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# Executive Summary

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## VISION

A dynamic future for the Australian Pipeline Industry

## WHO WE ARE

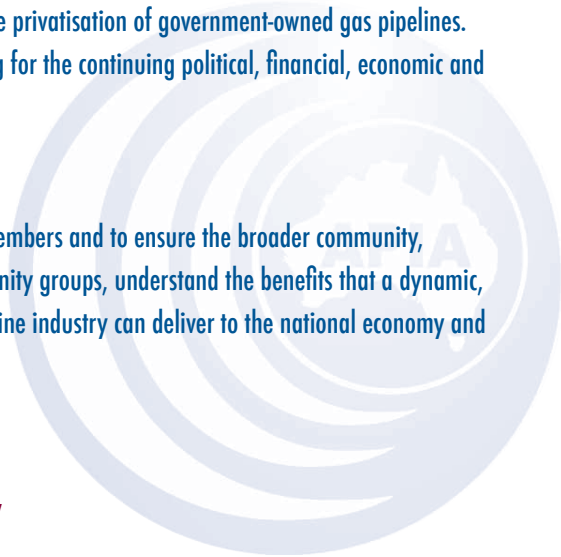
APIA is the peak national body representing Australia's high-pressure transmission pipeline sector, with a principal focus on long-distance oil and gas transmission, but also including transportation of other products such as water, slurry and CO<sub>2</sub>. Our members include contractors, owners, operators, advisers, engineering companies and suppliers of pipeline products and services.

APIA has broadened from its original base as a solely contractors' organisation, to include owners and operators and, now, the broad range of professions and interests associated with long-distance transmission infrastructure.

The expansion was a response to governments' economic reform policies and the consequent deregulation of the industry, particularly the privatisation of government-owned gas pipelines. The changes continue, and APIA is preparing for the continuing political, financial, economic and environmental impacts on the industry.

## WHY WE EXIST

Our mission is to provide services for our members and to ensure the broader community, including government, industry and community groups, understand the benefits that a dynamic, market-driven Australian transmission pipeline industry can deliver to the national economy and to regional development.



Our mission includes ensuring the broader community – government, industry and community groups – understand the benefits of natural gas as an appropriate fuel to help the nation to meet its goal of reducing carbon emissions from energy generation.

APIA's services are as broad as our membership. Networking functions provide opportunities for members to meet and discuss issues, and speakers at the functions offer information on topics relevant to the nation and the industry. The Seminars and the Annual Convention and Exhibition are opportunities for members to learn about new technologies and applications, developments in economic and technical regulation, environment, heritage and safety issues, the latest information on the range of pipeline projects in Australia and overseas and other issues relevant to the industry.

APIA is the “voice” of the Australian pipeline industry, representing the industry to the general public, to other industries and to government, strongly arguing the industry's case whenever and wherever required. The range of APIA committees provide input to the Association's plans for the industry and are also avenues for exchange of information.

APIA is planning for the future of the industry by providing educational and training opportunities as well as developing innovative policies in areas relevant to all sectors of membership.

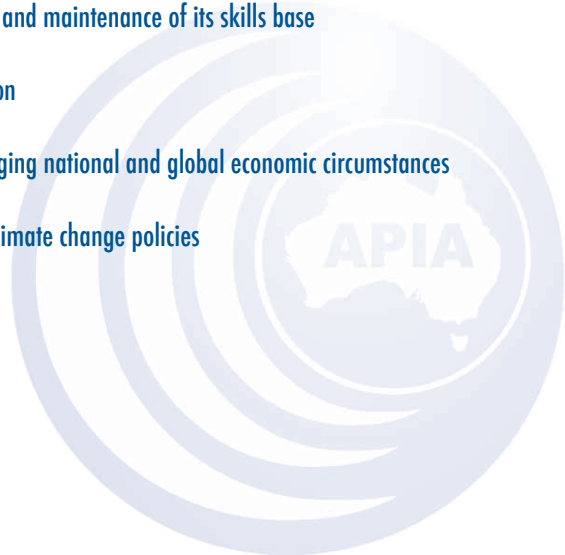
## HOW WE EXIST

APIA's revenue is derived from membership fees and from sponsorship and networking functions, including the Annual Convention & Exhibition, as well as tremendous in-kind support from members through their participation on various committees and, importantly, on the Board of Directors.

