

09 October 2012

Dear Colleagues

I am pleased to report that the 2012 Powering Australia yearbook is now printed and will be officially launched in Canberra on 11 October by the the Federal Resources & Energy Minister, Martin Ferguson.

This will be the fifth year in a row that the Minister has kindly consented to launch the book and his support is much appreciated.

Shortly thereafter Focus Publishing will distribute copies to every member of parliament in Australia -- more than 860 MPs at Federal, State and Territory levels.

The bonus for the industry in our doing this is that the book will also be read and used as a reference over the next 12 months by the MPs' and ministers' advisors.

We think it is likely that between 2,000 and 4,000 people in government and politics will be exposed to the commentary in the book at a time when power prices and energy policy are very high on their agendas.

Several thousand more copies of the book will be distributed by our sponsoring companies and organisations, ensuring that it reaches a wide and influential audience across the country.

Richard Hanney, the Project Director of Focus Publishing, and I are very appreciative of the sponsorship support we have received from a dozen companies and organisations to again make publication of Powering Australia possible -- without them we would not be able to provide this service to the industry.

The commentary in the 2012 issue is presented on the theme "Carbon, cost and continuity" and addresses many aspects of the increasing challenges and shifting market forces confronting the power businesses around the country -- an environment where investors find it hard to maintain the value of assets currently in operation or to finalise decisions on development projects with long lives.

Richard and I are now beginning work on the 2013 yearbook, which will appear next September and will have "Delivering adequate, affordable and reliable electricity" as its theme. Some of you will recognise this as today's International Energy Agency definition of electricity security, an issue coming more to the fore in Australia.

The 2013 book will appear when investors, regulators and policymakers are wrestling with how best to support and promote as much as \$100 billion worth of investment on generation, networks and new meters over the next 10-12 years, very possibly at a time when we are seeing a significant change in the national approach to energy policies.

In order to pursue production of the 2013 publication, we need the industry's sponsorship support. I suggest that the industry's self-interest should attract this support, especially because of the way we use the book to inform the body politic.

Richard will be in contact with you in the near future about the 2013 edition -- I look forward to your help in making it happen again.

Regards

Keith Orchison AM
Editor, Powering Australia