



The Australian Coal Association

NewGenCoal Communication Initiative

How do we get the energy we need, while reducing global greenhouse emissions?

Coal is Australia's principal energy source, providing 40% of our energy and 81% of all our electricity. In 2008-2009, export revenue from coal was a record \$54.7 billion, vital income to support services we need like hospitals, roads and schools, and to help Australia against the global financial crisis.

The Australian coal industry plays a vital role in our energy security, economy and community, and will for decades to come. The flipside is its negative environmental impact. Coal is a major source of Australia's greenhouse gas emissions, up to 37% of total emissions at last count.

Lawrence Creative Strategy advised the Australian Coal Association from 2008-2010, conceiving the NewGenCoal communications initiative. Launched with a national press campaign, the NewGenCoal website showcases the ACA's acknowledgement of the science of climate change, and its well-funded commitment to accelerating carbon capture and storage as one part of a climate change solution alongside renewables like wind and solar.

To interact with the public and help spread understanding about the problems of climate change and energy security, the website features a fully-resourced social media strategy including a daily-updated blog, Twitter feed and YouTube channel.