

# STAKEHOLDER SUBMISSION

Developing the next *ACT Climate  
Change Strategy*



# About Us

**Comms Declare** is a network of more than 100 organisations and hundreds of communications, advertising and media professionals across Oceania who have committed not to promote fossil fuels and to support responsible communications that advance climate action. Comms Declare leads the **Fossil Ad Ban** campaign and works with public bodies to align communications practices with environmental, climate and public health objectives.

## Summary

**in this submission, Comms Declare notes that restricting fossil fuel advertising on government assets is a clear, proportionate and immediately actionable measure available to the ACT Government - and should be included in the ACT's next *Climate Strategy*.**

It supports public health, strengthens policy coherence, and reduces the influence of vested interests that profit from continued pollution. By aligning the public communications environment with the ACT's climate commitments, a Territory-wide Fossil Fuel Advertising Ban (FAB) would reinforce emissions reduction efforts, support behaviour change, and ensure government-owned spaces are not used in ways that undermine the transition to a net zero, climate-ready Territory.

# How a Fossil Fuel Advertising Ban supports the *ACT Climate Strategy*

**The next *ACT Climate Change Strategy (2026–35)* will provide an overarching framework for coordinated climate action across government and the community.** A Territory-wide Fossil Fuel Advertising Ban would materially contribute to several of the Strategy's key themes.

**A fossil fuel advertising ban supports communities and businesses** by strengthening the ACT's market signal and providing greater investment certainty for clean industries and services, noting that at least sixteen ACT businesses have already actively pledged not to promote coal, oil and gas companies in support of a cleaner Capital Territory.

It would also reduce mixed messaging that undermines behaviour change programs such as energy efficiency, electrification and zero-emissions vehicle uptake, and support community wellbeing through lower pollution exposure and associated public health benefits.

**A fossil fuel advertising ban supports environmental resilience** by helping curb demand for activities that drive habitat loss, biodiversity decline and ecosystem stress, while aligning the public communications environment with conservation goals. By discouraging continued fossil fuel dependence, it also addresses a key driver of climate impacts on ecosystems, strengthening the conditions needed for nature to recover and adapt.

**A fossil fuel advertising ban would also strengthen government leadership** by aligning communications and regulatory settings with legislated climate targets, improving overall policy coherence. It would also help limit misleading claims that obscure climate impacts or overstate fossil fuel "solutions," while demonstrating leadership by example consistent with the ACT's role as a national and international climate frontrunner.

# Why a Fossil Fuel Advertising Ban advances the ambition of the next *ACT Climate Strategy*

**Commercial advertising and sponsorship are well-established drivers of consumption.** They shape purchasing behaviour, reinforce social norms and sustain social licence for high-emissions activities. Fossil fuel advertising promotes products whose combustion directly drives greenhouse gas emissions, undermines emissions reduction efforts, and contributes to greenwashing and misinformation.

**From a systems perspective, fossil fuel promotion functions as an environmental risk factor.** It increases the likelihood that environmental limits will be breached by encouraging continued consumption of products that are incompatible with climate stabilisation and public health objectives.

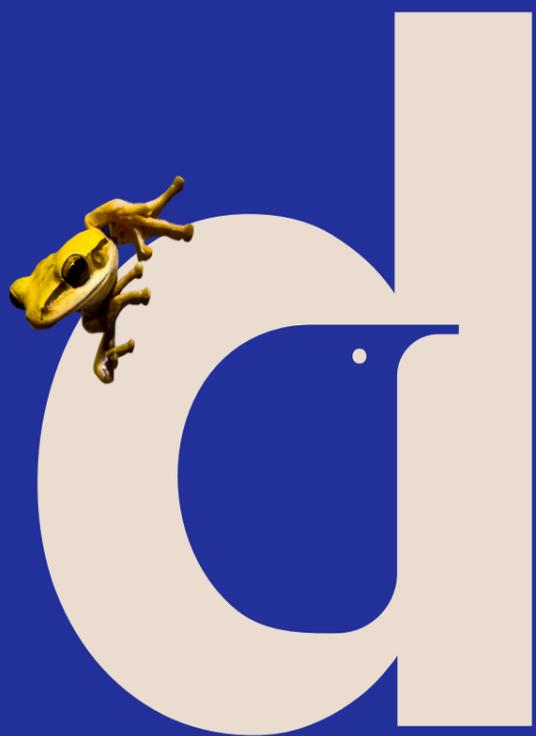
**The ACT Government manages a host of community assets, implements extensive environmental and climate policy, and has responsibilities to safeguard human and environmental wellbeing.** Publicly owned or controlled spaces should therefore reflect the objectives set by the Assembly and should not be used to promote products and services that undermine those objectives.

**The Government's recent decision to remove fossil fuel advertising from public schools provides a clear and workable local precedent.** Extending this approach through a Territory-wide Fossil Fuel Advertising Ban within the *ACT Climate Change Strategy* would further improve coherence and consistency across government assets while strengthening the credibility of the ACT's climate leadership.

**Therefore, Comms Declare respectfully recommends that the *ACT Climate Change Strategy*:**

- include restrictions on fossil fuel advertising through an appropriate regulatory or policy mechanism in the upcoming *ACT Climate Strategy*
- limit the scope of the restrictions to publicly owned or controlled assets, and
- include transitional arrangements and narrowly defined exemptions where required.

# comms declare



## CHANGING THE INFORMATION CLIMATE

Comms Declare promotes sustainable communication, and is dedicated to shifting the narrative around climate action. We exist to reduce the social licence of climate polluters and champion those that integrate sustainability into their communications practice.

At our core is our unwavering belief in the power of communications to create cultural change and shape a safer, healthier future for each of us and our planet.

We represent dozens of communications agencies and hundreds more professionals across the influence industries in Oceania.

Comms Declare is a registered charity and member of CANA.

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