



Brighter

12 months in
market

Natural gas -
Naturally part
of every day.

 bright-r.com.au

Brighter
with natural gas.

Natural Gas

Naturally part of every day

What is Brighter?

Brighter was launched in October 2018 by the Australian Petroleum Production & Exploration Association as part of the Australian gas industry's commitment to better informing and engaging the broader community.

For more than 50 years, gas companies have formed strong and lasting partnerships with the often remote local communities in which they operate. Brighter is a recognition that it is incumbent upon us to now do the same with communities throughout Australia.

Australian natural gas is as much a part of their lives as it is those communities in which we operate – whether it is the 70% of Australians homes using gas to heat and cook in their homes, or the 80,000 Australians employed through the industry, or the businesses – big and small – who manufacture Australian goods with natural gas. Critically, we must engage with Australians on the issues that matter to them. Brighter focuses on those areas, including:

- The role of natural gas in their homes and lifestyle
- The fit between natural gas and renewables for a clean energy future
- The many and varied jobs created by the industry, including for local small businesses
- The economics and operation of our gas industry, including the importance of exports
- Environmental management regulation and best practice
- Co-existence between gas operations and other industries such as farming, fishing and tourism



How does Brighter work?

Over the past year, Brighter has reached millions of Australians through media, digital platforms, community events, engagement campaigns and advertising, in every State of the country.

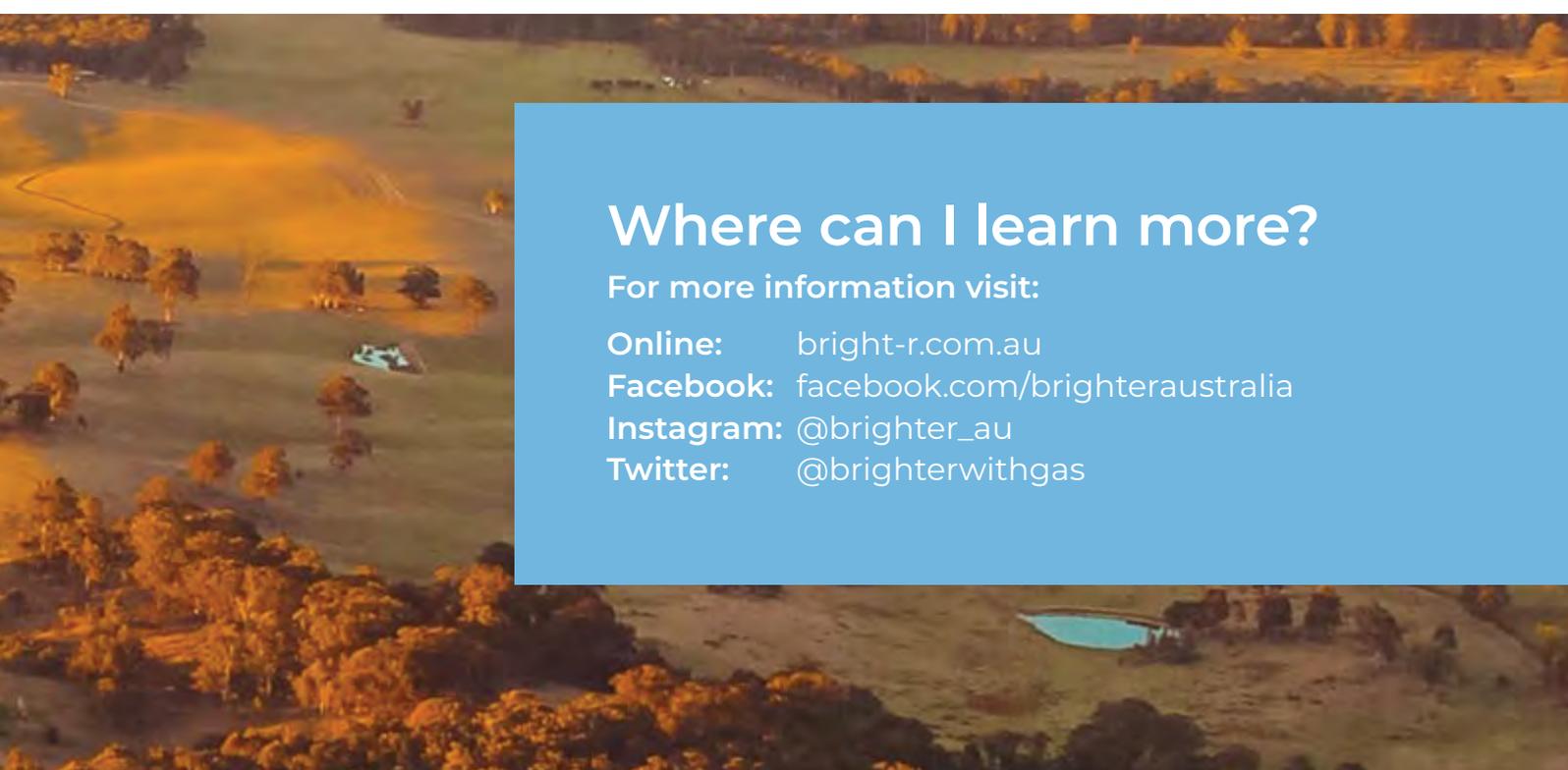
Brighter also works closely with stakeholder and industry partners, with more than 30 partnerships throughout the year with science and technology, environmental, transport and local government groups.

