

COUNCIL TOOLKIT

Fossil Fuel Advertising and Sponsorship
Restrictions for Local Government Councillors
Australia & Aotearoa New Zealand

commsdeclare.org





“I urge every country to ban advertising from fossil fuel companies.”

UN Secretary General António Guterres

“Saving our planet is now a communications challenge.”

Sir David Attenborough

At a Glance:

Fossil Fuel Advertising & Sponsorship Restrictions

What is it?

A policy that limits or excludes fossil fuel advertising, sponsorship and promotional partnerships on assets owned or controlled by Council.

Why are councils considering it?

To align public assets with climate commitments, protect community wellbeing, ensure responsible use of public resources and reduce reputational risk.

Does it regulate private business?

No. It applies only to council-controlled property, facilities, events and communications.

Is it legal?

Yes. Councils routinely set conditions on commercial use of public assets through policies and contracts. Independent legal advice should confirm the appropriate approach.

How is it implemented?

Most councils use existing powers, such as advertising policies, sponsorship frameworks, procurement rules, leasing arrangements and venue hire conditions.

Will Council lose significant revenue?

Typically no. Fossil fuel advertising generally represents a small share of overall revenue and is often replaced by other advertisers over time.

How difficult is it to implement?

Implementation can be phased and tailored to local circumstances. Many councils apply restrictions to new agreements while allowing existing contracts to expire.

Who else is doing this?

A growing number of councils across Australia, Aotearoa New Zealand and internationally have introduced similar restrictions on publicly owned assets.

Dear Councillor,

Thank you for your interest in restricting fossil fuel advertising and sponsorship in your municipality.

More than 40 jurisdictions worldwide, including around 19 across Australia and Aotearoa New Zealand, have adopted fossil fuel advertising or sponsorship restrictions, providing practical precedents for councils considering this issue.

We work with any number of local governments who are considering whether council-owned assets should be used to promote industries associated with significant climate and environmental impacts, particularly where emissions reduction targets or climate strategies are in place.

While fossil fuels remain part of the current energy mix, renewable sources such as wind and solar are now among the lowest-cost forms of new energy. Councils play a critical role in decisions that support the transition to clean energy and contribute to a healthier, more resilient future for our local communities.

At the same time, fossil fuel companies continue to invest heavily in advertising and sponsorship to maintain public visibility. Increasingly we see councils consider that such promotion is inconsistent with their climate commitments and community expectations regarding responsible use of public assets.

Restricting fossil fuel advertising and sponsorship on council-controlled property and communications channels is a practical way to align operations with strategic objectives.

These measures can typically be implemented through existing policies governing advertising, leasing, procurement or sponsorship.

This issue is relevant whether or not fossil fuel advertising is currently present. Establishing clear policies now can prevent future conflicts and ensure consistent decision-making.

A growing number of councils in Australia and cities internationally have adopted similar restrictions, providing practical precedents.

If your council chooses to explore this option, it would join other local governments working to align public communications with long-term environmental and community wellbeing goals.

Thank you for your service to your community and for considering this matter. Our team is available to provide further information or support tailored to your council's circumstances.

Yours sincerely,



Belinda Noble
CEO, Comms Declare

Executive Summary

Local governments across Australia, Aotearoa New Zealand and internationally are increasingly reviewing whether council-owned assets should be used to promote fossil fuel companies and products. Local governments across Australia, Aotearoa New Zealand and internationally are increasingly reviewing whether council-owned assets should be used to promote fossil fuel companies and products.

A Fossil Fuel Advertising and Sponsorship Restriction (“Fossil Ad Ban”) typically prevents fossil fuel advertising, sponsorship and promotional partnerships on council-controlled property, infrastructure and communications platforms.

Councils are considering such measures to:

- Align operational practices with adopted climate strategies
- Protect public health and community wellbeing
- Ensure responsible use of public assets
- Reduce reputational and policy risks
- Provide clear, consistent decision-making frameworks, *and*
- Demonstrate local leadership.

Most policies are implemented through existing mechanisms, including:

- Advertising policies
- Sponsorship policies
- Procurement frameworks
- Leasing arrangements
- Asset management policies.

