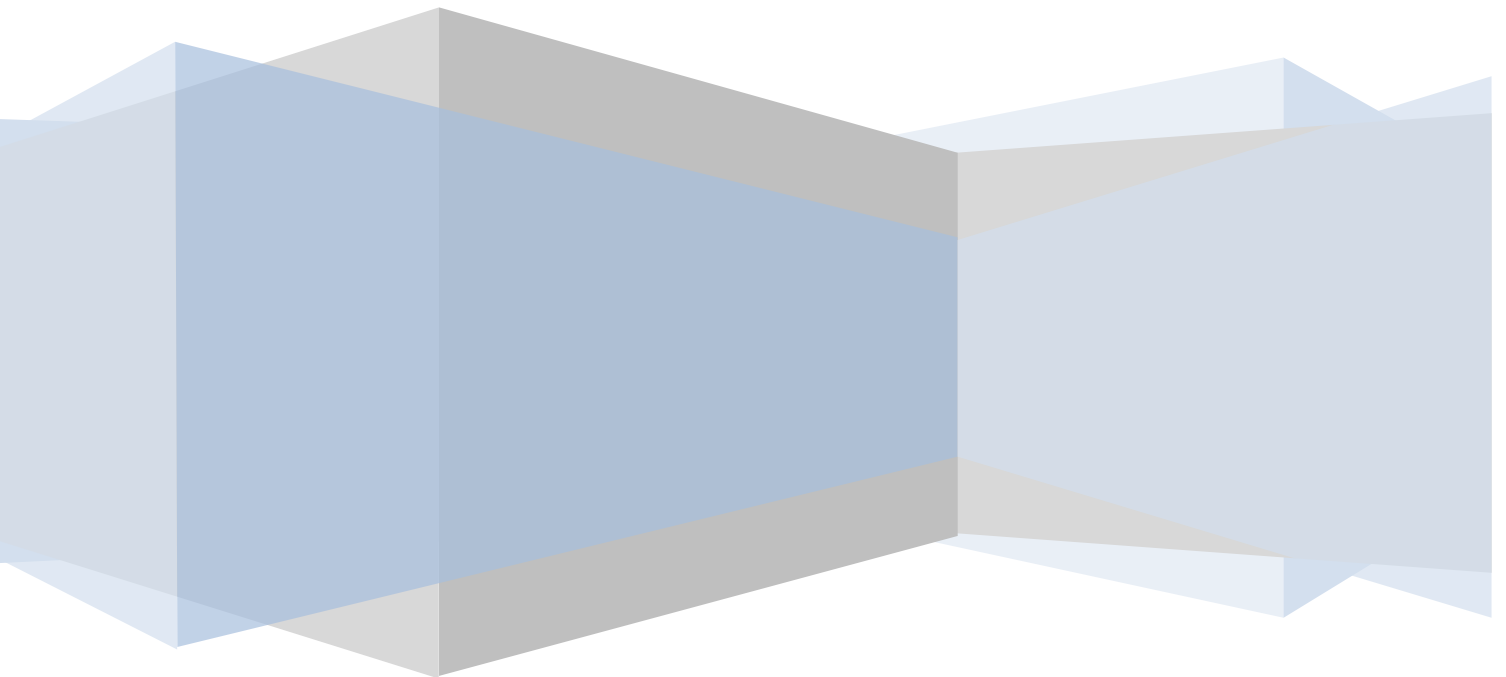


**LPG Australia POLICY**

**POLICY DEVELOPMENT**

**FEDERAL GOVERNMENT**  
**AUSTRALIAN AUTOMOTIVE VISION 2020**  
**Policy Reference Number: 00.01.01**



## Contents

Executive Summary

Purpose of this Policy

LPG Australia Strategic Policy Position

Commencement of this Policy

Application of this Policy

The Policy

c c ffk c

–

c c

c ffk C ffk

c

R ffk

e c c

ffk e

c c

ffk

Attachments to this Policy

Variations to this Policy

Policy Version and Revision Information

Annex A Key Impact Statements

Annex B Communications and Advocacy Strategy

Annex C Liaison and Contact Plan

## Executive Summary

This policy supports the development, growth and sustainability of the LPG autogas industry.

The policy framework is a living document which positions LPG as an alternative energy that will provide a significant and positive , carbon reduction and manufacturing growth policies.

LPG Australia's policy position is to fully support and action the recommendations of the Federal Government's Australian Automotive Vision 2020 (AA2020) and specifically to drive development of three key LPG industry priorities including: Fast Fill Solutions for LPG, Dedicated LPG System for Direct Injected Engines and Expansion of the LPG Retrofit Market, and the related supporting policy platforms associated with the development of national standards and workplace skills.

The Government can enable this outcome by ensuring that whole-of-government policy embraces and supports the AA2020 recommendations with respect to LPG, and by directing existing funding initiatives, like the *Green Car Innovation Fund*, toward these priority opportunity areas in Gaseous Transport Fuels identified in the AA2020.

- a. take the initiative in its advocacy and communications approach;
- b. be an active participant in the Coalition of Gaseous Transport Fuels;
- c. security, carbon emissions reduction and manufacturing growth;
- d. increase LPG Australia membership engagement; and
- e. engage additional critical stakeholders in the key priority areas.

Key Impact Statements (external policy considerations) will be used to gain support, among key decision makers, for the corporate objectives of LPG Australia. These statements will make the following key points:

- a. LPG has the capabilities and infrastructure reduction, energy security and manufacturing growth objectives, and aims to deliver 10% of the transport fuel in Australia by 2020.
- b. LPG (as a Gaseous Fuel) is identified in the AA2020 as one of four priority opportunity areas for the long-term success of the Australian automotive industry.
- c. LPG infrastructure will underpin automotive industry confidence and be the reliable continuum as the industry transitions away from high-emissions-based fuels to alternate sources of transport energy.

The Key Impact Statements will be supported by tailored key messages; international evidence; a Federal Budget 2011-2012 submission strategy; a comprehensive advocacy and communications strategy; critical (campaign) timelines; stakeholder liaison and political contact plans, and a contingency plan.

The policy will be further supported by the inclusion of supporting information and past submissions, an assessment of the administration and resources required to drive this policy framework through to its end result and finally, it will have the discipline and accountability of key performance outcomes and indicators.

## Purpose of this Policy

The aim of this policy is to drive development, growth and sustainability of LPG as an autogas industry.

Further, this document will provide direction and guidance to the development and application of advocacy; governments, regulators and the consumer, and related policy development, on the matter of the *Automotive Australia Vision 2020*.

The tone and message contained within the policy is aligned energy, climate change and automotive manufacturing without being threatening to either party. It is aligned with the focussed agenda of the minority Government in delivering sustainability to the automotive manufacturing industry including development of alternative fuels.

