



14th of May, 2026

Complaint

Northern Territory Government Department of Mining and Energy – ‘*The Beetaloo - Territory Gas*’ YouTube advertisement and associated webpage <https://territorygas.nt.gov.au/>.

Issues Raised

AANA Environmental Code\1 Truthful and Factual

AANA Environmental Code\2 Evidence

AANA Environmental Code\3 Clear and not vague

Description of Advertisement

The [video](#) is part of an advertising campaign for the Beetaloo gas project, which includes digital advertising in the Australian Newspaper, and on LinkedIn (Annexure A)

The video images include an aerial landscape of the Beetaloo basin in the Northern Territory, a gas fireplace in a home and images of workers in a gas field.

The script says:

“Out here in the heart of the Territory, there’s energy that can power our future.

The Beetaloo has the natural gas to keep our houses warm, our lights on and our future secure.

Keeping Australian jobs safe now and for the next generation. Every bit of it comes from right here in Australia.

Trusted energy from our own backyard.

Real energy from real Australia. The Beetaloo. Powering our tomorrow.’

The [link on the ad](#) goes to <https://territorygas.nt.gov.au/>.

On the webpage it is stated that Beetaloo gas will meet the need for *"affordable, reliable, and low-emissions energy"*

Given the campaign is being run in the Australian newspaper and LinkedIn, the target audience could be assumed to be businesspeople or high income people across Australia.

Why the advertisement may breach the Code

The Environmental Claims Code defines an Environmental Claim as:

"any message or representation (including text, images, graphic, audio or symbolic representation) that gives the impression that an industry, business, product or service:

- a) has a neutral or positive impact on the environment*
- b) is less harmful for the environment than alternatives, or*
- c) has specific environmental benefits.*

The Claims are Environmental Claims to which the Code applies because they represent fossil gas that is extracted from the Beetaloo basin as having a neutral or positive environmental effect.

Relevant provisions of the Code

1. Truthful and factual

a. Be truthful and factual. The overall impression created by the advertisement including the Environmental Claim should not be false or inaccurate.

b. Not be or likely to be misleading or deceptive to the Target Consumer.

2. Evidence

Environmental Claims in Advertising must be supported by evidence.

3. Clear and not vague

a. Use clear language, having regard to the Target Consumer

b. Be specific - broad, vague or unqualified claims should be avoided

c. Include important limitations, conditions or qualifications in a way that is clear to the Target Consumer.

False Representations

"power our future"; "keep... our future secure." "Powering our tomorrow."

"low-emissions energy"

These claims give the overall impression that fracked gas from the Beetaloo basin will create a better, safer future for all Australians - including their environment.

The statement *"low-emissions energy"* gives the false impression that Beetaloo gas will have little or neutral negative effect on the climate.

This impression is backed up by the use of extensive images of nature.

However, the advertising materials omit the key point that developing the Beetaloo basin would create 1.2 billion tonnes of greenhouse gas emissions over 25 years to 2050. When included with transport, 25 years of emissions from this project and its associated LNG plant in Darwin would be more than three times the entire country's emissions in 2021. ¹

Higher temperatures caused by climate change are already harming the people of the Northern Territory, and parts will possibly be unliveable within 40 years².

We submit that these "future" references falsely create the impression that a vast increase in domestic gas extraction is good for the future environment when the International Energy Agency has shown we have to slash demand for fossil fuels 25% by 2030 and 80% by 2050 to keep heating under 1.5°C and limit the worst effects of climate change.

The ACCC's guideline 'Green marketing and the Australian Consumer Law' recommended: "When making claims about a particular characteristic or part of a product, you should also consider the whole product life cycle."

Gas (methane) is a potent fossil fuel, and one of the largest contributors to global heating, causing death and destruction across the planet, as the United Nations says, "This poses many risks to human beings and all other forms of life on Earth." ³

Methane gas is not "low-emissions". Methane has a global warming potential around 28–34 times greater than CO₂ over 100 years, and more than 80 times greater over 20 years, according to the IPCC.

Evidence

¹ <https://climateanalytics.org/comment/beetaloo-gas-field-is-a-climate-bomb-how-did-csiro-modelling-make-it-look-otherwise>

² <https://www.abc.net.au/news/2026-02-04/climate-change-will-make-nt-unlivable/106301158>

³ <https://www.un.org/en/climatechange/science/causes-effects-climate-change#:~:text=Fossil%20fuels%20%E2%80%93%20coal%2C%20oil%20and,of%20all%20carbon%20dioxide%20emissions.>

The three repeated assertions that extracting gas from the Beetaloo project is good for the future is not backed up by any evidence in the ad or the linked webpage <https://territorygas.nt.gov.au/>.

In fact, that page makes more incorrect statements including;

a) Beetaloo gas will provide "energy security to the East Coast"

This is currently not possible as the pipeline that would transport the gas across the continent has not been approved, and surveying work has just begun.

b) That Beetaloo gas will provide "affordable, reliable, and low-emissions energy"

No evidence is presented to support that the gas will be affordable, reliable or low emissions. In fact, the project could cost taxpayers \$75 million⁴. The extent of gas under the earth is not guaranteed and is only 'potential' according to the NT governments own website.⁵ Beetaloo's gas is not low emissions and is unable to be offset as the offsets required would take up to 2.9 million hectares, 12 times the size of the Australian Capital Territory, according to Climate Analytics.

Clear and not vague

The YouTube video and campaign webpage use no figures or data to support assertions that Australia's future environment would be better with the Beetaloo project, or that its gas is low emissions".

The video, in particular, uses beautiful, healthy nature imagery to indicate the project is good for nature - while being careful not to make any specific claims beyond vague references to a positive future.

Thank you for looking into this matter.

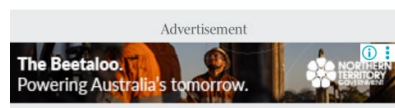
Belinda Noble

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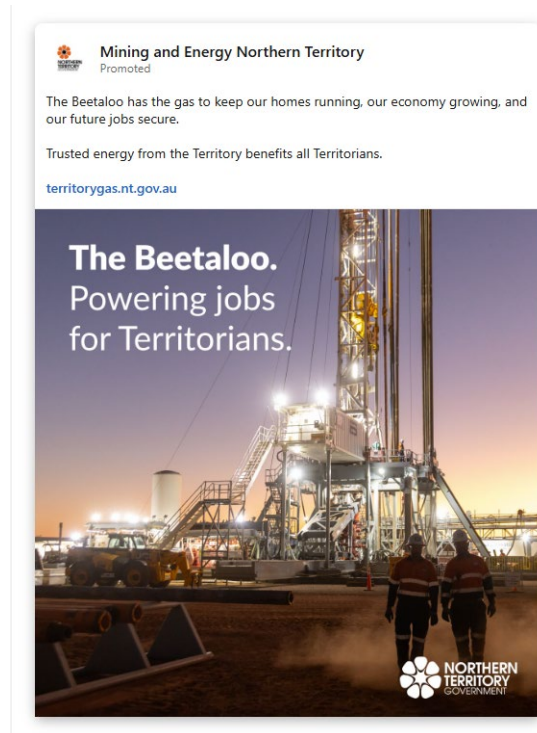
⁴ <https://www.abc.net.au/news/2026-05-08/beetaloo-basin-gas-fracking-nt-government-budget-taxpayer-cost/106658938>

⁵ <https://territorygas.nt.gov.au/onshore/beetaloo-sub-basin>

ANNEXURE A



The Australian Newspaper: sourced on 12th May, 2026



Sourced from [LinkedIn Ad Library](#) sourced on 13th of May, 2026