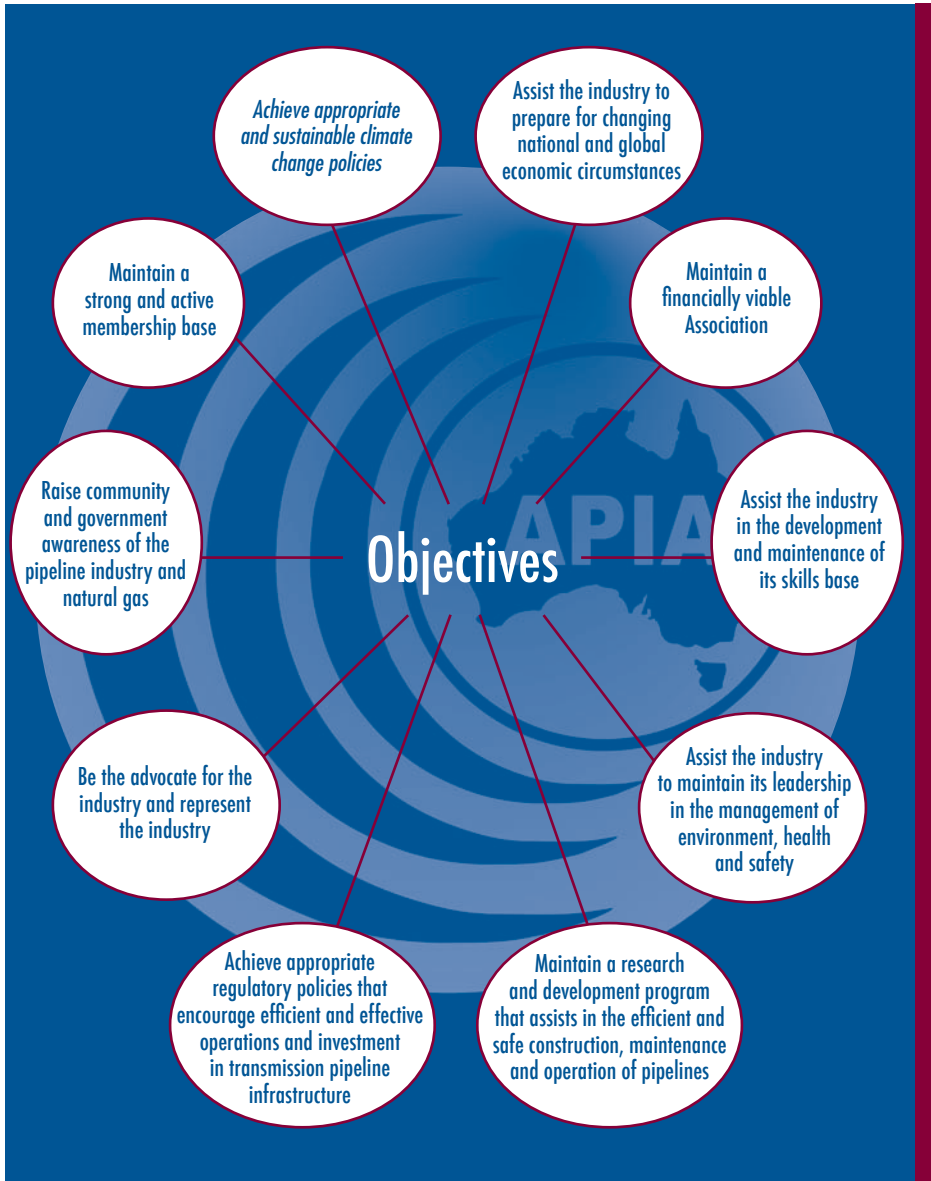
# Objectives

APIA's Objectives are to:

- Maintain a strong and active membership base
- Raise community and government awareness of the pipeline industry and natural gas
- Be the advocate for the industry and represent the industry
- Achieve appropriate regulatory policies that encourage efficient and effective operations and investment in transmission pipeline infrastructure
- Maintain a research and development program that assists in the efficient and safe construction, maintenance and operation of pipelines
- Assist the industry to maintain its leadership in the management of environment, health and safety
- Assist the industry in the development and maintenance of its skills base
- Maintain a financially viable Association
- Assist the industry to prepare for changing national and global economic circumstances
- Achieve appropriate and sustainable climate change policies



# OBJECTIVES



# Maintain a Strong and Active Membership Base

## GOALS

- ✓ *Clearly identifiable benefits of APIA membership*
- ✓ *Interesting and valuable opportunities for industry networking*
- ✓ *High-quality Annual Convention and Exhibition*
- ✓ *A secure infrastructure investment environment that encourages increased business activity for members*
- ✓ *Up-to-date industry and APIA information for members*

## TASKS

- Maintain positive interaction with members
- Provide efficient and effective communication to members about issues as well as benefits of membership
- Ensure the APIA website is up-to-date
- Provide interesting and informative topics and speakers for lunches, dinners and seminars
- Develop new ideas to keep events, including the Annual Convention, “fresh”
- Maintain relevant committees and working groups, incorporating membership from all industry sectors, and ensure provision of appropriate information about APIA
- Circulate regular Chief Executive’s newsletter
- Ensure *The Australian Pipeliner* magazine continues to provide value and useful information for members, and ensure timely and accurate publication of the APIA Directory
- Provide APIA input to *The Australian Pipeliner*
- Monitor and take action on matters affecting industry investment activity
- Regularly analyse membership structure and address changes

# Raise Community and Government Awareness of the Pipeline Industry and Natural Gas

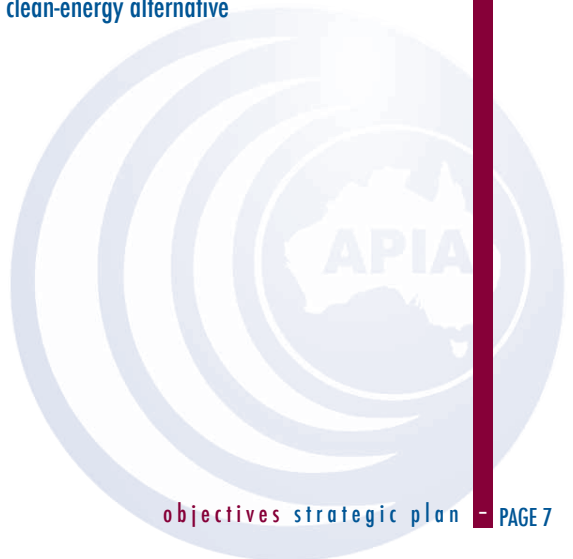
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## GOALS

- ✓ *Increased public knowledge and understanding of the industry and natural gas*
- ✓ *Increased government knowledge and understanding of the industry and natural gas*

## TASKS

- Issue press releases and provide public comments to promote information about the industry
- Issue press releases and provide public comments to promote the benefits of natural gas
- Participate in relevant forums, highlighting APIA, the industry and natural gas
- Develop relevant information on topics that can demonstrate the pipeline industry's benefits to the community, such as: assisting management of the environment; reliability; cost-effectiveness; security; and providing a clean-energy alternative



# Be the Advocate for the Industry and Represent the Industry

## GOALS

- ✓ *Policies that are responsive to the industry's requirements*
- ✓ *Influence in public debate on relevant issues*