The policy, if adopted, will deliver bi-partisan support for consumers to continue to have access to a cleaner, greener alternative fuel that helps lessen the impact of the cost of living on families and supports the long-term sustainability of

## LPG Australia Strategic Policy Position

LPG, as a local indigenous and highly transportable alternative energy, is well placed to provide a significant and

*Energy White Paper* is characterised by; abundant national supply, extensive national infrastructure and lower carbon emissions. LPG provides the Australian consumer with reliable, cost-effective and environmentally friendly energy in the vehicle transport and household energy markets.

To ensure adequate and on-going supply of LPG to the Australian consumer, and to continue to provide an alternative energy source, the LPG industry and related vehicle, appliance and equipment manufacturing industries, must maintain and increase investment and innovation in infrastructure, regulatory compliance, equipment, technology and workplace (industry) skills.

Additional investment will require Government to continue to support the LPG consumer and small business in the short to medium-  
-effective energy sources.

## Commencement of this Policy

This Policy is effective from 1 December 2010.

## Application of this Policy

Insofar as the interests of the LPG industry are best served by presenting a united front on LPG industry policy, and whilst recognising that member companies have varying levels of investment in LPG and may also need from time to time to advocate policy positions that represent their other investments, this Policy applies to:

- a. All members of LPG Australia and their company representatives;
- b. All employees of LPG Australia; and
- c. Service Providers and Consultants as appropriate.

## The Policy

### Introduction and Background

This document details the policy position of LPG Australia in relation to the *Automotive Australia Vision 2020*.

Three strategic drivers dominate the issues, considerations and political landscape for LPG with respect to the AA2020: climate change, energy policy and the economic contribution and sustainability of the Australian automotive industry.

The Government three pillars climate change policy:  
to climate change; and helping to shape a global solution.

The tri-focus of the (now suspended) Government *Energy White Paper* was; adequacy, reliability, affordability.

*New Car Plan for a Greener Future* provides for \$6.2 billion of investment to reshape the Australian automotive industry. Under this, the *Automotive Australia 2020 Vision* project has been driven by AutoCRC for further development and roll-

## LPG Australia Policy Position – AA2020

LPG Australia's policy position is to action the recommendations of the Federal Government's Australian Automotive Vision 2020 (AA2020) and specifically to drive development of three key LPG industry priorities including: Fast Fill Solutions for LPG, LPG Systems for Direct Injected Engines and Expansion of the LPG Retrofit Market, and the related supporting policy platforms associated with the development of national standards and workplace skills.

### Rationale and Impact on Industry

#### Rationale

The rationale underpinning LPG Industry support for delivering that target. The LPG industry is committed to acting on and delivering the recommendations of AA2020 with respect to LPG. stems from the recognition -term energy strategy. LPG

#### AA2020:

- a. Facilitates development of leading edge technology and equipment, raises national standards and improves employment opportunities, work skills and productivity.
- b. Positions Gaseous Fuels as a priority for innovation in moving towards global leadership and competitiveness.
- c. Drives specific technological advances in LPG that will contribute to better outcomes for consumers, small business and the environment.

#### The impact on industry and market will be:

- a. Significant and sustained innovation and investment, initially in: fast fill solutions for LPG; I LPG systems tailored for direct injection engines and expansion of the LPG retrofit market;
- b. Increased consumer appeal and uptake of LPG vehicles in Australia;
- c. Realisation of the investment in LPG infrastructure by consumers and business;
- d. Opening of opportunities globally through development of new technologies and equipment for export; and
- e. A revitalised LPG industry that will create more wealth and more skilled, well paid green jobs for Australians.

#### The impact on Government policy will be:

- a. Careful targeting of investment funds from the (which provides \$6.2 billion of investment to reshape the Australian automotive industry) towards those priorities identified in AA2020, including developing a gaseous fuels support program to encourage emerging gaseous fuel technology and the upgrade of infrastructure;

b.

- k. Develop a university based applied technology research program into fluid and thermodynamic modelling to increase usable tank volume and filling speed for gaseous fuels.

### **Communications Plan**

The Communications Plan is attached at Annex B.

### **Liaison and Contact Plan**

The Liaison and Contact Plan is attached at Annex C.

### **Critical Timings**

A campaign timelines is being developed and will be attached separately.

### **Key Performance Outcome and Indicators**

The KPO is allocation of sufficient Government funding to deliver the three key priorities for LPG under AA2020.

The KPIs in support of the KPO are as follows:

- a. Developing strategies for delivery of each the three key priorities;
- b. Costing the strategies for delivery of each the three key priorities;
- c. Completion of feasibility studies for commercial applications arising from the three key priority areas; and
- d. Budgets for delivery of each of the three key priorities and advice of same to Government.

### **Supporting Information**

Supporting information available or required is listed below:

- a. LPG Australia Submission to the Energy White paper dated 2009.
- b. LPG Australia Submission to the Henry Tax Review.
- c. LPG Australia Federal Landscape Impact on the LPG Industry dated March 2010.
- d. Australian Automotive Vision 2020 Initiative dated August 2010.
- e. Automotive Australia 2020 Technology Roadmap.
- f. Feasibility studies for commercial applications arising from the three key priority areas (including export potential).
- g. Costings for development of strategies for delivery of each of the three key priorities.



- h. Overall budgets for delivery of each of the three key priorities.

### Administration and Resources

The development and application of policy is managed by the Secretariat following policy approval by the LPG Australia Board of Directors.

The 4YIS Budget has allocated \$80K for FY2010-11 for subject development.

### Contingency Plans

Not applicable.

### Attachments to this Policy

- a. Key Impact Statements.
- b. Communications Plan.
- c. Liaison and Contact Plan

### Variations to this Policy

LPG Australia reserves the right to vary, replace or terminate this policy.

### Policy Version and Revision Information

Policy Authorised by: Board Title: President	Original issue: 1/12/2010
Policy Maintained by: Silvana Zubac Title: Administration Manager	Current version: 1
Review date: 01/11/2011	

## KEY IMPACT STATEMENTS

build on Australian strengths to address global market trends and drivers. This recognizes the local expertise, availability and global market penetration of LPG to provide an alternative fuel for passenger and light commercial transport. Gaseous fuel is currently available at lower cost and its local abundance addresses energy security concerns, while its cleaner burning nature allows reduced emissions.

LPG fuel technology is a strong specialist market where Australia has established a strategic advantage. The LPG Industry aims to build on its global recognition as a technology leader and on-going engagement and development of the existing local market, by developing true innovation in product, equipment and service.

LPG is a clean and immediately available alternative fuel. In a debate that is too often polarized, with unsustainable dependence on conventional fuels and a rapid transition toward unavailable or unproven technologies presented as the only options, LPG represents a truly viable pathway, helping to bridge the gap and easing the transition to a low-carbon economy.

The potential of LPG to help the Government realize its economic, environmental and strategic goals will only be achieved through an immediate and concerted commitment on the part of the LPG industry working closely with the automotive industry more broadly and supported by sound Government policy.

