

1st December 2011

Dear Site Manager,

Help us send a very important message to Parliament

From 1st July 2012, as stated in the *Biofuels Act 2007 (NSW)*, it will be mandatory for sites supplied from a NSW fuel terminal to stop selling regular unleaded petrol (ULP) and sell E10 - an ethanol blended unleaded fuel.

This "Mandate" has been imposed upon the industry with little consultation or regard for the issues around:

- **sensitive supply** – *there is only one ethanol producer in NSW. With increased demand, consistent supply is important to your business and any interruption may cause wholesale prices to rise;*
- **cost to comply** – *a Government Task Force estimated it will cost the industry up to \$276 million to comply;*
- **unbalanced competition** – *your competitor may be able to avoid the Mandate and keep selling ULP;*
- **reduced consumer choice** – *your customers, who cannot use E10, may have to pay more or go elsewhere; and*
- **limited implementation timeline** – *you only have six months to get ready.*

The implications this legislation will have on your business are clear. The cost involved in conducting this changeover will entirely fall on your shoulders. The Government will not assist you financially and, like many businesses in your situation, it could take years to pay off.

Certain makes and models of vehicles, as well as marine and small equipment engines are not recommended to use ethanol blended fuels. Your customers will be restricted in their choice of product and as a result may be forced to pay more for a premium unleaded fuel.

Collectively we can send a message of concern to Parliament and ask that they consider the impacts the Mandate will have on your business.

What we would like from you as a NSW fuel retailer:

1. Register your willingness to be part of this initiative by calling 1300 160 270 or login on to www.acapma.com.au/E10petition to complete the registration form.
2. We will post you a Petition Pack consisting of:
 - a printed petition;
 - a stack of brochures;
 - a 'Frequently Asked Questions' sheet to inform your staff; and
 - four return post packs.
3. At the end of each week return the signed sheets to ACAPMA for collating.



Act now. Give a voice to the thousands of businesses and motorists that will have their choice abruptly restricted by this legislation. Inform your customers of the impact these changes will have on them. Tell your customers they can make a difference by filling in the petition - we require a minimum of 10,000 signatures from across the State in order to force action in Parliament.

Help us remind our elected Members of Parliament that the service stations throughout NSW are more than a place to fill up: they are the safe place late at night, they are the convenience store, the local meeting point, and their ongoing viability is important to their communities.

Help us give the industry a voice. Call 1300 160 270 to register for your Petition Pack.

Yours sincerely,



Nic Moulis
General Manager

Example of brochure for customers

WANT TO PAY OVER 10 CENTS PER LITRE MORE FOR YOUR FUEL?

Did you know that from 1 July 2012, the NSW Government is removing unleaded petrol (ULP) and replacing it with E10?

- 1** This means your choice will be restricted
The NSW Government is removing ULP from service stations. This is removing your choice and options when refueling.
- 2** This means you may be forced to pay more
With no ULP motorists will be left with the option of using E10 or paying over 10 cents per litre more for premium unleaded. E10 is not recommended for use in marine and small equipment engines, as well as many popular modern and older model vehicles, so these motorists will have no choice but to pay more.
- 3** Stand up, be heard
Sign the petition in store and let the NSW Government know that now is not the time to take away your choice and force you to pay more.

Take action by signing the petition at the counter

Visit www.acapma.com.au/NSWPetition to learn more.



*based on E10 and premium unleaded prices in NSW on 1 December 2011.