Our standalone engagement campaigns – which include community events, digital, stakeholder and media elements – are highly successful at reaching new audiences, with nearly 300,000 Australians learning more about the role of gas in the home and the people working in our industry.

We also operate in the community, working with civic groups on local BBQs and festivals, as well as educational activities and introducing more than 10,000 young Australians to science, technology, engineering and maths content.

These sustained efforts have seen improved community understanding of the industry, improved support from stakeholders and a more active debate about the role of natural gas in our everyday lives.

In 2019-2020, Brighter will be focusing on meeting ever greater consumer interest in what our industry means for them, contribution to a clean a clean energy future and what benefits Australia receives from a robust industry, new domestic projects and a thriving export market.



Where can I learn more?

For more information visit:

Online: bright-r.com.au

Facebook: facebook.com/brighteraustralia

Instagram: [@brighter_au](https://instagram.com/brighter_au)

Twitter: [@brighterwithgas](https://twitter.com/brighterwithgas)

Utility & lifestyle messages in the community

Brighter is committed to raising the awareness of the role that natural gas plays in the lifestyle of most Australians

68% of Australians agree that natural gas provides us with power for our homes and businesses

Partnerships with the Housing Industry Association, Rotary, Penrith CBD Corporation, Lions Club are used to disseminate messaging through community events and supported by digital and media



Over **6,000** meals have been served at community events



Over **8,000** followers on Facebook, gaining avg. 250 per week



The lifestyle story across media & advertising

Meeting consumers at various points during their day through multi-channel advertising, including print, radio, outdoor and digital



Leveraging Brighter's consumer-friendly brand and lifestyle messaging to acquire earned media at a national, state and regional level



The best spots for a Perth barbeque in the park

December 8, 2019 Perth and Surrounds



The West Australian

NEWS - SOUND-SOUTHERN TELEGRAPH

Lions to help local causes

Sound Telegraph
Thursday 11 April 2019 1:03PM



Utility messages reached a news media audience of **17 million**



Campaign One: The Chef's Secret (continuing 19/20)



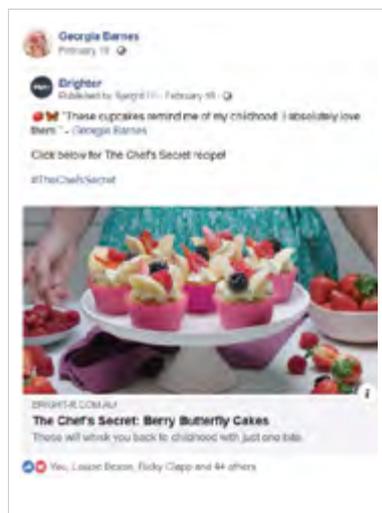
Entry level content delivered through digital channels to emphasise the role natural gas plays in day-to-day life with targeted audiences, thereby driving further engagement with content related to other key messages