Transition from diesel and petrol to LPG or natural gas is influenced by four factors: consumer demand, economics, energy security and the environment. The relative price of liquid fuels is on the rise<sup>4</sup> with an additional benefit that vehicles powered by natural gas and LPG emit substantially lower quantities of CO<sub>2</sub>. In Australia, local reserves of gaseous fuels improve the security of fuel supply.

An increase in the relative price of conventional liquid fuels with respect to gaseous alternatives was identified in the AA2020 Vision as a key underlying driver, while improved fuel security, based on large reserves of natural gas, was also cited as important. Growing awareness of environmental concerns is increasing the public pressure to be green, but the need to address emissions will extend beyond social forces. The drive to reduce CO<sub>2</sub> through ultra-low emissions will see continued adoption of standards in Australia, while global platforming may lead to harmonisation with international standards (including Euro V and VI). Complementing these global drivers is the availability of gas reserves and an existing base of LPG passenger vehicles that make the technology more attractive for Australia than for other markets.

In Australia, there are specific factors significantly increasing the appeal of gaseous fuels over petrol and diesel:

- a. Cost of Liquid Fuels - currently, gaseous fuels enjoy lower prices and supported by zero excise rates compared with diesel and petrol alternatives;

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

- b. Local supply - Australian annual production of LPG is approximately equivalent to 152 petajoules (PJ) and is projected to grow to about 230PJ by 2020 which would supply approximately 10% of the current transport fuel; and
- c. With 3,300 filling stations already in place across the country, Autogas has the most widely established filling network of any alternative fuel in Australia. The existing infrastructure helps stimulate demand for increased factory fitted models and retrofitted vehicles, and the high compatibility of Autogas with conventional fuelling infrastructure allows for the rapid growth needed to keep pace with increasing demand, with only modest investment being required. This development potential helps give car manufacturers the confidence and security to invest in LPG technology.

LPG is currently available as an OEM option on some Australian manufactured vehicles, with aftermarket fitment available for LPG. Beyond the passenger market, LPG has had minimal take up with heavy fleet vehicles. Although gaseous fuel technology already has some presence in the consumer vehicle market, there are a number of opportunities for technological development to improve performance and public perception. Expanded availability of infrastructure, OEM-style integration and performance, an improved refueling experience and perceived safety have been highlighted as areas that limit widespread appeal.

Other technical challenges limit the extent to which the benefits of gaseous fuels can be realised without the development of specialized technology. Existing engines are not universally suited to gas conversion. For example, the efficient use of LPG requires higher running temperatures and, combined with the elimination of lubricating fuel additives, this requires different valve and valve seat materials to be used.

The immediate opportunities identified for LPG in AA2020 are:

- a. A LPG system tailored for direct injected engines captures the market for fitment of LPG technology to current generation direct injection petrol engines through the development of dedicated and bi-fuel aftermarket LPG systems.
  - 1) Current generation petrol and diesel engines are turning toward direct injection technology for improved efficiency and reduced emissions. An LPG system tailored to these engines will capture this expanding market. Key enablers include:
    - a) A Fuel Standards Study of compatibility between Australian and international standards leading to harmonised regulation and consistent vehicle performance across global markets; and
    - b) A Shared Technology Centre supporting prototyping, demonstration and field testing, which lead to a final validated product specification.
- b. Fast Fill Solutions for LPG develop on-vehicle and infrastructure capacity to consistently fill LPG passenger vehicles in the same (or less) time as petrol.
  - 1) Refuelling speed has been highlighted as an area in particular need of a solution. Improving the filling experience will facilitate uptake of LPG vehicles and can be achieved through:
    - a) Applied Research Programs including thermodynamic and fluid modelling, to increase available tank volume and refuelling speed utilising updated tank, sensor and line designs.
    - b) A Review of Infrastructure and Fuel Specifications to establish a standardised supply pressure and fuel formulation.
    - c) Alternative Technology Research examining possible options for advanced refuelling strategies, such as swap-and-go services. ( need clarification on what this means or just remove)

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

- d) Business Case Development engaging broad stakeholder and government support to justify technology development and infrastructure development.
  - e) An Infrastructure Upgrade Program to rollout improved technology (nozzle modifications) and standards across the refuelling network.
- c. Expansion of the LPG Retrofit Market lifts the standard of retrofit and after-OE LPG installations to be internationally consistent with OEM-style fitment and performance.
- 1) Improved availability of LPG refuelling infrastructure can also be achieved by increasing the installed base of LPG vehicles and consequent demand for local filling stations. By improving the standard of LPG retrofit installations to reflect OEM levels of integration and performance, market penetration will be increased. This can be supported through:
    - a) Government Support Policies that can be realigned to encourage expansion of local engineering, manufacturing, development and support services.
    - b) Review of Autogas Standards combined with implementation of updated fuel and infrastructure standards to ensure consistent performance throughout Australia and in export markets.
    - c) Review of Retrofit Standards relating to aftermarket installations to ensure a safe consistent customer experience.
    - d) Mandated Universal LPG Compatibility in all new vehicles that greatly expands the available base of retrofit opportunities and lowers retrofit costs.

There are public perception issues with gaseous fuels and low public opinion of LPG overall. Consumers are demanding an improved overall LPG experience, including: improved refueling speed, more convenient vehicle connection, improved range, increased performance and more integrated design. Beyond convenience, perceptions of the safety of gaseous fuels (whether justified or not) need to improve before mass uptake can be realised.

Perception issues relating to the safety and convenience of gaseous fuels can be addressed through expansion of infrastructure, improving the refueling experience, improving the standard of aftermarket installations, and public education.

Fast Fill Solutions for LPG will address consumer perceptions of lack of convenience with faster, more convenient fuelling.

The development of LPG systems tailored for direct injection engines is strongly linked to a solution allowing convenient LPG refueling. Both will increase consumer demand for LPG technology.

Public education is essential in changing consumer perceptions of safety and convenience, while drawing attention to economic and environmental benefits of LPG. This can be enabled by:

- a. A Stakeholder Collaboration Plan between government and industry identifying roles and funding responsibilities.
- b. Establishing Uniform National Curricula to ensure rigorous training of industry personnel and improve real safety.
- c. A Rigorous Safety Study allowing updated messaging to be effectively communicated to consumers.

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

- d. Rigorous Environmental Study that expands existing knowledge of environmental benefits to support messaging.
- e. A Marketing and Public Relations Campaign jointly funded by industry and government, allows engagement of marketing agencies for wide distribution of key messages.

As Australia's most widely used and well-established alternative fuel, LPG, both as a fuel and an industry, is ideally suited to the contemporary economic, energy and environmental paradigm being addressed in the 2020 Vision, balancing the diverse imperatives of security, sustainability and competitiveness.

