reserves

:The case for change

Unemployment rates (%)



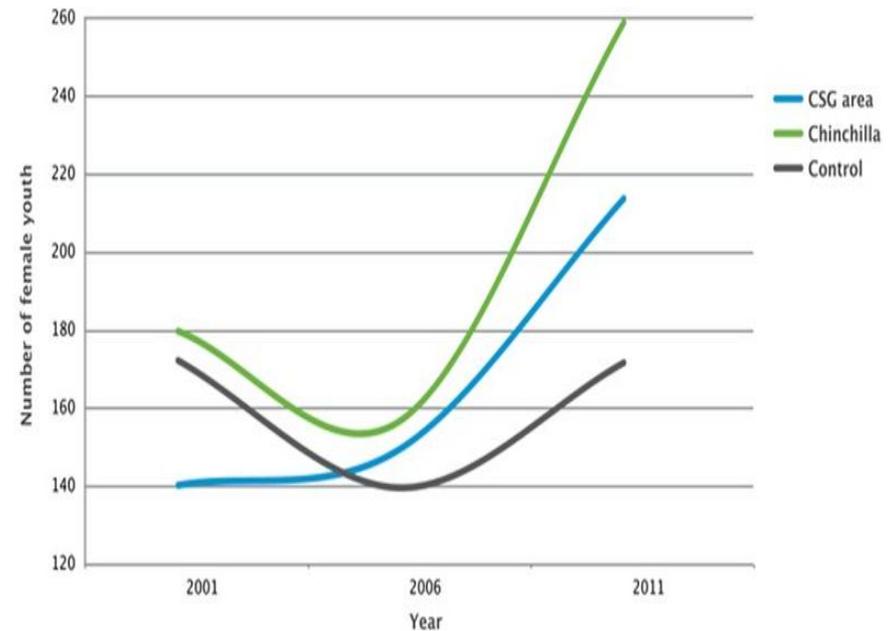
Community engagement depends on maturity of the dialogue



Onshore Gas Case Study:

- Non-mining employment increased by 32% compared to non-CSG areas
- Family incomes increased by 12-15%
- For Chinchilla, QLD
 - families below the poverty line decreased from 23.4% to 8.33% ¹
 - Young (15-29 year olds) population increased 53%
- Residential property value in Western Downs Region increased by 8.8% to 2014 ²
- \$3 million per month direct community contributions

Regional female youth head count



Source: CSIRO

1. CSIRO (2013), *Impacts of Unconventional Gas development on Rural Community Decline* Authors, Fleming, D. and Measham, T [Working Paper].

2. <https://publications.qld.gov.au/storage/fj/2014-06-15T23%3A13%3A58.384Z/2014-property-market-movement-report-lores.pdf>

:Trust and Facts

- Why do we trust aeroplanes...



...and not sharks?

- Fluoridation
- Vaccination
- Jurassic myths
- Flying saucers
- Fracking

- And teenagers

:Facts alone don't work

Case Study: Katnook wine and gas



Why don't people listen?

- Everyone is different
- Concerns are real
- Language matters
- Be ready to listen – it's not a monologue

Getting ready for the conversation

- 'Trust before business'
- Pictures and sones
- Corporate and technical language is deeply imbedded

Building trust in science and engineering is...

...not a lecture series



...a constructive engagement



...to a confused frustrated audience, but...



:What have we learnt?

- Find people who connect
- Use community leaders
- Provide access to facts
- Exploration phase is critical
- Have a relief valve
- Embrace the journey
- and there are people who want you to fail