Eight episodes
over eight weeks, supported by earned media (Daily Mail) and social media retargeting

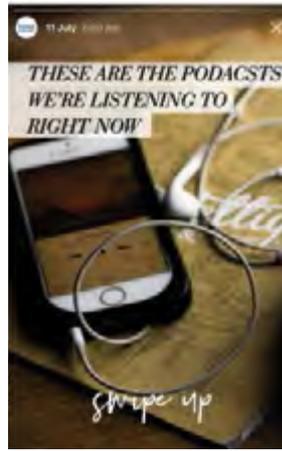
Campaign achieved:
700,000 video views

123,000 click-throughs on Chef's Secret material (with an avg. of two articles read per visit)

130,000 engagements (reactions, comments, shares, click-throughs)



Campaign Two: Home Beautiful x Brighter (in progress)



"Don't forget warmth – a happy home is one that feels comfortable year-round. A natural gas fireplace creates both a visual and physical warmth."



Use of Home Beautiful brand to deliver lifestyle and utility content to reinforce the notion that natural gas is and will continue to be an important and complementary source of power for Australian homes

Immersive hub of content, housed by Home Beautiful Magazine

Amplified by referral posts on their website and promoted to 1mil+ Facebook followers

Featured in three consecutive issues of Home Beautiful magazine

Incl. editorial mentions, native articles and full page ads

HB x Brighter email

Sent to 51k+ Home Beautiful email database

More than 1.5mil reached in the first four weeks of promotion

20,000 page views per article
170,000+ social impressions

Discussing gas as a partner to renewable energy



Brighter continues to promote the complementary nature of natural gas and renewables in pursuing a clean energy future, particularly in its provision of an immediate stable energy source

Work in partnership with Royal Institution and Australian Science Media Centre, and events like the Clean Energy Council Summit to give depth to our messaging

A CLEAN ENERGY FUTURE STARTS WITH STABLE ENERGY TODAY

Brighter is an initiative of APPEA, the voice of the oil and gas industry, which exists to champion stories about natural gas. As a naturally occurring and abundant fuel source used by most people every day, the natural gas industry has an important role to play in the conversation on energy and sustainability.

Natural gas can support the increased penetration of renewables into the energy mix given its ability to stabilize more intermittent sources like wind and solar. At the same time, Australia's oil and gas companies are investing material dollars and time into the development of future fuel technologies like hydrogen.

And importantly, the industry makes a material sustaining contribution to the Australian economy through employment and by supporting businesses in its supply chain. If you'd like to learn more about Brighter and keep up with all the latest about the program go to <http://brighter.gov.au>

Brighter embraces the opportunity to be part of the sustainability conversation

How Solar Works

Solar cover made up about 5% of Australian electricity generation in 2018. About 6.8% of that was from large-scale solar farms called solar farms. The rest was from solar panels installed in around one-fifth. [Read more](#)

Brighter Joins the Conversation at the National Sustainability Conference

Natural Gas and Hydrogen

Brighter's highest activity social content piece

The online piece on Dr Alan Finkel's address to CEDA in August achieved 12% engagement, 270 shares, and 1,600+ comments

Brighter
Published by Hootsuite (7) - August 27

The Chief Scientist of Australia, Dr Alan Finkel AO, discusses hydrogen's potential.

CEDA.COM.AU
Unlocking the hydrogen future
What role could Australia have in the global hydrogen industry of the...