Importantly, these measures generally apply only to council-controlled assets, not private property or lawful commercial activity. Several councils in Australia and cities internationally have already adopted similar restrictions, providing practical precedents.

This toolkit provides model motions, implementation options, legal context and policy guidance to support informed decision-making.

What Is a 'Fossil Ad Ban'?

A Fossil Ad Ban is a policy that limits or excludes fossil fuel promotion on assets owned or controlled by the council. This typically:

Includes	Do not include
Billboards on council land	Advertising on private property
Advertising on public transport assets (where council-controlled)	General commercial activity not involving council assets
Council event sponsorships	Individual behaviour or lawful business operations
Naming rights arrangements on Council-owned property	
Council-owned facilities and venues	
Council publications and websites	

Councils Across Oceania Are Acting on Fossil Fuel Advertising

Blue Mountains Council, NSW	Council voted to ban fossil fuel advertising and sponsorships on council property, ensuring local public assets are not used to promote coal, oil or gas companies. The decision aligns Council operations with its climate and environmental commitments. (Motion , minutes)
City of Sydney, NSW	As the first council in NSW to take this step, Council prevents fossil fuel advertising on council property, does not partner with fossil fuel companies, advocates for national restrictions, and supports a consistent local government approach in line with its climate emergency commitments. (Decision , motion , webcast)
Darebin Council, VIC	Council voted to prohibit fossil fuel advertising and sponsorships across council activities and assets, preventing the use of public resources to promote high-emissions industries. The decision aligns Council operations with its climate emergency declaration and community expectations. (Motion)
Inner West Council, NSW	Council resolved to restrict fossil fuel advertising and sponsorships on council property, reducing the visibility of coal, oil and gas industry messaging in public spaces. The policy supports Council's climate commitments and seeks to avoid reputational risk associated with partnerships with major polluters. (News)
Mitcham Council, SA	Council voted to prohibit fossil fuel advertising on council-controlled signage and to refuse sponsorship from companies whose primary business is coal, oil or gas. The policy applies to future arrangements on council land and assets, positioning Mitcham as the first South Australian council to adopt these restrictions in line with its climate commitments. (Motion , council newsletter)
Ryde Council, NSW	Council voted to end fossil fuel advertising and sponsorships, preventing coal, oil and gas companies from promoting their activities through council platforms or assets. This positions Council's communications and partnerships in line with its sustainability goals. (Motion)
Yarra City Council, VIC	The first council in Australia to move on a Fossil Ad Ban, Yarra Council prevents fossil fuel advertising and sponsorships across council land and facilities, ensuring public assets are not used to promote coal, oil or gas companies. This approach aligns operational decisions with its climate emergency commitments and removes high-emissions industry messaging from community spaces. (Media release , motion)

