



ENERGY FOR A BETTER AUSTRALIA

Strategic Direction
2020–22



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. Our stakeholders are demanding a new approach.



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

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



We must amplify our voice and work with others.

We need 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 be part of the problem.

Operating in context

CONTEXT	Cost of Living & Jobs	Stronger Economy	Emissions Reduction	Improving Efficiency
THOUGHT LEADERSHIP	<ul style="list-style-type: none"> ▪ Increasing supply of gas ▪ Investing for growth – skilled workers for the future ▪ 80,000 jobs and counting 	<ul style="list-style-type: none"> ▪ Oil and gas exports contributing to a better Australia ▪ Paying our fair share ▪ Security of supply ▪ Investment in exploration and infrastructure 	<ul style="list-style-type: none"> ▪ A global contributor ▪ Innovation delivering solutions ▪ Oil and gas enabling renewables 	<ul style="list-style-type: none"> ▪ Mutual use and coexistence with landholders / fishermen ▪ Safe and innovative industry
POLICY FOCUS	<ul style="list-style-type: none"> ▪ Domestic gas supply ▪ STEM ▪ National safety ▪ Access to resources 	<ul style="list-style-type: none"> ▪ LNG exports ▪ Competitive tax ▪ Access to resources 	<ul style="list-style-type: none"> ▪ New technology ▪ Gas as an enabler ▪ Fugitive emissions 	<ul style="list-style-type: none"> ▪ EPBC Review ▪ Safety reform ▪ Decommissioning ▪ Good standing ▪ Hydraulic fracturing
Affordable		Sustainable		Reliable



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.
- Sustainable budget delivered annually.



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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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