## TASKS

- Maximise opportunities to advocate the industry's point of view with politicians and the bureaucracy
- Develop and promote policies that support the industry, including policies on issues such as: safety, environment, research, regulation and climate change
- Undertake effective liaison with national and international industry groups and other relevant bodies
- Ensure APIA participation in government and industry taskforces, working groups and forums
- Distribute press releases, provide comments to media and contribute newspaper articles that state the industry's case on relevant issues
- Maximise opportunities to be a strong industry voice in public and in relevant forums
- Co-operate with relevant industry associations when appropriate



# Achieve Appropriate Regulatory Policies that Encourage Efficient and Effective Operations and Investment in Transmission Pipeline Infrastructure

## GOALS

- ✓ *Implementation by governments of consistent, appropriate, workable, effective and efficient regulations (reduced red tape)*
- ✓ *Legislative and regulatory policies that encourage development and investment*
- ✓ *High-quality industry codes and guidelines*
- ✓ *Co-operative and effective working relationships with regulatory bodies*

## TASKS

### ECONOMIC

- Work with regulatory agencies, politicians and bureaucracy; participate in government and industry committees, taskforces and working groups
- Provide appropriate submissions for and comments on government policies and decisions
- Monitor legislation and government policies
- Co-ordinate the Regulatory and Economic Policy Committee
- Ensure infrastructure investors are provided with current information on regulatory issues

### TECHNICAL

- Work with State regulators and governments on issues relevant to the industry; encourage participation by State regulators in APIA technical forums; streamline (where appropriate) national regulatory requirements
- Develop guidelines on issues that are affected by differing State regulation, complementing the existing Codes and Guidelines
- Maintain liaison with Standards Australia. Maintain participation in and ensure appropriate representation on ME38, the committee responsible for the AS2885 suite of Codes, and related government and industry committees
- Work with APIA committees – Safety; Contractors; Environment; Pipeline Operators Group (POG); Research and Standards (RSC) – and ensure they are active and effective
- Participate in appropriate government and industry committees, taskforces and working groups

# Maintain a Research and Development Program that assists in the Efficient and Safe Construction, Maintenance and Operation of Pipelines

## GOALS

- ✓ *Continuing improvement in the safety and security of long-distance, high-pressure pipelines*
- ✓ *Continuing improvement in the efficiency of long-distance, high-pressure pipelines*
- ✓ *Best-practice and continually improving pipeline standards*
- ✓ *Rapid uptake of appropriate national and international research outcomes*

## TASKS

- Maintain and expand (as appropriate) membership of the Research and Standards Committee (RSC)
- Provide information to government regarding the high quality research and technical development of the pipeline industry
- Through the RSC, liaise with appropriate government bodies, and Standards Australia, to ensure high-quality industry Standards are maintained
- Through the RSC, maintain the tripartite relationship that includes the European Pipeline Research Group and the Pipeline Research Council International
- Assist the RSC to achieve appropriate exchange of national and international information and research through successful meetings and seminars
- Assist the RSC to attract and manage government funding
- Assist the RSC to efficiently manage the research and the provision of information to the industry
- Assist the RSC to ensure that high-quality industry Standards, particularly the AS2885 suite, are maintained

# Assist the Industry to Maintain its Leadership in the Management of Environment, Health and Safety

## GOALS

- ✓ *Information exchange on operation and integrity issues*
- ✓ *Active participation by members in safety and environment management and information exchange*
- ✓ *Effective policies that assist industry members to continuously improve safety and protect the environment and cultural heritage*

## TASKS

- Ensure safety guidelines are appropriately updated and available to members
- Update and maintain the Code of Environmental Practice and promote it to members
- Work with the Pipeline Operators Group; Research and Standards Committee, Safety Committee; and Environment Committee, to assist their influence on policies and development of regulations
- Facilitate communication between committees
- Assist relevant committees to maintain an up-to-date pipeline incident data base and safety statistics/data base
- Assist with the establishment of safety and environment guidelines where and when appropriate
- Provide seminars, presentations and other opportunities for information exchange to promote safety and environment awareness and procedures
- Maintain regular communication with technical regulators