<p>Waratah Wynyard Council, TAS</p>	<p>Council banned fossil-fuel sponsorship signage across all council venues by updating its Sponsorship Signage Policy, becoming the first in Oceania to prevent teams or events from displaying branding from coal, oil or gas companies on council property. This was implemented through a policy amendment following recommendations by Council's Sustainability & Environmental Advisory Panel. <i>(Media release)</i></p>
<p>Maribyrnong Council, VIC</p>	<p>Council banned fossil fuel signage on council land, preventing coal, oil and gas companies from promoting their activities on council-controlled property. This action aligns Council's asset management with its climate commitments. <i>(News, motion, media release)</i></p>
<p>Merri-bek Council, VIC</p>	<p>Council implemented a ban on fossil fuel advertising on council land, removing coal, oil and gas industry messaging from council-controlled spaces and infrastructure. The measure forms part of Council's broader climate action agenda and sets a clear precedent for local government leadership. <i>(Polling)</i></p>
<p>Greater Wellington Regional Council, NZ</p>	<p>The regional council became New Zealand's first to adopt a Fossil Ad Ban, introducing a "clean communications" policy that prohibits advertising for environmentally harmful products, including fossil fuel-related products, across its public transport network. As public transport assets constitute the Council's primary owned infrastructure, this effectively removes such messaging from all major council-controlled advertising spaces, including buses, trains and ferries. <i>(Policy, media release)</i></p>
<p>Australian Capital Territory, ACT</p>	<p>ACT public schools are prohibited from accepting sponsorships from fossil fuel companies, limiting industry influence in education settings. Fossil fuel advertising is also not permitted on the ACT's light rail network, removing such messaging from a prominent public transport corridor. <i>(Media release for schools, policy for schools, schools consultation, transport policy, petition)</i></p>
<p>Fremantle Council, WA</p>	<p>Council restricted fossil fuel advertising and sponsorships through updates to its advertising and sponsorship policies, limiting the ability of coal, oil and gas companies to promote themselves on council land. The decision followed community consultation and aligns with Council's climate commitments. <i>(Media release, Council Policy on Fossil Fuel Ads and Sponsorships)</i></p>
<p>Byron Shire Council, NSW</p>	<p>Council voted to prohibit fossil fuel companies from sponsoring council events, programs and initiatives, by adding coal, oil and gas industries to its list of unsuitable sponsors. This policy aligns council activities with its climate commitments and reduces the reputational risk of public institutions being associated with high-emissions industries. As a major hub for festivals and events, Council took an extra step in agreeing to write to local events and organisations asking them to take similar action. <i>(News)</i></p>
<p>Glen Eira Council, VIC</p>	<p>Council banned fossil fuel sponsorships and partnerships, preventing coal, oil and gas companies from funding or associating with council programs and activities. This reduces industry influence and reputational risk while aligning with Council's sustainability objectives. <i>(News)</i></p>
<p>Wingecarribee Council, NSW</p>	<p>The first council in Australia to enact a fossil fuel sponsorship ban, Council prevents partnerships with fossil fuel companies, ensuring coal, oil and gas industries cannot formally associate with council initiatives or programs. This limits industry influence even where advertising restrictions may not apply. <i>(News)</i></p>

A global overview of fossil fuel advertising restrictions is available at worldwithoutfossilads.org

The Case for Local Government Action on Fossil Fuel Advertising

While approaches have varied widely, from comprehensive bans to more targeted restrictions, councils consistently cite similar underlying reasons for action. Broadly, these are:

Climate Commitments	Many councils have adopted emissions targets, climate emergency declarations, or climate action plans. Aligning advertising and sponsorship policies with these commitments helps ensure policy coherence across council operations and avoids public assets being used to promote activities that undermine stated climate goals.
Reputation & Leadership	Clear policies provide consistency and transparency in decision-making, reducing controversy around individual sponsorship or advertising proposals. They also signal civic leadership, demonstrating that the council is acting in line with community expectations and its stated values while avoiding associations that could create reputational risk.
Responsible Use of Public Assets	Council infrastructure and communication channels are publicly owned resources held in trust for the community. Decisions about their use should reflect community expectations and the public interest, particularly where residents have clearly called for stronger climate action, and avoid enabling activities that conflict with adopted council policies.
Financial Risk & Resilience	Climate impacts associated with fossil fuel use are already increasing costs for infrastructure repair, emergency response and disaster recovery. Policies that align council operations with climate objectives can help demonstrate prudent risk management and long-term financial stewardship in the face of escalating climate-related liabilities.
Public Health	Fossil fuel extraction and combustion contribute to air pollution and climate-related health risks, including respiratory illness, heat stress and extreme weather impacts. Restricting promotion of these industries aligns with councils' responsibilities to protect community wellbeing and supports broader public health objectives.
Youth and Community Wellbeing	Young people and families increasingly expect public institutions to support a safe, sustainable future. Policies that limit fossil fuel promotion can help align council decisions with these expectations.

Financial Impacts & Revenue Considerations

Financial impacts vary by jurisdiction but are typically modest, and councils may wish to request a financial assessment as part of any feasibility report. Generally:

- Fossil fuel advertising often represents a small portion of overall advertising or sponsorship income, if any at all
- Restrictions usually apply prospectively, allowing existing contracts to conclude
- Advertising space is typically filled by alternative advertisers over time
- Clear policy settings provide certainty for commercial partners with a clean energy focus
- Reputational and governance benefits are seen to outweigh limited revenue impacts.