The advantages of LPG are many:

- a. relatively high octane number provides room for increases in the compression ratio and fuel efficiency of dedicated engines;
- b. LPG has lower particulate emissions and lower noise levels relative to diesel, making it more attractive in urban areas;
- c. low emissions have low greenhouse gas effect and low NOx precursors;
- d. LPG contains negligible toxic components;
- e. LPG has very low sulphur levels giving rise to insignificant sulphur dioxide emissions.

LPG is comparatively superior to other fuels in that:

- a. PAH (polycyclic aromatic hydrocarbons) and aldehyde (formaldehyde, acetaldehyde, acrolein) emissions are much lower than diesel-fuelled vehicles;
- b. Benzene, Toluene, Xylene (BTX) emissions are lower than petrol-fuelled vehicles; and
- c. Summer smog formation potential is lower than that of petrol.<sup>5</sup>

As Paul Middleton states in his 2007 publication *The End of Oil* a bridge between our existing oil habits and a cleaner, less oil intensive future. To begin with, it contains more hydrogen and less carbon, so it is both better for the planet and also more easily refined into hydrogen (for fuel cells). LPG would also allow us to continue to use some of our existing refining and

## COMMUNICATIONS AND ADVOCACY STRATEGY

The objectives are multi-tiered:

- a. to drive the message home to decision makers that policy action is warranted to ensure LPG remains a viable, sustainable and supported alternative fuel that is cost effective, reduces carbon emissions and is central to energy security and the future of the automotive manufacturing industry in Australia;
- b. To inform, educate and engage key internal (industry) and external (governments, regulators, AA2020).
- c. to ensure the LPG sector is provided with every opportunity to advance its cause throughout the AA2020 process and to harness support (among key stakeholder groups) for its key objectives;
- d. to provide leadership in the sector; and
- e. to use the AA2020 forum as an opportunity to carve out new policy initiatives that put the industry on a positive, innovative and solution-driven trajectory that leads to a place at the negotiating table on all issues impacting on LPG.

Given that the excise on LPG is due to be imposed in July 2011, that the budgetary gains are documented, that the sector is perceived (rightly or wrongly) as having not promoted or helped itself since the excise was announced seven years ago and now that consumer demand is struggling; it would be fair to say there are immense communications and advocacy challenges ahead.

Conversely, the minority Government, the Opposition, the Greens and the newly-empowered Independents remain on a semi-campaign footing. Regional Australia is central to all Cabinet decision making processes and the political antennae is up on the cost of living and the need to be seen to be doing something on climate change.

Most significantly for LPG with respect to this policy, AA2020 specifically identifies gaseous fuels as one of four key priority areas critical to the sustainability of the Australian automotive industry and the transition from high emissions fuels to zero-emissions technology.

LPG Australia is well positioned to take advantage of this new and unique political paradigm.

The advocacy approach must be disciplined but flexible. Direct one-on-one engagement with Ministers and Shadow Ministers, the Greens and Independents is already underway and on-site visits with key MPs are being arranged.

Roundtables with the bureaucracy and other sector participants are being planned.

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

The tone must always be forward thinking and positive but with the need to ask government for its urgent consideration and intervention.

This is an issue that is not new to Federal decision makers. The viewpoint of the sector has been explained many times over the years. This means that the industry can be more vocal and more innovative in its approach than would be the case if it was new to the political landscape.

Together with the other policies, LPGA has an advocacy (media and political engagement) strategy being developed which will provide an overarching approach to both key political and bureaucratic decision makers and key stakeholders such as the media.

This approach will encompass key messages and themes and identify the most effective political advocacy tools and opportunities. There are many opportunities for LPG Australia to make its case for direct and non direct support among key influencers for this policy. Among them are the following political vehicles that LPG Australia will seek to leverage in order to gain support for this and other policy initiatives:

- a. a Private Members Bill that supports the case for LPG as an exceptional green transitional fuel to be treated as such;
- b. a Matter of Public Importance (Statement in Parliament by an MP or Senator);
- c. Senate Budget Estimates (where Opposition can ask non attributable questions of Ministers and department heads that leads them to make supportive comments about LPG or to concede that a proper alternative fuel policy as yet to be developed. This would occur in February 2011);
- d. Question time;
- e. one on one meetings with key Ministers, Shadow Ministers, influential backbenchers;
- f. making presentation to the ALP Economics Caucus Committee and/or meeting with key members;
- g. making a presentation to the Senate Economics committee and/or meeting with key members;
- h. making a presentation to Senate Rural Affairs and Transport Committee and/or meeting with key members
- i. making a presentation to the Nationals Party room;
- j. making a presentation to the Liberals Party room; and
- k. attending state party conferences and the relevant federal party conferences

Current inquiries in which LPG can contribute include:

- a. **Treasury's Discussion Paper – Implementation of Alternative Fuels Taxation Policy. Submission is due May 2011.**

In all of these forums and through the media (see the media strategy below) this policy framework will be used to drive the message through to key influencers that LPG is an exceptional green transitional fuel that delivers to the Government its own objectives on reducing climate emissions reductions, encouraging regional jobs, developing new technologies and delivers and alternative fuel that is cheaper and greener than petrol or diesel.

This policy is the next step towards delivering a globally relevant, profitable and sustainable manufacturing and supply sectors.

The key will be to demonstrate that this policy objective can be achieved through leveraging existing strengths and building new capabilities.

All of this contact and engagement must be consistent in message and determined in tone. But it must be positive and not negative. LPG Australia must present as part of the solution. This does not mean a clear and compelling argument can't be made to the Government that there will be a profoundly negative impact on the economy, struggling householders and farmers; and the climate

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

if an ill conceived and unnecessary tax is to be imposed on the sector before a considered policy on alternative fuels has been developed first.

This angle will be further prosecuted by the third parties that will be identified and engaged as part of the communications strategy. LPG will also be seeking a champion on the backbench of Government and the cross benches. This activity is underway.

b. **AA2020 Mini Summit Canberra**

Hosting a mini summit of key LPG/gaseous transport stakeholders (bureaucrats, backbenchers, Ministerial advisers, sector leaders, and association bodies) will be an event that will define LPG Australia as a thought leader and a key initiator of solid policy concepts and responses.

Such a forum should be drawn together to ensure LPG Australia remains ahead of the gaseous fuels sector which is already perceived as fragmented and disorganised in terms of its collective advocacy, influence and impact.

It will allow Government to come together with the sector with the view of establishing some common grounds. This policy could be a cornerstone of that summit and the other policies placed on the table for discussion and agreement.

The summit participants can aim to have a joint communiqué developed and released by the end of the day s activities.

The summit meeting (half a day) can be complemented by a luncheon in a Senate alcove hosted by LPG Australia. MPs from all sides of parliament will be invited and a key speaker will be identified to make a short speech. This event will be subject to further review given the challenges posed by the current pairing arrangements which can limit a MPs ability to leave the chamber.