Highlighting stable energy in media & advertising

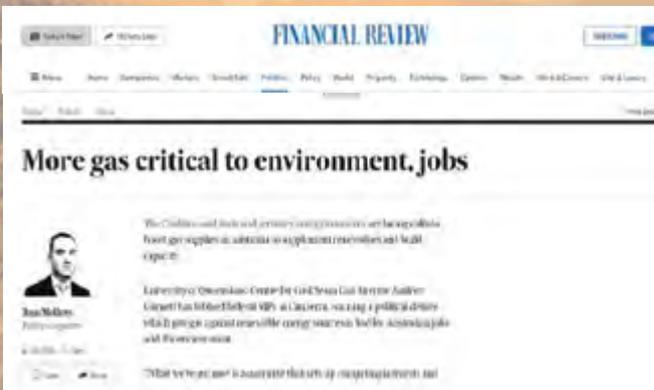


A CLEAN FUTURE STARTS WITH STABLE ENERGY TODAY
NATURAL GAS IS THE PERFECT PARTNER TO RENEWABLE ENERGY

NATURAL GAS - NATURALLY PART OF EVERY DAY.
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with natural gas

Brighter is an initiative of the Australian Petroleum Production & Exploration Association. Authorised by S Browne, Melbourne.

FINANCIAL REVIEW

More gas critical to environment, jobs

The Coalition and individual energy companies are being pushed to front gas supplies in a bid to secure employment, investment and high export earnings.

By Nicholas Green
 Energy & Environment Correspondent

THE Coalition and individual energy companies are being pushed to front gas supplies in a bid to secure employment, investment and high export earnings.



BALANCING A CHANGING ENERGY MIX

By Nicholas Green, APTA

APTA, the peak body for the Australian petroleum and gas industry, has released a new report called 'Energy to power the nation' which outlines the challenges of balancing a changing energy mix.



Bright r
 Published by Nicholas Green [?] · September 15

Opening the door to greener homes



BRIGHT-R.COM.AU
Sustainable House Day
 Energy efficiency is a big part of sustainability.



Gas benefits in spotlight

APTA REPORT

The importance of the natural gas industry as a pillar of the Australian economy has been highlighted in the past few weeks by the release of the 'Energy to power the nation' report by the Australian Petroleum and Gas Industry (APTA).

The report outlines the challenges of balancing a changing energy mix and the role of natural gas in providing a stable and secure energy supply.

Engaging with small business in the community

The program strategically bolsters APPEA's position on the role the industry continues to play in supporting Australian small businesses, particularly in regional settings

Partnerships and event collaborations with the Australian Trucking Association, Business Council of Australia and local government councils help share Brighter's messaging

Digital and earned media used to highlight small business case studies to a varied and engaged audience, ranging from inner-city residents to host community business owners



17/01/2019

The Australian Town Forging a Clean Energy Future

A pilot program in the Western Australian town of Onslow is proving that natural gas and renewable energy sources like solar power are perfect partners to provide secure and cleaner energy. The Onslow Renewable...

Sharing the stories and success of large and small businesses



“ My business grew from a coffee cart to a café ”

Jack Mann - Owner
Good Cartel, Brisbane

POWERING SMALL BUSINESS
A BRIGHT FUTURE WITH NATURAL GAS.

NATURAL GAS - NATURALLY PART OF EVERY DAY.
brighter.com.au

Brighter
with natural gas

The small business making big waves in the energy sector

INSIDE SMALL BUSINESS
2018 15 2018



MOMENTUM IN LOGISTICS AND SUPPLY CHAIN INDUSTRIES

DRIVING GROWTH WITH NATURAL GAS.

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Brighter is an initiative of the Australian Petroleum Production & Exploration Association. Authorised by E Brown, MBE/MSM



Association heading for a Brighter future

CONNECTION: The Australian Trucking Association and the oil/gas sector have teamed up. PHOTO: SHANE CLARK

Brighter
26 June

Taking Australian engineering and fabrication to the world 🇺🇸 🇦🇺



BRIGHT-R.COM.AU

Gladstone Business in the Spotlight on an International Stage

The Good Cartel serves more coffee each week than town's population

INSIDE SMALL BUSINESS



BeanScene
A World-Class Coffee Magazine

Breaking the rules

Pilbara Heavy Haulage Girls Inc. - The pe...