Legal & Governance Pathways

Subject to obtaining jurisdiction-specific legal advice, the following pathways are generally available.

Australia

Local governments generally have the authority to regulate commercial activities on assets they own or control through Local Government Acts, property management powers, procurement and contracting rules, advertising and signage policies, and sponsorship frameworks.

Aotearoa New Zealand

Councils may draw on powers under the *Local Government Act 2002*, along with asset management authority, procurement and sponsorship policies, and (where applicable) local bylaws.

Comms Declare maintains a library of comparable council motions from across Oceania and can support councils at each stage of the process.

Implementation Options

There is no single pathway for implementing restrictions on fossil fuel advertising and sponsorship. Councils across Australia and Aotearoa New Zealand have adopted a range of approaches depending on local circumstances, legal advice, existing contracts and political appetite. Meaningful action can be taken using powers councils already hold over their own assets, facilities, events, procurement and partnerships.

Option 1: Amend Existing Policies

Councils can update existing advertising, sponsorship, events or facility-use policies to exclude fossil fuel promotion. These changes typically apply prospectively and take effect as existing contracts expire. This is a commonly used starting point for many councils in Australia and New Zealand.

This approach:

- Is often quick to implement
- Involves minimal administrative cost
- Avoids legal risk and contract disputes
- Provides a fair and feasible transition period
- Is politically achievable in most jurisdictions

Common policy areas used include:

- Advertising and signage policies
- Sponsorship frameworks
- Community facilities and venue hire conditions
- Event approval processes
- Procurement or partnership policies.

Option 2. The “Gold Standard”

The strongest approach applies restrictions across all council-controlled assets, partnerships and activities, including advertising, sponsorships and promotional arrangements. This approach demonstrates decisive leadership while remaining within local government authority to manage its own property and relationships.

These measures generally:

- Apply prospectively to new contracts and agreements
- Allow existing arrangements to conclude naturally
- Provide a fair and feasible transition period
- Send a clear market signal that council prioritises clean industries
- Align strongly with climate and public health objectives.

Case Study: City of Sydney

Sydney became the second major city in the world, after Amsterdam, to tackle advertising for unhealthy, high-emissions coal, petroleum and ‘natural’ gas.

In August 2022, Council resolved to prevent the promotion of coal, oil and gas on council-controlled properties and events, and to stop accepting sponsorships from companies whose primary business is fossil fuel extraction or sale. The Council directed the Chief Executive Officer to investigate implementation pathways, review relevant policies, and assess how restrictions could be applied across signage, property, events and partnerships.

Key features of the approach included applying restrictions to council-controlled assets, targeting both advertising and sponsorship, using existing governance mechanisms, and allowing for staged implementation as contracts expire.

The Council also called on higher levels of government to support community organisations transitioning away from fossil fuel sponsorship, recognising potential impacts. The City’s Fossil Ad Ban motion can be found [here](#).



“This is the moment we can draw a line in the sand and say ‘not here’ and ‘no more’... we need to get rid of the whitewashing.”

City of Sydney Deputy Lord Mayor Jess Scully

“We shouldn’t be promoting polluting industries on our streets.”

City of Sydney Councillor Sylvie Ellsmore

Model Notice of Motion: ‘Gold Standard’

Restricting Fossil Fuel Advertising, Sponsorship and Partnerships on Council Assets

Moved by Councillor [Name]

Notes that:

- Council has adopted climate, sustainability and/or emissions reduction commitments, including *(insert relevant strategies or targets)*;
- Local governments are increasingly required to respond to climate-related impacts through emergency management, infrastructure repair, public health measures and community support;
- Fossil fuel combustion is a major contributor to climate change and associated environmental and health impacts;
- Advertising, sponsorship and promotional partnerships can influence public perceptions, social norms and consumption patterns;
- Council-controlled assets, facilities and communications platforms represent public resources and should be managed in a manner consistent with Council’s adopted policies, community expectations and long-term interests;
- A growing number of jurisdictions in Australia and internationally have introduced restrictions on fossil fuel advertising and sponsorship on publicly owned assets.

