



South East Region Conservation Alliance Inc.

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<http://nnf.serca-online.org>

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The Manager
Green Power
Department of Water and Energy NSW
GPO Box 3889
Sydney NSW 2001
greenpower@dwe.nsw.gov.au

Dear Manager

UNAUTHORISED USE OF GREEN POWER BRAND NAME

We wish to draw your attention to an instance of improper use of the term Green Power and request that you take action to prevent this.

We understand that electricity generators may describe their output as "GreenPower" only when they meet the standards for accreditation.

South East Fibre Exports Pty Ltd (SEFE), owner of the Eden woodchip mill is in the process of seeking NSW Government approval for a wood fired power station. The plant is intended to power woodchipping operations at the chipmill, with the surplus to be fed into the grid. If approved, it would use 71% native forest wood, some of which would be generated on site, the rest trucked in from various sawmills in the region.

All the native forest "waste" is available only because of the ongoing woodchipping of one million tonnes a year of native forest wood, a highly contentious industry.

As part of the approval process, SEFE is promoting the proposed power station among the local community as part of a "consultation process" required.

The company has published a leaflet "Forests: nature's solar energy collectors." A copy is available on the Chipstop website at:

<http://www.chipstop.forests.org.au/forests%20in%20the%20furnace.htm>

(click on SEFE leaflet, [p.1](#), [p.2](#)). Other information about the project is also available on that webpage.

The rules of the Green Power program (a joint initiative of ACT, NSW, SA, QLD, VIC and WA government agencies) specify that:

"Utilisation of any materials (including wastes, primary or secondary) from high conservation value forests, such as old growth forests, other native forests, and ecologically sensitive sites (for example, areas of remnant native vegetation) are not acceptable under the National GreenPower Accreditation Program."

<http://www.greenpower.gov.au/admin%5Cfile%5Ccontent2%5Cc7%5CNational%20GreenPower%20Program%20Rules%20Version%205.1%20June%202009.pdf>

We note that generators using the GreenPower Generator logo, as well as having to be accredited, must not use it "in a way that is misleading or likely to adversely affect the interests of the National GreenPower Program" and that it "will only be used in respect of approved products/generators/retailers/corporate customers under the National GreenPower Accreditation Program and will not be used directly or indirectly in respect of any other product or company."

While SEFE has not used the Green Power logo, it has used the term as a proper name, using upper case, which is tantamount to the same thing. In addition to using the term "Green Power" in its promotional leaflet, company managers have been using it orally in public meetings and similar gatherings. For example, the General Manager of SEFE, Mr Peter Mitchell applied the term to the electricity to be generated at the Eden woodchipmill when speaking at a public forum at the Bega Valley Shire Council on August 26, 2008.

We ask that you contact South East Fibre Exports and request that the company cease using the term Green Power to describe its wood fired electricity. We also think it would be appropriate for the company to provide a written apology for its improper use of the term.

The woodchipping industry has been highly controversial since it was established 40 years ago and we believe that the unauthorized use of the Green Power name for such a product will diminish the standing of the whole Green Power brand.

We would be happy to provide any further information on this matter should you require it.

Yours sincerely,

Keith Hughes
Convener