As identified above, evidence will be gathered and developed into compelling arguments, fact sheets, submissions and testimonials. These will be used to drive a change in behaviour towards LPG from key influencers whose views and opinions can and will impact on the success and sustainability of the sector.

One of these evidence-based documents will be a technical road map developed by Rare Consulting will complement a communications and advocacy strategy and will underpin this policy initiative.

The first draft of the supporting communications plan is being developed now. This strategy will be continuously updated with the final report delivered to LPG alongside the LPG road map.

Before that Road Map is complete, other evidence is to be identified, developed and provided by the LPGA to demonstrate why its thought leadership requires the attention and positive and active support from key influencers include some or all of the following:

- a. **Federal Government Budget Submission** (see details below).
- b. **Cost Benefit Analysis** to demonstrate the need for ongoing Government support and incentives. In other words, we aim to show that for every dollar the taxpayer spends supporting the LPG sector, it gets more than that returned to the economy in terms of reduced carbon emissions, jobs improvements by reducing pollutants caused by traffic emissions.
- c. **Factoid sheets.** These are short and simple fact sheets for key influencers to understand the hierarchal list of benefits LPG as a green transition fuel brings to the economy, to the collective health of the nation, to the family budget, to the climate. Also, these fact sheets will detail the areas of difference between LPG and traditional fuels (mileage, performance, accessibility, affordability).
- d. **Consumer online surveys** to strengthen the case that LPG is a favoured and supported consumer alternative fuel.



**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

- e. **Third party testimonials** to support the policy framework. These testimonials can be leveraged to demonstrate the united support the sector has with key opinion formers (environmentalists, academics, car manufacturers, high profile motorists/racing car drivers/ambassadors, former National party leaders etc).
- f. Develop a **gaseous fuel alliance** with other fuel transport stakeholders. Maintain a leadership role. Collectively this alliance can produce arguments and supporting materials to make the case that underpins this policy initiative.
- ffk **International research.** Documents such as the AEGPL roadmap and other evidence-based research that complements and supports this policy can be shared with key decision makers and the media to drive home the need for support.
- h. **Case studies.** National and international. Positive and negative. Case studies are effective to underscore the micro case for government support. The positive examples can be drawn from international success stories in other jurisdictions. This can include case studies to support the role of LPG in energy security. For example there is the recent \$US7 billion investment by China in Brazil's oil > industry has in return for guaranteed oil supply. Other case studies can go to the political concerns locally about job losses and a lack of confidence in the manufacturing and supply markets. A matrix of case studies will be sought from members to be leveraged strategically within the communications and advocacy strategy

This is not an exhaustive list. This is a living document and new and varied approaches will be identified and leveraged as the campaign unfolds.

## **Federal Budget Submission**

These policy documents will be folded into a Federal 2011/2012 Budget submission. The official deadline is not until January 30 2011, however, LPG Australia wants to be considered on the Ministerial wish list being presented to the Expenditure Review committee (Prime Minister, Deputy Prime Minister and Treasurer and the Minister for Finance). It will consider if and how to apply some cost benefit analysis to these policy documents to be presented to the relevant Cabinet Ministers by mid November 2010.

## **Media Strategy**

LPG Australia needs to leverage this policy initiative as a key plank in saving Australia's failing automotive sector. Alongside its advocacy strategy it needs to raise its profile and promote the objectives of this policy. The policy itself should be first directed to Cabinet and government key influencers but the principle of this policy and the others being developed by LPG Australia need to be underpinned by public support and understanding.

The objectives required to achieve this aim are three fold:

- a. Build reputational capital for the LPG industry from which it can deflect its opponents attacks and criticism pursue this positive policy framework;
- b. Harness understanding and support among key influencers of the LPG Australia's long term agenda to change perceptions and questions about LPG as an alternative fuel and refocus attention on the real issue that LPG can and will provide some of the answers to climate change as well as to struggling families who are facing rising cost in living and regional communities who rely on this cheaper, greener alternative fuel; and
- c. Change behaviours towards LPG among the media (and therefore Cabinet and other key decision makers). Harness understanding that LPG can, and should, be used to deliver the Government owned AA2020 Agenda. This important document specifically identifies gaseous fuels as one of four

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

key priority areas critical to the sustainability of the Australian automotive industry and the transition from high emissions fuels to zero-emissions technology.

The challenge is for LPG Australia to set the agenda in the alternative fuels and climate change debate and define LPG as a cleaner, greener, more affordable transition fuel on **its own terms rather than continue to be defined by responses to attacks from**

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

In effect, as mentioned above, the campaign must have the following three elements:

- a . Creating New Fronts (mobilising third parties and initiating fresh ideas eg: promoting these policy initiatives, changing the conversation from a negative one to a positive one that aligns with the Government AA2020 Agenda and its alternative fuels strategy)
- b. Creating Political Opportunities and Costs (leveraging the demand overseas for LPG to show how important it is in terms of energy security and in the fight against climate change, aligning with the independents and the Greens to ensure messaging appeals to them and that they become champions for the alternative fuel, demonstrating the cost to the Government and to the community and environment if the LPG sector was to collapse)
- c. Leveraging the True Equities of the LPG industry and its members (eg: this sector creates jobs in regional areas, it's the future of manufacturing and supply, it can help save the automotive industry, it is cleaner, greener and more affordable and indigenous. It is being recognised as such worldwide and should be here too)

In order to change perceptions about the green credentials of LPG, its usefulness and its role in energy security, a deliberate and disciplined long-term implementation of this strategy is needed, utilising a range of core communications elements outlined in this document.

These elements are aimed at demonstrating ways in which the LPG industry is contributing to a solution and also forcing the sector's antagonists to contribute to a more balanced debate.

More generally, this campaign is aimed at reassuring people that there is a positive, cost effective solution to climate change and threats to our energy security. It is clean, green, affordable, portable and indigenous.



**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

- i. Gathering of case studies and testimonials from members to be used to further promote a story angle or policy concept (these can also be used within the context of the Federal budget submission and in documents for the key political stakeholders);
- j. Preparation of d-day campaign timelines to launches, events and issues that we know will occur on a particular day (eg: a national energy summit);
- k. Development of a regional media/grassroots campaign (identifying MPs in marginal electorate/regional seats and timing a meeting with coverage of LPG issues in the local media);
- l. ;
- m. Providing journalists with updates on the campaign to have this and other policies implemented;
- n. Identifying sections of the industry that is in trouble due to the pending excise threat;
- o. Working with car manufacturers on promoting new vehicles with LPG onto the market;
- p. Working with each key impact statement and turning that into an opinion editorial (individually or combined) to be placed in the national newspapers or online;
- q. ;
- r. Developing Q&As;
- s. Leveraging political activities, Senate budget Estimates, Question time, Private Members activities, commentary/policy from independents and the Greens, to develop media releases;
- t. Seek new angles to online consumer and member surveys. Promote the results to media;
- u. Leverage political debates (a lack of a white paper on energy and the pending excise) to encourage third parties to become active (allowing LPG Australia to speak only positively and leave the negative comments to its proponents;.
- v. Develop other ideas for opinion editorials and appearances on television and talkback radio;
- w. Actively seek out the editor of the Daily Telegraph to brief them on the issues of LPG and to be

- d. continuum as the industry transitions away from high-emissions-based fuels to alternate sources of transport energy.