Resolves that Council:

- Will not accept, approve or display fossil fuel advertising, sponsorship, naming rights or promotional partnerships from fossil fuel companies on Council-controlled property, infrastructure, events, facilities or communications platforms.
- Applies this restriction prospectively to new agreements, contracts, leases, licences and approvals entered into after the date of this resolution.
- Allows existing contractual arrangements to continue until their expiry, renewal or lawful termination, after which the restriction will apply.
- Applies this restriction to all Council-controlled assets and activities
- Directs the Chief Executive Officer to update relevant policies, procedures, contracts and guidelines to give effect to this resolution, including advertising, sponsorship, procurement, events and facility-use frameworks.
- Directs the Chief Executive Officer to develop definitions of “fossil fuel company” and “fossil fuel promotion” consistent with best practice examples, for inclusion in relevant policies.
- Directs the Chief Executive Officer to provide guidance to staff and stakeholders to support implementation, including notification to current advertisers, sponsors and partners.
- Requests a report to Council within [6–12] months outlining progress on implementation, any operational issues and any recommended refinements.

Option 3. Adopt a Dedicated Fossil Fuel Advertising and Sponsorship Policy

Councils can consider adopting a stand-alone policy that specifically governs fossil fuel promotion across council-controlled assets and activities. This provides clarity for staff, community organisations and commercial partners, and offers a clear and consistent framework without requiring new legislation.

Dedicated policies typically:

- Apply to council-owned or managed land and facilities
- Cover both advertising and sponsorship arrangements
- Include definitions and implementation guidance
- Provide transitional arrangements for existing agreements, *and*
- Establish review mechanisms.



Fremantle became the first council in Western Australia to implement a Fossil Ad Ban, adopting a new Advertising and Sponsorships Policy after community consultation (52% support). Councillors described the decision as a strong step reflecting the city's climate commitments.

Option 4. Integrate Restrictions into Climate or Sustainability Frameworks

Restrictions can be embedded within climate emergency declarations, climate action plans or sustainability policies, recognising that promotion of high-emissions products can increase demand and delay emissions reductions. This approach:

- Aligns restrictions with adopted climate commitments
- Strengthens policy coherence across council operations
- Frames the issue as climate governance rather than advertising control
- Supports long-term durability.

A fossil fuel advertising ban is a practical way to implement a climate emergency declaration by aligning council operations with emissions reduction goals. Restricting promotion of coal, oil and gas on council assets ensures public spaces are not used to encourage activities that drive the crisis, while demonstrating leadership and policy coherence in the transition to cleaner energy.



Option 5. Request a Feasibility Report to Start

Request a staff report, with a clear timeframe, outlining current arrangements, potential impacts, community views and possible implementation pathways. This is best framed as a step toward action rather than a final outcome, as councils often commission a report and then proceed to amend relevant policies. Progress can be staged, with each step building evidence and precedent for further action.

Transition Arrangements

Most jurisdictions adopting fossil advertising restrictions allow existing contracts and sponsorship agreements to run their course. This minimises legal risk, ensures fairness to partners, and provides time for organisations to adjust.

A prospective approach also avoids financial penalties while establishing a clear direction for future agreements.

Decision Guide: Delivering a Strong Fossil Ad Ban in Your Council

Best practice is clear: the most effective and future-proof approach is to implement comprehensive restrictions across all council-controlled assets, advertising channels and sponsorships. Many councils choose this pathway from the outset, applying changes to future agreements while allowing existing contracts to conclude naturally.

Even where fossil fuel advertising is not currently present, establishing a clear policy prevents future conflicts and provides certainty to partners.

Use this guide to confirm your council's readiness, and identify practical steps to deliver a strong, defensible outcome.

Council is prepared to lead with a comprehensive restriction.

Implement the Gold-Standard Approach (Option 2).

If immediate comprehensive action is not yet achievable, what is the strongest viable step now?

Implement Options 1, 3, 4 and/or 5, as relevant to your municipality.

If there is significant hesitation or resistance in my council to fossil ad restrictions?

Implement option 5 as a starting point, building to future action over time.

Considerations for Your Council

Councillors may also wish to consider the following factors in light of their council's specific context, strategic objectives and local conditions.

