



9 November 2009

Australian Coal Association response to SMH article published 7 November

Sir,

Your report headlined "Ad Campaign aims to crush emissions trading plan" concerning the Australian Coal Association's current advertising campaign is wrong. (SMH 7/11/09)

The Australian Coal Association supports the introduction of an emissions trading scheme and believe an ETS is the most efficient way of reducing carbon emissions.

Your sub editor could be forgiven for making the mistake as Marian Wilkinson's report completely ignores each of the ACA's fundamental positions on greenhouse gas emissions.

We are neither climate skeptics nor deniers.

We accept the science of climate change.

We believe global action must be taken to reduce carbon emissions and the coal industry is prepared to pay its fair share to achieve that goal.

Our ad campaign is simply highlighting that the current proposal will impose 14 billion dollars in extra taxes and cost thousands of coal mining jobs but will fail to reduce global carbon emissions as production lost here will simply occur in our competitor coal exporting countries.

It seems unreasonable to us that just by participating in the debate on how to best implement the ETS, which Mr Combet describes as the most important economic and environmental reform in Australian history, we are wrongly positioned by the SMH as climate deniers who seek to block agreement in Copenhagen.

We simply think it is fair to ask the question - why should Australians lose their jobs but global carbon emissions stay the same?

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