Jobs and STEM learning in the community

Events (in partnership with leading educators STEM Punks), such as Science Alive! and the WA Petroleum Club Next Generation Expo are used to target families with an interest or engagement in STEM to forward messaging on the future of jobs in the industry

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Earned media channels, including a News Corp national spread, leveraged to tell the stories of industry employees

.....

Digital media used to profile industry and associated employees to further personify the industry to a widespread audience

Brighter actively promotes the varied jobs created and supported by the industry, both directly and indirectly



Brighter's animation on the diversity of jobs in the industry is the most viewed video on its social channels outside The Chef's Secret with almost

20,000+ views

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Campaign Three: Bright Sparks (continuing 19/20)

Bright Sparks launched with 14 profiles

Designed to be an ongoing platform for showcasing careers across member companies, small businesses, supply chain and stakeholders

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In the first eight weeks the campaign reached 200,000 Australians

This reach fed almost 10% click through to the website hosting full profile stories

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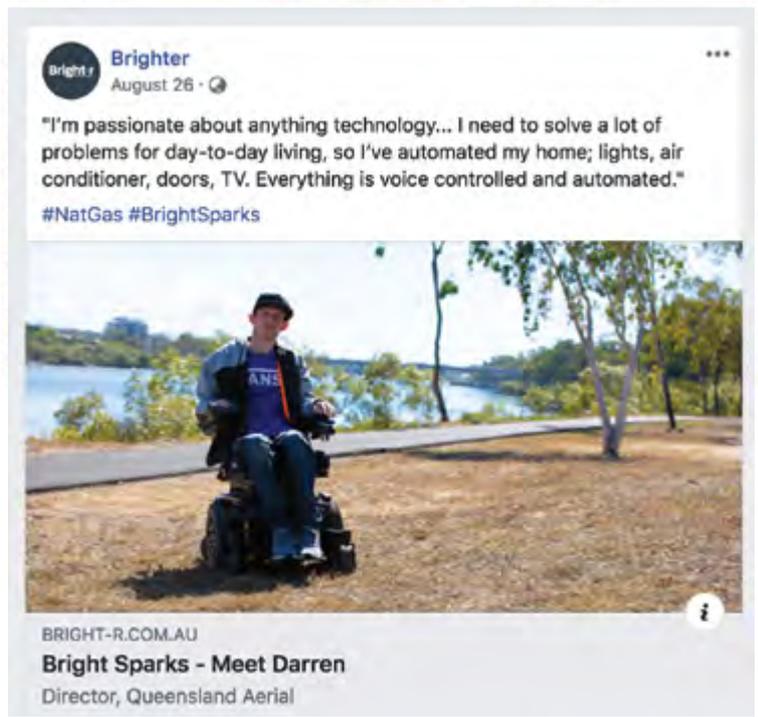
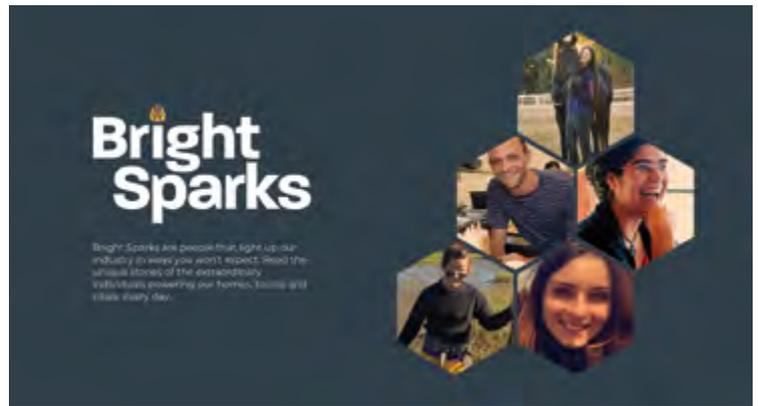
Audiences responded strongly with almost 10,000 engagements

The posts were shared 290+ times

.....