Political context	Where support is emerging, starting with investigation or policy integration may be the most effective way to build consensus before adopting stronger measures.
Legal and contractual environment	Existing advertising or sponsorship agreements may influence timing and implementation. Most councils apply restrictions prospectively, allowing current contracts to expire to avoid disputes and ensure a fair transition.
Community expectations	Visible leadership may be appropriate where climate impacts are already affecting the municipality or where community support for climate action is strong.
Local climate risks and impacts	Councils experiencing significant climate impacts, such as heatwaves, flooding, bushfires or coastal erosion, may wish to prioritise stronger measures that align public assets with resilience and adaptation objectives.
Revenue considerations	Fossil fuel advertising is less than 2% of all outdoor advertising revenue. Councils that are reliant on out of home income may be nervous of implementing a ban. However, examples overseas and in the City of Sydney have shown no loss of income following restrictions.
Administrative capacity	Stand-alone policies or comprehensive restrictions may involve cross-departmental implementation, while policy amendments can often be delivered through existing processes.

Implementation Checklist

- 1. Confirm policy intent.** Determine whether the objective is to investigate options, amend existing policies, or pursue comprehensive restrictions across council-controlled assets.
- 2. Engage informally with the Mayor and fellow councillors (and Comms Declare).** Early discussions can help gauge support, identify concerns and refine the proposed approach before formal consideration.
- 3. Seek preliminary advice from the Chief Executive Officer or relevant officers (where appropriate).** Informal briefings can clarify existing contracts, policy frameworks and feasible pathways.
- 4. Submit a Notice of Motion or agenda item.** Request that Council consider the issue formally. This may include: requesting a feasibility report, directing officers to develop policy options, initiating amendments to specific policies, or proposing comprehensive restrictions.
- 5. Request a detailed officer report.** A report typically assesses, and existing contracts, implementation options, alignment with existing strategies and community consultation requirements.
- 6. Consider the officer report and determine next steps.** Council may choose to adopt a recommended policy, amend the proposal, request further investigation, conduct consultation and stage implementation.
- 7. Adopt policy changes through formal Council resolution.** Policies are implemented following approval through normal governance processes.
- 8. Direct officers to implement the decision.** Implementation typically includes contract management, policy updates, stakeholder communication and operational guidance.
- 9. Monitor progress.** Councillors may request updates on implementation, particularly where changes are phased or complex.

Frequently Asked Questions

What would a fossil fuel advertising and sponsorship restriction actually involve at council level?

Most councils implement restrictions through existing policies governing advertising, sponsorship, procurement and use of council-owned assets.

Would implementation be phased in?

Yes. Many councils phase in restrictions over time, particularly as existing contracts expire. This approach minimises legal risk and financial disruption while allowing a smooth transition.

Could this affect small businesses or everyday advertising?

No. The policy targets promotion by fossil fuel producers and companies. It does not affect local retailers, service stations displaying fuel prices, tradespeople or general commercial advertising.

Does this restrict private property advertising or business activity?

No. The policy applies only to assets owned or controlled by the council. It does not regulate lawful advertising on private property or restrict business operations.

Is this legal for councils to do?

Yes. Councils routinely set conditions on how public assets are used through contracts and policies. Similar restrictions already exist in many jurisdictions for categories such as tobacco, gambling or inappropriate content.

Will this expose Council to legal risk?

When implemented carefully, particularly at contract renewal points and through clear policy frameworks, legal risk is generally low. Legal advice and transitional arrangements can further minimise risk. *(At Comms Declare, we've not encountered any instances where fossil ad bans have been challenged by legal risks).*

Frequently Asked Questions

Is this censorship or limiting free speech?

No. Companies remain free to communicate through private channels. The policy concerns the appropriate use of publicly owned assets, which councils already manage according to community standards and policy objectives.

Why act if fossil fuel advertising is not currently present in our municipality?

Establishing clear policies now helps prevent future arrangements that may conflict with council strategies, climate ambitions or community expectations.

Will this reduce revenue from advertising or sponsorship?