In short:

- a. carbon reduction, energy security and manufacturing growth objectives.
- b. As a priority, the LPG industry will drive technological innovation and consumer confidence and uptake of LPG through delivering the recommendations of AA2020, specifically development of three key priorities including: Fast Fill Solutions for LPG, Dedicated LPG System for Direct Injected Engines and Expansion of the LPG Retrofit Market.

### Target Audience

<b>Prime Minister the Hon Julia Gillard</b>	<b>Key Cabinet Ministers</b>	<b>Regional Australia Minister (and department and various new regional committees/centres)</b>
<b>Independents Windsor &amp; Oakeshott, Tony Crook (National Party WA), Adam Bandt Greens MP), Andrew Wilkie (Denison Tas)</b>	<b>Greens Party - National</b>	<b>Independent Senators (Xenophon and Fielding)</b>
<b>Opposition Leader</b>	<b>Key Shadow Ministers</b>	<b>Key Department Secretaries/senior bureaucrats</b>
<b>National Party Leader</b>	<b>Senate and House of Representatives Regional Development committees</b>	<b>ALP Economics Caucus committee (chair and secretary)</b>
<b>Consumers/motorists/consumer advocacy groups/ Environmental groups Academics (environmental/industry)</b>	<b>Media - national political Environmental/Climate Change Industry trade</b>	<b>Party secretariats - a. ALP b. Liberal c. National  Party think tanks eg: Page Institute</b>

### Communication Mediums

As part of the communications strategy to support this policy and others, LPG Australia will be working with a range of communications vehicles in which to convey its message to its stakeholders and the broader public. These will change and be modified depending on the stage of the campaign and the target audience. The following is a guide only to show the range of communication mediums available to the organisation.

#### Media

- a. Newspaper interviews and briefings;
- b. Opinion editorials by LGA Australia CEO and high profile advocates;
- c. Letters-to-the-Editor;

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

- d. Radio (talkback, live, current affairs, ABC Rural Hour);
- e. Television - regional/morning/730 Report;
- f. Media releases/media alerts;
- g. Panel discussions /forums;
- h. Town hall discussions;
- i. Community leaflets/facebook/twitter; and
- j. Pod casts (web).

## LIAISON AND CONTACT PLAN

### Objective(s)

The objectives are multi-tiered to ensure:

- a. the right message is delivered in the right tone to the right key influencers;
- b. that the Key Impact Statements are understood and supported by key Cabinet Ministers, Shadow Ministers, the Green and the Independents;
- c. we urgently intervene with Government deliberations on the treatment of LPG in terms of a tax regime
- d. we leverage the engagement with key decision makers to identify issues before they hit;
- e. -aligned (if necessary) to reflect the language
- f. the right vehicle/person is used to deliver the message to key decision makers;
- g. the appropriate and tailored materials and supporting arguments are prepared to deliver to the decision makers;
- h. we continue to build political capital and good will with key decision makers;
- i. all media contact is made in unity with a positive and consistent advocacy program. That any media release or statement is sent to the key influencers within Cabinet before it is published;
- j. we develop a positive two way relationship with key influencers;
- k. we identify areas of potential industry leadership;
- l. we indentify influential advocates and to leverage their support with Government and key influencers;
- m. the monitor, review, track and understand the motivators and drivers of Government policy and the political commentary and debate that can impact on the success of the campaign;
- n. the share information and ideas with key influencers to further build goodwill with key influencers; and
- o. a united front is presented by the sector, and within LPG Australia itself, to key decision makers and ensure there are no surprises among LPG members that may undermine the success of the overall campaign.

### Key Messages

There is a framework of key messages supporting this policy within this document. However, there is a need for these messages and themes to be further tailored for each target audience.

The message and tone to the Government will differ to that being delivered to the Greens and to the Independents. Whilst the overall tone is consistent, the special interests and agenda of each target audience will be aligned with the corporate objectives of LPG Australia. These tailored messages can be found at Annex E

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

**Liaison**

**Government**

Target	Medium and message		Who is Responsible	Critical Timing	Remarks
Office of the Prime Minister	a) Letter b) direct engagement c) sharing of research (Adept Research/international studies) d) analysis of LPG usage in electorate a) pre budget submission e) Key Impact statements f) LPG Policy solutions (AA2020, Excise, Rebate, Water Heaters)	See Annex E (tailored key messages to Cabinet)	Michael Carmody - Warring Neilsen  + Coalition for Gaseous Transport Fuels	Now	Expenditure Review Committee begins meeting to discuss priorities for budget.  LPG should be on the agenda of this consideration if possible  **Cabinet reviewing treatment of ethanol as part of the minority govt deal with Tony Windsor MP  Leads multi-party panel on climate change (potential for a submission)  Advocate for a gaseous fuels transport policy/alternative fuels policy
Treasurer	a) Letter b) direct engagement c) sharing of research (Adept Research/international studies) d) analysis of LPG usage in electorate b) pre budget submission e) Key Impact statements f) (AA2020, Excise, Rebate, Water Heaters)	See Annex E (tailored key messages - Cabinet)	Michael Carmody-Warring Neilsen  + Coalition for Gaseous Transport Fuels	Now -	Expenditure Review Committee begins meeting to discuss priorities for budget.  LPG should be on the agenda of this consideration if possible
Minister for Jobs, Skills and Workplace	a) Letter b) direct engagement c) sharing of research (Adept Research/industry study)	See Annex E (tailored key messages -	Michael Carmody-Warring Neilsen  + industry rep	Now -	LPG needs to demonstrate jobs/skills outcome if this policy was realised (eg 10% target)



**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

Relations	<ul style="list-style-type: none"> <li>d) case studies (eg: Ezi Gas)</li> <li>e) pre budget submission</li> <li>f) New industry opportunities (eg: Ford/Holden)</li> <li>g) analysis of LPG usage in electorate</li> <li>c) pre budget submission</li> <li>h) Key Impact statements</li> <li>i) LPG Policy solutions</li> </ul>	Cabinet + Employment)	(representing job loss/opportunities)		
-----------	---	--------------------------	--	--	--

