

Media Sentiment Tracking Report

Summary

Week ending	4 July 2021		Month to date		Year to date	
Mentions	13		13		36	
Sentiment	10 positive	77%	10	77%	22	61%
	1 neutral	8%	1	8%	7	19.5%
	2 negative	15%	2	15%	7	19.5%

Links to Marinus Link/NWTD/TasNetworks mentions

Date	Link	Sentiment
28 June	Marinus to put a lid on cost - The Advocate http://gandmmonitoring.com.au/reports/story.php?storyProfileID=545727	Positive
	Marinus to put a lid on cost - The Examiner http://gandmmonitoring.com.au/reports/story.php?storyProfileID=545797	
	7HOFM Hobart 11:01:00 News, Story Duration: 0:00:30 The Marinus Link project which involves adding another Bass Strait power cable to the nation's energy market will be economically viable according to a new Tasnetworks report. There's still no word on who'd be paying for the three and a half billion dollar proposal. Energy minister Guy Barnett has welcomed the report and says given the national wide benefits of Marinus current interconnector pricing rules need to be changed to ensure Tasmanians don't pay more than their fair share. Interviewee Guy Barnett	

	<p>ABC Radio Launceston 16:09:00 Drive, Story Duration: 0:10:50 Bess Clark from Tasnetworks comes on the show to discuss the Marinus Link report that shows the project will provide a net benefit. Bess explains how Ernst and Young ran a range of scenarios to understand the benefit of Marinus to Tasmania. Re lower electricity prices Bess says the report demonstrates that without Marinus customers all round the energy market would be paying more. She says Tasmania has a fantastic energy resource with hydro and wind. Re who will pay for the project Bess says the pricing framework will need to change for the project to move into construction. So people who benefit the most will have to pay the most. Re jobs and economic benefit the project will deliver 1,400 jobs in both Victoria and Tasmania. That includes the construction and management phases. Interviewee: Bess Clark</p>	
	<p>ABC Radio Hobart 17:47:00 Drive, Story Duration: 0:08:00 The Marinus Link economic report has been released by Tasnetworks today and John Devereaux comes on the show to discuss it. John says it's a big investment and it's hard to work out who gets the benefits and it looks like Victoria and Tasmania have to pay. He says the report says there are net benefits to the national market but they are not detailed in the media release. Re electricity price reductions in Tasmania John says the range of variables are enormous and prone to error. Re who pays John says it's not yet resolved and given how flexible the beneficiaries are it's hard to tell. He says it's a waiting game for more information and the current pricing rules need to be reviewed for it to go ahead. <i>They play a few minute of Bess Clark from ABC Launceston earlier interview</i> Interviewee: John Devereaux, Bess Clark</p>	
	<p>LAFM Launceston 10:20:50 Tasmania Talks, Story Duration: 0:03:00 Ruth Forrest is on the show Mike asks her thoughts on the Epuron wind farm development and aquaculture expansion in the Stanley region. Re the salmon industry she says it can be sustainable but there has been inappropriate development particularly in Macquarie Harbour. She says there is very real concern about the expansion in Stanley. She says the industry needs to engage deeply with the community about it and there are very sensitive environment. Re the wind farms, both Epuron and Robbins Island Ruth says there is very real concern. She says Epuron is renowned for just getting a DA and then on-selling the project so no one knows who will be the final developer. Re lower electricity prices and Marinus Link Ruth says the 200% renewable target locks us into Marinus and she voted against it. She says there is a real risk of less demand and a stranded asset. Also we don't know who is paying for it. Interviewee: Ruth Forrest Independent MLC</p>	
	<p>7 Tasmania 18:09:30 Nightly News, Story Duration: 0:00:40 National electricity prices would come down if Marinus Link is built according to a new report released by Tasnetworks. Guy Barnett says the rules need to change to ensure Tasmanians pay their fare share. Ross Burridge says the financial investment decision will occur in 2023. Labor says too many reports have been done and the project needs to be rolled out.</p>	