# Assist the Industry in the Development and Maintenance of its Skills Base

## GOALS

- ✓ *Attract new personnel to industry*
- ✓ *Keep personnel within the industry*
- ✓ *Creation of opportunities for education and training*
- ✓ *An efficient and active forum for Young Pipeliners*

## TASKS

- Provide information about the industry to younger members
- Provide training opportunities and industry experience for members
- Develop programs to keep people, particularly young people, within the industry and attract new people to the industry
- Promote general awareness of career opportunities in the industry
- Instigate and maintain systems to encourage, debate and implement new ideas
- Work with related industry associations on co-operative careers/training where appropriate
- Provide educational and training information through the regular Chief Executive's newsletter, articles in *The Australian Pipeliner* magazine, e-mail system and APIA website
- Develop and maintain on-line library and web-based information



# Maintain a Financially Viable Association

## GOALS

- ✓ *Sufficient funding for the Association at all times*
- ✓ *Efficient and effective governance structure*
- ✓ *Balanced and diverse representation of the industry on the Board*
- ✓ *Efficient and effective expenditure program*
- ✓ *Value for members*

## TASKS

- Regularly review fees structure
- Regularly review events, including Annual Convention and Exhibition, to ensure relevance and appropriate level of pricing
- Maintain effective budget with sufficient funding to ensure best possible member services
- Maintain accurate and appropriate accounts and corporate governance practices



# Assist the Industry to Prepare for Changing National and Global Economic Circumstances

## GOALS

- ✓ *Long- and short-term policies that assist the industry to manage economic developments*
- ✓ *Economically informed membership*

## TASKS

- Monitor national economic and industry circumstances
- Provide advice, where necessary, on economic challenges to industry
- Lobby government on economic policies and issues that impact on the industry
- Provide information for members on the changing economic and industry circumstances through functions, seminars, the regular Chief Executive's newsletter and other communications



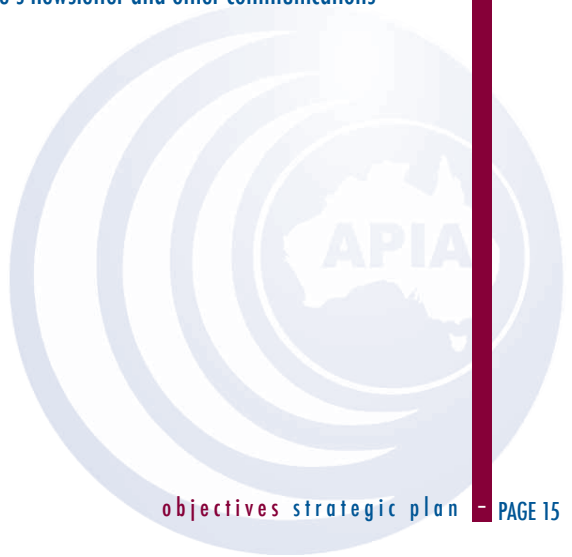
# Achieve Appropriate and Sustainable Climate Change Policies

## GOALS

- ✓ *Appropriate policies in relation to climate change*
- ✓ *Informed and active membership on climate change issues*
- ✓ *Heightened awareness of the benefits of natural gas in a carbon constrained economy*

## TASKS

- Provide advice to members regarding climate change challenges
- Lobby government on climate change issues and policies that impact on the industry
- Raise government and community awareness in regard to the benefits of natural gas in relation to climate change challenges
- Provide information for members on major climate change issues through functions, seminars and/or the regular Chief Executive's newsletter and other communications



# APIA – Working for our Members

## APIA communicates with Members

APIA has regular and active communication with members. We invite comments and contributions from members on all issues that affect them and the industry as a whole. We work with members to solve problems and develop ideas. The Association is proactive and provides information and opportunities for interaction and communication so that all members have a chance to contribute as well as benefit from participation.

Information is provided regularly to members through APIA publications, the APIA website and the regular industry functions held throughout the year. APIA has a high-quality magazine, *“The Australian Pipeliner”*, which is produced by a separate company. It provides news about the industry, APIA members, developments and technologies, and is read widely in the trades, energy and construction industries, as well as in the public service and business community. The Annual Directory is available in hardcopy and on the website.