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

<p>Minister for Regional Australia, Regional Development and Local Government</p>	<p>a) Letter b) direct engagement c) sharing of research (Adept Research) d) Regional specific info on industry</p> <p>e) analysis of LPG usage in electorate d) pre budget submission g) Key Impact statements f) LPG Policy solutions (AA2020, Excise, Rebate, Water Heaters)</p>	<p>See Annex E (tailored messages - Regional)</p>	<p>Michael Carmody-Warring Neilsen</p>	<p>Now</p>	<p>All Cabinet issues must now be reviewed through the prism of the impact on regional Australia.</p> <p>LPG needs to make its case for this policy with a strong regional-specific aspect (eg: jobs, impact on farmers/small business fuel expenditure and penetration in regional Aust of LPG etc.</p> <p>A number of new regional-specific committees are being developed. LPG Aust must develop regional impact submission to these new forums</p>
<p>Minister for Infrastructure and Transport</p>	<p>a) Letter b) direct engagement c) sharing of research (Adept Research/industry study/international research ) d) pre budget submission e) New industry opportunities (eg: Ford/Holden) f) analysis of LPG usage in electorate</p>	<p>See Annex E (tailored key messages - Cabinet)</p>	<p>Michael Carmody-Warring Neilsen + Coalition for Gaseous Transport Fuels</p>	<p>Now</p>	<p>Case for support may be also made to Infrastructure Australia for funding to upgrade conversion outlets/technology.</p> <p>Invite to speak to Industry Emergency Summit</p>
<p>Minister for Finance and Deregulation</p>	<p>a) Letter b) direct engagement c) cost benefit analysis (if possible) d) analysis of LPG usage in electorate e) pre budget submission j) Key Impact statements e) LPG Policy solutions (AA2020, Excise, Rebate, Water Heaters)</p>	<p>See Annex E (tailored key messages - Cabinet)</p>	<p>Michael Carmody-Warring Neilsen</p>	<p>Now</p>	<p>Penny Wong wants to take the Finance portfolio right back to its original intention - to review and prepare line-by-line budget items/return Govt to surplus.</p> <p>Minister will need to be convinced financial merits/benefits (jobs/carbon emission reduction/impact on regional areas/small business)</p>

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

					outweigh budget loss of not having excise in budget.
Minister for Innovation, Industry and Science	<ul style="list-style-type: none"> <li>a) Letter</li> <li>b) direct engagement</li> <li>c) pre budget submission case studies (innovative technologies being employed)</li> <li>d) case studies/evidence of Ford and Holden new LPG cars</li> <li>f) pre budget submission</li> <li>k) Key Impact statements</li> <li>e) LPG Policy solutions</li> </ul>	See Annex E (tailored key messages - Cabinet)	Michael Carmody - Warring Neilsen	Now	<p>Minister responsible to growth manufacturing sector.</p> <p>Supportive of campaign against excise in 2003 when Opposition spokesperson.</p> <p>\$3.4 billion Automotive Transformation Scheme (ATS), which aims to lift innovation in the motor vehicle industry by supporting investment in skills and research and development.</p>
Minister for Resources, Energy and Tourism	<ul style="list-style-type: none"> <li>a) Letter</li> <li>b) direct engagement</li> <li>c) pre budget submission (if ready)</li> <li>d) case studies (innovative technologies being employed/</li> <li>e) international research/Adept research/industry research</li> <li>f) analysis of LPG usage in electorate</li> </ul>	See Annex E (tailored key messages - Cabinet)	Michael Carmody - Warring Neilsen	Now	<p>Meeting with Martin Ferguson 13/10/10</p> <p>Strong advocate for a gaseous fuels transport policy/alternative fuels policy</p> <p>Sympathetic to the concerns raised by LPG Australia</p>
Minister for Climate Change and Energy Efficiency	<ul style="list-style-type: none"> <li>a) Letter</li> <li>b) direct engagement</li> <li>c) pre budget submission (if ready)</li> <li>d) case studies (relating to impact on carbon emissions reduction); reports/studies on energy efficiency (cost/carbon)</li> </ul> <p>a) analysis of LPG usage in electorate</p>	See Annex E (tailored key messages - Cabinet + environment)	Michael Carmody - Warring Neilsen	Now	Minister Greg Combet is also a unionist so appeal to his former interests in maintain jobs in the manufacturing industry whilst cleaning up the environment
Parliamentary Secretary to the Treasurer	<ul style="list-style-type: none"> <li>a) Letter</li> <li>b) direct engagement</li> <li>c) sharing of research (Adept Research/international studies)</li> <li>d) pre budget submission</li> </ul>	See Annex E (tailored key messages - Cabinet)			David Bradbury. Member for Lindsay is from western Sydney and argument.

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

	e) analysis of LPG usage in electorate				
Parliamentary Secretary Climate Change and Energy Efficiency Cabinet Secretary	f) Letter g) direct engagement h) sharing of research (Adept Research/international studies) i) pre budget submission j) analysis of LPG usage in electorate	See Annex E (tailored key messages - Cabinet) + environment	Michael Carmody - Warring Neilsen	now	Mark Dreyfus is a QC from Vic. He has been appointed by PM to drive the multi- party panel on climate change/carbon tax  Opportunity to present to him a submission to this new forum

**Independents**

Target	Medium and message	Who is Responsible	Critical Timing	Remarks	
Independent Senator Nick Xenophon  Senator South Australia	a) Letter b) direct engagement c) sharing of research (Adept Research/international studies) d) evidence that shows excise will have a negative impact e) analysis of LPG usage in state/case studies in SA	See Annex E (tailored key messages + environment  + LPG excise impact on cost for consumers	Michael Carmody - Warring Neilsen	Nov-Dec-January in SA  Commitment to block excise tax if needs be to be made before June 2011.	Sen Xenophon is an ex tax lawyer - understands the excise arguments.  LPGA to seek support from the Senator in the Senate to move a disallowance motion if needs be prior to July 11 2010  Pro small business and believes Australians are for fuel.  Sen Xenophon believes If the goal is to encourage consumers away from so-called 'dirty' industries and towards 'cleaner, greener' ind

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

					<p>heavily tax the clean industries too? But that is what I believe</p> <p>approach where the 'cleaner, greener' technologies are rewarded and only the 'dirty' industries are taxed</p>
<p>Family First Senator Stephen Fielding</p> <p>Victoria</p>	<p>a) Letter</p> <p>b) direct engagement sharing of research (Adept Research/international studies)</p> <p>c) evidence that shows excise will have a negative impact on family homes</p> <p>d) analysis of LPG usage in state/case studies in Vic</p>	<p>See Annex E (tailored key messages + environment</p> <p>+ LPG excise impact on cost for consumers</p>	<p>Michael Carmody - Warring Neilsen</p>	<p>Nov-Dec-January in Vic</p> <p>Commitment to block excise tax if needs be to be made before June 2011.</p>	<p>Sen Fielding leaves Senate at end of June 2010. Until then he says he will block govt policy (on any issue).</p> <p>He is a former engineer so will understand technical complexity of argument.</p> <p>All arguments needs to be couched in terms of impact on family home and budget/farming communities/small business</p> <p>LPGA to seek support from the Senator in the Senate to move a disallowance motion if needs be prior to July 11 2010</p>
<p>Independent MP for Dennison Tas</p> <p>Andrew Wilkie MP</p>	<p>a) Letter</p> <p>b) direct engagement sharing of research (Adept Research/international studies)</p> <p>c) evidence that shows excise will have a negative impact on consumers and environment</p> <p>d) analysis of LPG usage in state/case studies in Tas</p>	<p>See Annex E (tailored key messages + environment</p> <p>+ LPG excise impact on cost for consumers</p>	<p>Michael Carmody</p>	<p>Now - and again in Dec-Feb 2011</p>	<p>A former Greens candidate Mr Wilkie is a strong advocate for Dennison so any evidence of impact on LPG in Tasmania would benefit</p> <p>LPGA to seek support from the MP to reject measure when it comes before the house prior to July 01 2010</p>