Bright Sparks has generated the most support from member companies and supply chain employers

The campaign will rely on ongoing support with profile recommendations and shares



Campaign Three: The inaugural Bright Sparks group



"I feel lucky that the industry is intertwined with my community."

"My curiosity and fascination for robots led me to study engineering in senior high school"



"One of the most unique experiences I have had at work involves a very close altercation with a bull shark whilst collecting fish on the north-west shelf."

"Working with the industry has helped with seasonality, consistent work, and steady reliable income."



"The best way to broaden your horizons is to pack up all your belongings and start a new chapter in your life!"

Stuart's Story >



"As a child growing up in Mexico City from a low-income family, I never imagined being able to travel all around the world."



"The gas industry plays a role in the transition of the energy sector from fossil fuels to renewables."

Rachael's Story >



If I decide on a career in oil and gas, I can still live in Australia's coolest cities.



"I'm passionate about raising funds for the Ovarian Cancer Research Foundation. I've raised about \$50,000 in memory of my mother."



"Being quadriplegic I need to solve a lot of problems for day-to-day living, so I've automated my home... Everything is voice controlled..."



"The most important research is that which answers our real-life problems."

"I've been determined to help improve water-using industries with the incredible technology available internationally."



"Fluid dynamics and subsurface uncertainties create challenges which encourage you to think creatively and collaborate with other to achieve a sustainable solution."



"Say 'yes'. Jump off that cliff and trust yourself that you will learn to fly on the way down."

Kimberly's Story >

Brighter informs discussion on price & exports

Brighter highlights the flow-on economic benefits of natural gas exports

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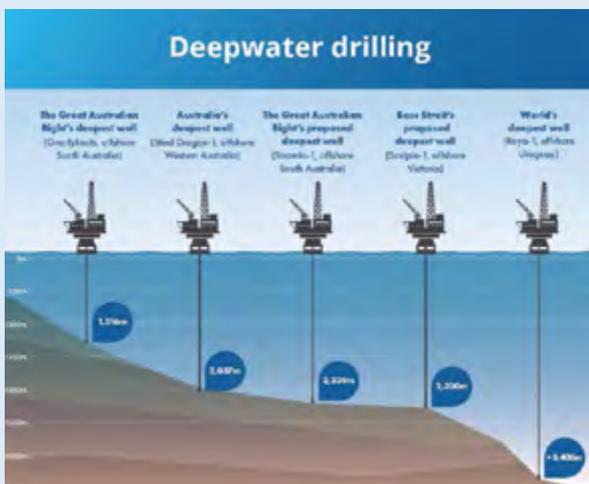
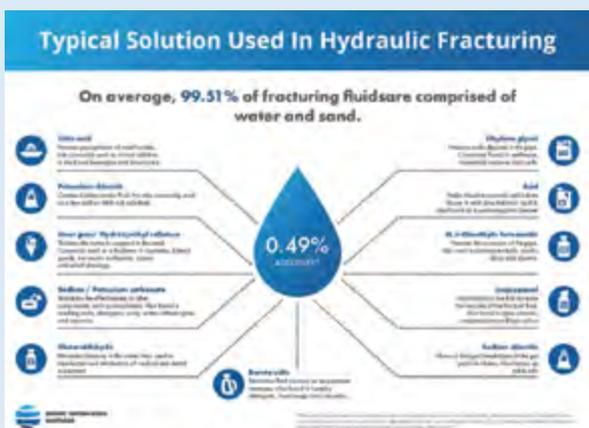
This is pursued through partnerships including the Toowoomba Surat Basin Enterprise, as well as through earned and supporting digital media



Raising awareness of environment & gas working together

Our industry is committed to world-class environmental management - we continuously strive to understand and protect the eco-systems the industry works within

Brighter and Energy Information Australia continue to publicly champion the industry's environmental stewardship through multiple channels