In most cases, fossil fuel advertising represents a small share of overall revenue, if any at all. Advertising space is typically filled by other advertisers over time, and council action can send a clear signal to the market that publicly owned spaces will prioritise businesses aligned with community expectations and future-focused industries. Phased implementation can further minimise any financial impacts.

Will this affect community groups that receive sponsorship from fossil fuel companies?

Policies can be designed to apply only to council-controlled sponsorships and partnerships. Councils may also choose to support community organisations in identifying alternative funding sources where appropriate.

How does this relate to Council's climate commitments?

Many councils have adopted climate action plans or emissions targets. Reviewing advertising and sponsorship practices can help ensure operational decisions are consistent with those commitments.

Will this hurt jobs or local economies?

No. The policy does not restrict production, employment or lawful business operations. It applies only to promotional activities on council assets.

Definitions

'Fossil fuel company' (narrow scope)	Fossil fuel company means an entity whose primary or dominant business activity is the exploration or extraction of coal, oil or natural gas.
'Fossil fuel company' (including production and sale)	Fossil fuel company means an entity whose primary or dominant business activity is the exploration, extraction, production or sale of coal, oil or natural gas.
'Fossil fuel company' (full supply chain)	Fossil fuel company means an entity whose primary or dominant business activity is the exploration, extraction, production, refining, processing, transportation, distribution or sale of fossil fuels, or the generation of energy principally from fossil fuels.
Fossil fuel promotion	Fossil fuel promotion means advertising, sponsorship or marketing that promotes a fossil fuel company, fossil fuel products, or the use of fossil fuels.
Council-controlled assets	Land, facilities, infrastructure, publications and communications channels owned, leased or managed by Council.

How Comms Declare can assist you

Comms Declare can assist councillors and officers at all stages of exploring or implementing a fossil fuel advertising and sponsorship restriction. Support can include:

Briefings

Confidential briefings for councillors and staff on policy options, evidence and implementation pathways.

Model materials

Provision of motion templates, policy language, definitions and guidance documents tailored to Australian and Aotearoa New Zealand contexts.

Evidence and research

Summaries of relevant public health, climate and communications research.

Legal and governance pathways

Information on approaches used by other jurisdictions and referral to relevant expertise where appropriate.

Implementation guidance

Practical advice on transition strategies, scope options and policy design considerations.

Peer connections

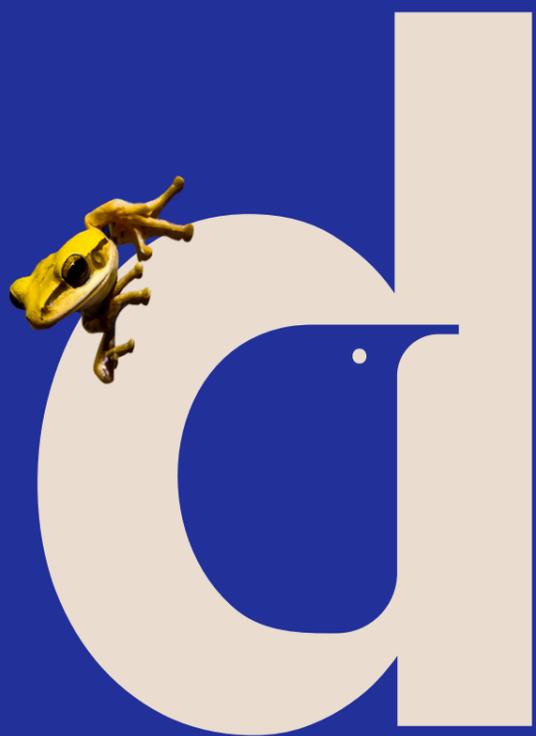
Introductions to councillors or officers in jurisdictions that have implemented similar measures.

Communications support

Neutral messaging, stakeholder engagement materials and media guidance.

Support can be tailored to your council's priorities, capacity and timeline.

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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 (Climate Action Network Australia).

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AI Disclosure

This document was developed by Comms Declare and reviewed by subject matter experts. Artificial intelligence tools were used to assist with information consolidation and tone refinement to support clarity, accessibility and consistency across jurisdictions. All content has been reviewed and approved for accuracy and appropriateness.