	Interviewee: Guy Barnett, Ross Burridge	
	<p>WIN TV 18:01:45 News, Story Duration: 0:01:35</p> <p>The Marinus Link will help lower electricity prices a Tasnetworks report has found but other states need to pitch in on the cost. Guy Barnett says the report confirms it's commercially viable and Michael Bailey says it's great news. Mr Barnett says the report confirms that cost sharing is needed but Dean Winter says the question of who will pay has not been answered. He says the only way it stacks up is if someone else pays for it. Interviewee: Guy Barnett, Michael Bailey, Dean Winter</p>	
29 June	<p>Bill for Project Marinus to be negotiated http://gandmmonitoring.com.au/reports/story.php?storyProfileID=546159</p>	
	<p>Ministers talking Marinus http://gandmmonitoring.com.au/reports/story.php?storyProfileID=546094</p>	
	<p>LAFM Launceston 11:35:00 Tasmania Talks, Story Duration: 0:15:00</p> <p>Bess Clark from Tasnetworks comes on the show to discuss the report released by Tasnetworks yesterday that states Marinus Link is economically viable and will lower electricity prices. Bess says the pace of change in the market is accelerating and coal generation is closing and renewables will need to be firmed up to support the network. Re the three billion price Bess says it's cheaper than alternative solutions and now the wholesale pricing needs to be reformed. Without Marinus power bills will be higher. Mike says it's great the Battery of the Nation is getting closer. Bess says Marinus Link will provide a route to market for the renewable energy Tasmania is producing and allow the mainland to transition to lower emissions. She says often in Summer we have lots of excess energy but the current Basslink cable isn't big enough to deliver it all to the mainland. Currently the project is at the design and approval stage and community engagement with local communities. The investment decision will be made at the end of 2023. Mike says there are so many opportunities with green hydrogen and now Marinus. Interviewee: Bess Clark</p>	
30 June	No mentions	
31 June	No mentions	
1 July	<p>Lower power prices, more relief over winter http://gandmmonitoring.com.au/reports/story.php?storyProfileID=546924</p>	
	<p>Delivering power bill relief across Tasmania http://gandmmonitoring.com.au/reports/story.php?storyProfileID=547007</p>	

2 July	No mentions	
3 July	No mentions	
4 July	No mentions	

Other stories impacting Project Marinus

Coal faces pressure from renewables - The Age, 2 July 2021

<http://gandmmonitoring.com.au/reports/story.php?storyProfileID=547533>

Observations

- An overwhelmingly positive response to the release of the PACR and Wholesale Pricing Report driven by a proactive communications, government and stakeholder strategy which included a supportive MR from Minister Barnett and a joint media conference with Acting CEO Ross Burridge and Michael Bailey from TCCI.
- Editorials from Minister Barnett were published promoting recent bill reductions, adding that the two Marinus reports show further downward pressure on prices would flow to customers.
- John Devereaux from Goanna Energy made misleading statements on ABC Radio Hobart that Tasmanians would be paying for half of Marinus 'and getting no benefit'. The program played a few minutes of Bess Clark from an ABC Radio Launceston interview earlier in the afternoon but obviously that did not allow for the misleading statements to be addressed.
- Questions on ABC Radio Launceston regarding how many long term and ongoing jobs were taken on notice, need data to address this.
- Independent MLC for Murchison Ruth Forrest spoke out against Robbins Island and Stanley wind farms and Marinus Link on local radio, says it's impossible to know if there'll be any benefit.

Recommendations

- Need to commission new, or update existing, economic data on jobs and benefits with granularity on local skills, long-term and ongoing jobs in both NW Tasmania and Gippsland. This will be required for the micro campaigns.
- Comms strategies on major releases in future should offer spokesperson to ABC Radio Horbart as well as Launceston.

- 7 News Tasmania again used extremely old footage of Basslink cable – is there any animation or other more up to date footage we could provide to the TV networks? If not, it needs to be commissioned.
- Consider offering a briefing on the PACR/WPR to Ruth Forrest MLC.