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

--	--	--	--	--	--

**Independents**

Target	Medium and message	Who is Responsible	Critical Timing	Remarks	
Nationals Member  Tony Crook MP	a) Letter b) direct engagement sharing of research (Adept Research/international studies) c) evidence that shows excise will have a negative impact on regional Australia/farmers d) analysis of LPG usage in state/case studies in WA/electorate	See Annex E (tailored key messages regional +impact on small business	Michael Carmody + Wesfarmers/ Kleenheat CEO (tba)	Now and again in Dec-Feb 2011 (before budget)	A National MP from WA, Mr Crook has declared he will sit on the cross benches.  Will be interested in the regional arguments/farmer access to cheaper fuels etc.  LPGA to seek support from the MP to reject measure when it comes before the house prior to July 01 2010
Independent Federal Member for Kennedy  Bob Katter MP	a) Letter b) direct engagement sharing of research (Adept Research/international studies) c) evidence that shows excise will have a negative impact on regional Australia/farmers d) analysis of LPG usage in state/case studies in electorate/regional areas	See Annex E (tailored key messages to Cabinet) + regional	Michael Carmody - Warring Neilsen	Now and again in Dec-Feb 2011 (before budget)	Mr Katter sided with the Coalition post the election of a hung Part  Very strong advocate for ethanol (cane farmers in Kennedy)  Need to demonstrate why LPG should be brought closer to ethanol in terms of tax

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

					regime  LPGA to seek support from the MP to reject measure when it comes before the house prior to July 01 2010
Independent Federal Member for New England  Tony Windsor MP	<ul style="list-style-type: none"> <li>a) Letter</li> <li>b) direct engagement sharing of research (Adept Research/international studies)</li> <li>c) evidence that shows excise will have a negative impact on regional Australia/farmers</li> <li>d) analysis of LPG usage in state/case studies in electorate/regional areas</li> <li>g) pre budget submission</li> <li>e) Key Impact statements</li> </ul>	See Annex E (tailored key messages to Cabinet) + regional	Michael Carmody - Warring Neilsen	Now and again in Dec-Feb 2011 (before budget)	<p>Mr Windsor is supportive of LPG</p> <p>He is a strong advocate of ethanol and had a delay of implementation of excise (from 5 years to 10 years) written into contract with Government in return for support on supply.</p> <p>Believes ethanol and LPG should be brought closer together in terms of tax treatment.</p> <p>LPGA to seek support from the MP to reject measure when it comes before the house prior to July 01 2010</p>
Independent Federal Member for Lyne  Tony Oakeshott MP	<ul style="list-style-type: none"> <li>h) Letter</li> <li>i) direct engagement sharing of research (Adept Research/international studies)</li> <li>j) evidence that shows excise will have a negative impact on regional Australia/farmers</li> <li>k) analysis of LPG usage in state/case studies in electorate/regional areas</li> <li>l) pre budget submission</li> </ul>	See Annex E (tailored key messages to Cabinet) + regional	Michael Carmody - Warring Neilsen	Now and again in Dec-Feb 2011 (before budget)	<p>Together with Mr Windsor, Mr Oakeshott delivered to the ALP its minority Government.</p> <p>Strong believer in being able to introduce legislation with full support/analysis of Treasury</p> <p>LPG Australia policies should</p>

**LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL**

	m) Key Impact statements				<p>be presented to Mr Oakeshott and Mr Windsor so they can in turn advocates them to the Government.</p> <p>LPGA to seek support from the MP to reject measure when it comes before the house prior to July 01 2010</p>
The Greens	<p>a) Letter</p> <p>b) direct engagement sharing of research (Adept Research/international studies)</p> <p>c) evidence of carbon reduction</p>	See Annex E (tailored key messages + environment	Michael Carmody - Warring Neilsen + environmentalist such as Ian Kiernan - Clean Up Australia	Now and again in Dec-Feb 2011 (before budget)	<p>Greens very keen to demonstrate negotiating potential post July 2011 and to demonstrate their broader appeal beyond climate change (eg: regional Australia, smaller business)</p> <p>In the meantime, support needed from them to block measure in the Senate (via a disallowance motion)</p>



LPG AUSTRALIA COMMERCIAL-IN-CONFIDENCE  
FINAL

The Coalition

Target	Medium and message		Who is Responsible	Critical Timing	Remarks
The Liberals	<ul style="list-style-type: none"> <li>a) Letter</li> <li>b) direct engagement sharing of research (Adept Research/international studies)</li> <li>c) evidence that shows excise will have a negative impact on regional Australia/farmers</li> <li>d) analysis of LPG usage nationally/regional areas/case studies of demise</li> </ul>	See Annex E (tailored key messages regional +impact on small business + families/homes	Michael Carmody - Warring Neilsen	Now + ongoing	<p>In 2003, the then Liberal government announced the excise on LPG to be introduced for the first time.</p> <p>The proposed tax was significantly reduced and then never legislated for until now.</p> <p>An uncertain minority government affords them the opportunity to show their concern for regional Australia and support a carbon reduction policy without a carbon tax.</p> <p>After the 2010/11 budget announcement of the excise, the liberals likened it to the mining tax.</p> <p>such as taxi drivers, who are the next targets of the big taxing, big spending Rudd - Ian Macfarlane 13/05/10.</p>
The Nationals	<ul style="list-style-type: none"> <li>a) Letter</li> <li>b) direct engagement sharing of research (Adept Research/international studies)</li> <li>c) evidence that shows excise will have a negative impact on regional Australia/farmers</li> <li>d) analysis of LPG usage in analysis of LPG usage nationally/regional areas/case studies of demise</li> </ul>	See Annex E (tailored key messages regional +impact on regional Australia/farmers + small business	Michael Carmody - Warring Neilsen	Now + ongoing	<p>The Nationals increased their representation in the 2010 election even though there is a view that they lost important influence with the regional voters to the Independents.</p> <p>Sen John Williams. 7/06/10 said:</p> <p>and increasing to 12.5 cents a litre is a blow to those people who have converted to LPG from petrol or diesel for the sake of the environment and economy, but now find their costs will</p>