Information is also provided to members via the regular Chief Executive’s newsletter (which is circulated in the first week of each month, except for October/November and December/January editions).

## APIA provides opportunities for members to network and learn about new developments and technology.

There is regular information exchange at the various APIA functions. About 20 lunches, dinners and other functions are held during each year. The functions are held in all capital cities and provide opportunities for interesting and informative speakers to share information on a range of topics – from innovative and new technologies, project information, to broad national issues, and international industry issues. These events also provide an opportunity for members to network and exchange ideas and information.

APIA also provides 3, sometimes more, day-long seminars per year. These seminars provide further opportunity for information gathering and exchange and can focus on a range of

topics or on a particular important issue. For example, the Pipeline Operators Group seminar helps members to keep up-to-date with the latest procedures and technologies needed for the safe operation and maintenance of high-pressure gas transmission pipelines. The Brisbane Seminar has a different, but interesting and useful, topic each year, furthering increasing the knowledge base of APIA members. Members are invited to provide their own suggestions and ideas for seminars.

The Annual Convention & Exhibition, held in October, would be considered the pinnacle of information exchange and networking. Two days of detailed business sessions and an exhibition that features 60 to 70 companies, depending on the size of the venue, combined with four days of social interaction, provides an ideal forum for members to network, exchange information and learn about new developments in all sectors of the industry.

## APIA Members can participate in work undertaken by a range of influential committees

Members can participate in a range of relevant committees that exchange information and provide advice to APIA. There is very strong membership support on all committees. The committees are: Research and Standards Committee; Pipeline Operators Group; Owners Forum; Regulatory and Economic Policy Committee; Health and Safety Committee; Contractors Committee; Young Pipeliners Forum; Environment Committee; Critical Infrastructure Group and the WA Chapter of APIA, which was formed as a result of the very significant and active membership in WA. From time to time, specific committees are set up, for example to organise the Young People's Forum and to develop the online library.

The committees provide insights and plans for the industry's future as well as assist the Association and the industry keep up to date with relevant issues and developments, from economic, technical, environmental and safety issues, through to research developments and legislative and regulatory challenges and changes.

Among the ongoing achievements of these committees:

- The development of policies, submissions and other work on a range of **economic** and **technical** issues facing the industry, including carbon capture *transportation* and storage and the many and varied government committees and working groups that continue to develop policies and procedures that impact on the regulatory burden on pipelines;
- The development of a formalised construction **training** program and a construction passport;

- Highly professional and relevant **research** for the benefit of the industry. The research is undertaken in conjunction with university-based experts and international organisations, providing high-quality information, further enhanced by the establishment of the Energy Pipelines Cooperative Research Centre;
- **Safety & Maintenance** programs that are world class, including development of the Onshore Construction Safety Guidelines used in all States and Territories;
- The development of the APIA Code of **Environmental** Practice also used nationally;
- **Forward planning** for the future of the industry, including an information library, mentoring programs and recruitment programs;
- Active **liaison** with senior politicians and officials by the major pipeline infrastructure owners
- Opportunities for **young people** in the industry to expand their knowledge and experience.

## APIA promotes awareness of the industry

It is important for the gas transmission industry and its future development that general awareness is raised regarding the benefits of natural gas use, the professionalism and technical expertise of the pipeline industry and the importance of transmission infrastructure. Increased awareness of the industry will lead to a better informed public, interested and active politicians and a healthier industry. APIA is, therefore, involved in public debate on issues relevant to the industry, and is continuing to improve awareness amongst the general public as well as in the economic, political and bureaucratic sectors.

A clear understanding of the media is of great benefit to APIA. APIA also works with other energy participants to help to avoid conflicting messages across the various energy interests.

## APIA stands up for the industry and advocates the industry's interests

There are many public taskforces and advisory groups providing information to government on policy issues. The issues range from technical functions and operation, to legislation and regulation.