While Brighter highlights the role the industry plays in promoting biodiversity and positive environmental stories, EIA acts as a proactive and reactive mechanism with which to provide fact-based environmental content related to industry



Bringing mutual use to life in the community

Brighter provides positive stories of co-existence between gas operations and other industries such as farming, fishing and tourism

Sponsorship of high-profile agricultural events, including the Royal Adelaide Show, Royal Melbourne Show and the Rockhampton Agricultural Show resulted in very positive engagement with communities

Showcasing mutual use examples through stakeholder and farmer stories (e.g. TSBE) allows Brighter reach a broader audience demonstrating positive industry impact



When: 30 Jan 2019, 5:30 PM - 7:30 PM
 Location: Wharf One, Darwin Waterfront

Registration:
 • ECNT Members - \$60.00
 • ECNT Members Guests - \$70.00
 • General - \$85.00

Registration is closed

Economic Benefits

6,300 jobs created
 \$1b in regional investment
 \$22.4b in regional economic activity
 >37% increase in regional GDP



Mutual benefits featured in media & advertising



Natural Gas.
Supporting Australia's regional communities.

NATURAL GAS - NATURALLY PART OF EVERY DAY.

Bright r



Queensland

NATURALLY TOGETHER

CREATING INCOME, COLLABORATING ON ENVIRONMENTAL MANAGEMENT AND SUPPORTING LOCAL BUSINESSES.

NATURAL GAS - NATURALLY PART OF EVERY DAY.

Bright r | apcoa

Bright r is an initiative of the Australian Petroleum Production & Exploration Association, Authorized by 3. Downie, Melbourne.

Dalby Herald

HGR BLOCK Take the first step towards a rewarding career as a tax consultant

JUST IN NEWS SPORT WHAT'S ON LIFESTYLE JOBS MOTORING REAL

HOT TOPIC HOW TO TURN THREE DAYS OF LEAVE INTO TEN More



NEWS

Heart van heads west

HAPPY HEART: Dr Robb Gomes, founder of I Heart of Australia. (Picture: Matt Ryan)



Gas negotiations deliver off-farm incomes

UNPREDICTABLE seasons, fluctuating grain and cattle prices and the demand for greater production have made it difficult for the region's landowners. It has become increasingly important for farmers to diversify their income streams and invest in productivity driving technologies.

Scott Wilson, a farmer near Roma, has been able to increase the efficiency of his farmland using gas industry income streams.

Mr Wilson registered with Simcoe to have wells and pipelines co-located on his land, and developed a beneficial long term relationship with the company. "The income stream from the gas industry has really helped us upgrade our technology which would not have been possible without the additional capital," he said.

The Barn at Mt Hope owner Rae Price said compensation income allowed for the development of a community space which has become popular for events such as weddings and functions.

"I am looking at something to do from home and this gave me the opportunity to do something that was not weather dependent like our farm."

Ford Livestock Australian general manager Bruce McConnell has seen the stability of cash flow that gas provides for farmers allowing them to adopt technologies for long term gains.

"The successful integration of the gas sector into our farming areas has seen a significant injection of capital to many farming businesses," he said.

GAS GAINS: With the new farm machinery are (from left) Robb, Andrew, Douglas and Scott Wilson with Stella Bradley. Photo: Courtenay

Sunshine Coast Daily

The cost of living

JUST IN NEWS SPORT LIFESTYLE COMMUNITY JOBS MOTORING



Report hub for boost business

NEWS

New export hub to boost regional economy

The Chronicle

Free Writing Tool

JUST IN NEWS SPORT LIFESTYLE COMMUNITY JOBS MOTORING



NEWS

Energy powers TSBE Parliament House industry event

TSBE and CO2-EAS has

Bright r

Above all, the Royal Adelaide Show is about supporting community. That's why we support the Show.



2023/24 - Aug 6, 2024

Wider Youth Activity

2 Comments 1 Like



ENERGY INFORMATION
AUSTRALIA

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appea

Brighter and Energy Information Australia are initiatives of the Australian Petroleum Production & Exploration Association