Energy for a better Australia  Advocacy Plan 2021

apnea
About APPEA

For more than 60 years, the Australian Petroleum Production & Exploration Association (APPEA) has represented Australia’s oil and gas exploration and production industry—to policy makers, regulators and the community.

Our purpose
To be the effective voice of the oil and gas industry on the issues that matter, working collaboratively with industry and the community.

Our objectives
Influencing Be the influential and respected voice for industry to create a positive operating environment.

Leading Be a leader for the industry on the issues that matter.

Collaborating Foster positive interactions between industry, stakeholders and the community to achieve shared goals.

Advocating Raise awareness of the economic, environmental and social benefits of the oil and gas industry in the community.

Operating Be an efficient, forward-looking, outcomes-focused association.
Becoming part of the solution

Business risk is increasing so we need the long-term support of the community.

We must be part of the national conversation both inside and outside Australia.

The public perception of us is reality. We cannot just rely on science or facts. We need to work with others and recreate new partnerships.

We must amplify our voice and work with others.

We need to have a new narrative that can help shape policy and regulation. We need to address the risks our industry is facing.

We must become part of the solution and not part of the problem
### Operating in context

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2021 focus

Cost of living and jobs:
- Increasing supply of gas, through access to resources, promotion of exploration, and open and competitive markets.
- Job creation, through improved investment settings.

Stronger economy:
- Improved fiscal settings, including investment allowances.
- Contribution of LNG exports to Australian jobs and economy.

Emissions reduction:
- Supporting policies and actions for Net Zero 2050 consistent with APPEA’s Climate Change Policy Principles.
- Promote and support natural gas to reduce emissions.
- Supporting technology to reduce emissions.

Improving efficiency:
- Improve stability in regulation and streamlining environmental regulation.
- Appropriate arrangements for decommissioning and repurposing assets.
Our targets

**Influencing**
- Develop and execute a three-year strategy.
- Ongoing access to resources on competitive terms.
- Meaningful long-term strategic collaborations.

**Leading**
- Year-on-year increase in public engagement opportunities executed.
- Year-on-year increase in members relative contribution/member numbers.
- Clearly articulated policy positions on key policy topics.

**Collaborating**
- Meaningful long-term strategic collaborations.
- At least six member events each year.
- Year-on-year increase in members relative contribution/member numbers.
- Monthly member communication.
- Robust membership strategy developed.

**Advocating**
- Positive shift in public sentiment towards industry.
- Year-on-year improvement in consumer/stakeholder research outcomes.
- Year-on-year improvement in all SoMe indicators.

**Operating**
- Develop and execute a three year strategy and annual operating plan.
- Year-on-year improvement in employee engagement.
Our values

**Integrity**
Be honest and ethical in all circumstances, even if no one is watching.

**Transparency**
Show my colleagues, members and stakeholders openness, honesty and respect.

**Diversity**
Be integral to a work environment that respects and values difference in individuals and their contribution to the organisation.

**Responsiveness**
Establish harmonious and positive working relationships with members and respond to members’ needs in a timely and effective manner.

**Teamwork**
Demonstrate cooperation and commitment to my team and other teams to achieve outcomes for members.

**Caring**
Keep each other and our environment safe, healthy and cared for at all times.

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