Economic regulation is a major challenge for the industry. Even after legislation has been finalised, regulators continue to push for greater impact on unregulated infrastructure. APIA works with various groups and provides submissions on a range of regulatory issues, arguing for policies that encourage efficient investment in infrastructure in the longer term, which benefits the industry, the economy and consumers.

In the development and operation of the economic regulatory environment for the industry, APIA has an on-going working relationship with bureaucratic and regulatory bodies. APIA also has an ongoing working relationship within the political arena. Rather than respond to an impending decision at the time of the decision, APIA consistently works with and through the political and policy system, influencing outcomes before an issue or decision becomes public. As an industry association we are frequently able to exert greater influence than would a single business.

Also, APIA works with other, relevant industry associations on issues that we have in common and when a joint approach will provide greater influence with government and where research, training or technical programs can benefit members.

## **APIA is planning for the future – attracting new members and providing education and training.**

### ***A changing environment***

The industry is operating in a changing and challenging environment, with changing ownership of pipeline infrastructure. Some years ago the Association was reformed in order to include owners and operators. This was a farsighted move, designed to address the changed economic environment – that is, the deregulation of the industry as a result of the Hilmer Report's recommendations on economic reform, particularly the privatisation of government-owned gas pipelines. There have been many changes since then, and the changes continue. APIA is preparing for the evolving political, financial and economic environment and the impacts that this will have on the industry.

The challenges of climate change also provide opportunities to influence outcomes of policies as well as seek new endeavours for APIA members.

### ***Planning for the future***

To help plan for the future prosperity of the industry, APIA develops policies and plans to take to government and to member companies to aid work on economic regulation, environmental, climate change, safety and heritage issues and contributes to the development of appropriate regulations. Already the APIA Code of Environmental Practice and Onshore Construction Safety Guidelines provide information and instruction for companies which are developing their project plans. All State Regulators contributed information and advice for both of these documents and many State Regulators use the documents as a reference tool for industries, even those beyond the pipeline industry.

Policy development and forward planning are critical for the industry, across all sectors, in order to ensure the future of jobs and investment in the industry. All APIA committees continue to be active in the development of policies that apply in an immediate context or that will apply in the future. Members are invited to participate and/or are kept informed of developments.

### ***Opportunities for career development***

As part of APIA's forward planning, a seminar was conducted in 2006 for members and/or staff under 35 years of age. The seminar had several aims: to increase younger members' awareness of the various and varied sectors of the industry; to provide information about the wide range of career opportunities in the industry; to provide a new networking opportunity for a group of people who did not always attend the usual round of APIA events; to improve the industry's understanding of the next generation and to find innovative proposals to assist the industry into the future. By demonstrating the benefits of a career in the industry, we will reduce the number of young people who further their careers by moving out of the industry. Active involvement of young people means the industry will continue to attract new people, even during a skills shortage.

The tremendous response to the seminar, with strong participation by many member companies, has led to a continuing program, with a national YPF (Young Pipeliners Forum) committee and state-based YPF committees established to share information, ideas and plans for the future. These committees organise networking events, educational opportunities visits to members' facilities that further expand the knowledge of the young people in the industry. It is also through the YPF that APIA promotes informal mentoring and information exchange between experienced and younger members of the industry.

APIA is also developing new ideas for future training. Education in the form of updating members about the industry's standard, AS2885, is provided through day-long seminars in all capital cities and repeated, as required, every two to three years. Also, formal training programs have been and are being developed in the areas of operation and maintenance and construction. These programs provide transportable qualifications for a range of skills and enhance safety awareness as well as job skills, providing a better educated and more efficient workforce. APIA is also planning to develop a post-graduate engineering opportunities.

**APIA is working hard for its members in many ways and will continue to do so. The Association strives to provide real value to its membership. Economic and environmental change is with us and APIA needs to remain strong in order to represent its members and the industry. We are committed to the continuing growth of the industry and the success of the industry's participants.**