



Fossil **Ad** Ban

# Federal MP Toolkit

FOSSILADBAN.ORG

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# Welcome.

Burning fossil fuels is hurting our health and is the main cause of climate change.

Yet, unlike other damaging products, coal, petrol and methane gas are widely advertised without restrictions.

How can we reduce emissions while still aggressively advertising the main causes?

To improve our health, climate and to support the diversification of our economy we should:

- Enact tobacco-style bans on fossil fuel advertising
- Stop fossil fuel sponsorships
- End misleading green claims
- Crack down on climate misinformation
- Empower consumers with mandatory eco labels on high emissions products

This toolkit has been created to give federal politicians and officials the resources to support restrictions on fossil fuel advertising and sponsorships.

It contains:  
Legal Option Summary  
FAQs  
Promotional materials  
About Comms Declare





# Legal Options Summary

## Regulating advertising to reduce emissions

### 1. Action: Legislated prohibition on fossil fuel advertising

**Legal form:** Proposal for new federal legislation.

- An outright ban on advertising and sponsorships, similar to tobacco.
- Applies to 'advertising' which directly or indirectly promotes the production or supply of coal, petroleum and gas.
- Applies to products, not companies, to target the policy aim of emissions reduction.
- Similar legislation enacted in France under its Climate & Resilience Law.
- Bans voted for or enacted in more than 10 councils and the ACT.
- Estimated annual financial impact: \$47-51m\*



### 2. Action: Mandatory Information Standards

**Legal form:** Mandatory standards issued under existing regime in Part 3-4 of the Australian Consumer Law, Competition and Consumer Act 2010 (Cth), Schedule 2.

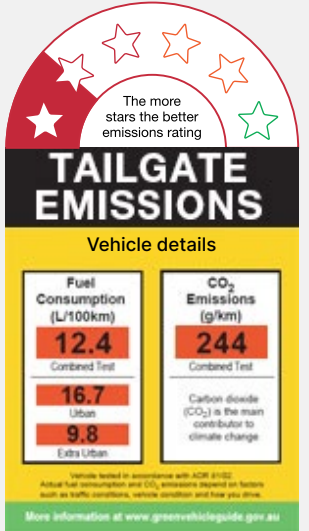
- Mandate information on products labels and advertisements.
- Broad options including
  - prescribing information to include with 'carbon neutral' and 'net zero' claims,
  - eco warnings on claims or products, emissions labelling for certain products.
- Can be introduced at the Treasurer's discretion

**WARNING**  
Petrol use worsens  
global warming

### 3. Action: Emissions Information Labels

**Legal form:** Existing regime for GEMS Determinations under The Greenhouse and Energy Minimum Standards Act 2012 (Cth)

- Extend existing determination for Minimum Energy Performance Standards and Energy Rating Labels on appliances and whitegoods to include greenhouse gas emissions.
- Potential to expand the GEMS program – new determinations could be issued for other products and advertisements, e.g. for vehicles and airline travel.
- Power to issue or amend determinations lies with the Minister for Industry, Energy and Emissions Reduction, with the consent of participating states.



### 4. Action: Introduce and strengthen Industry Codes

**Legal form:** Industry self-regulation under a voluntary code, with the potential to add legislative force if the code is mandated under section 51AE of the Competition and Consumer Act 2010 (Cth)

- Agreeing minimum standards in emissions advertising. Can include voluntary restrictions on promoting fossil fuels or high emissions products.
- Encourage voluntary promotion of eco messages on advertisements.
- May require ACCC authorisation for any potential competition issues.



\*Estimated on 5% of sports sponsorships (Swinburne) and ad spend of top 10 GHG polluters (Neilson) Prepared by Comms Declare with Marque Lawyers as part of the Fossil Ad Ban campaign, 2023



# The FAQs ↴

## WHAT ARE FOSSIL FUELS?

A fossil fuel is a hydrocarbon-containing material formed naturally in the earth's crust from the remains of dead plants and animals that is extracted and burned as a fuel. The main fossil fuels are coal, crude oil and natural gas.

## WHY BAN ADS AND SPONSORSHIPS?

- [The IPCC states](#) that Australia's media is disproportionately influenced by the fossil fuel industry.
- [The IPCC identifies](#) advertising regulation and eco-labelling as policy measures that can shift consumer behaviour, improve health and, potentially result in a 40-70% reduction in greenhouse gas emissions by 2050.
- Similarly, the [International Energy Agency](#), the [French](#) and [UK governments](#) have identified that changing consumption patterns are required to reach net zero goals.
- Coal petrol and gas advertising boosts demand when fossil fuels need to be phased out.
- Limiting fossil fuel ads sends a strong market signal and is a small, but essential part, of transitioning to a clean energy economy.
- It is an easy, inexpensive way to turn climate pledges into concrete action.
- Allowing government entities to be sponsored by fossil fuels opens you up to allegations that your climate commitments are disingenuous.

## WHY AUSTRALIA SHOULD ACT

- Per capita, Australia's emissions are among the highest in the OECD.
- Being a first mover in restricting fossil fuel advertising and sponsorships is a positive news story that enhances your environmental leadership.
- [The Royal Australian College of General Practitioners \(RACGP\)](#) and more than 200 health groups and professionals [support a ban](#) on fossil fuel advertising

# The FAQs ↴

## WHO ELSE IS LOOKING AT LEGAL REFORM?

[France](#) is transforming its social, legal and economic life to reduce emissions. Its [Climate Bill](#) was far reaching, tackling consumption, production and work, travel, housing, food, and law.

France's actions to reduce high-emissions consumption include:

- Ban on advertising of coal, oil and gas products
- Ban on advertising of the most polluting large vehicles
- Mandate that green transport options appear on car and airline ads
- Mandate clear carbon labelling
- Mandate climate education in schools

In Sweden, emissions information for petrol is required to be shown on petrol bowsers.

In Australia, the ACT has banned fossil fuel ads on trams. At least 12 councils have also voted for fossil ad bans including the City of Sydney.

Those that have recently dropped fossil fuel sponsors include; The Australian Open, Cricket Australia, Questacon, the National Australia Day Council, Perth Fringe Festival, Darwin Festival and Parliamentary Press Gallery Midwinter Ball.

A full list of global initiatives [can be found here](#).

## WHAT WOULDN'T BE INCLUDED?

The production, sale and use of fossil fuel or high emissions products would not be restricted. Like tobacco, these restrictions would reduce demand and give consumers more fulsome information about the impact of fossil fuels.

Advertising for mining or resources industries would not be covered by any of the options.

Companies could still advertise the non-fossil fuel or renewable parts of their business.

# The FAQs

FIN

**HOW MUCH WOULD IT COST?**

Coal, oil and gas companies are estimated to be spending between \$47-51m on sponsorships and advertising a year in Australia. However they only account for [3.5% of sports sponsors](#). Coal, oil and gas companies are not in the [top 20 advertisers](#). Therefore, limiting fossil fuel advertising would have far less economic impact than tobacco or gambling advertising restrictions.

**BUT WE NEED FOSSIL FUELS AND THEY ARE LEGAL**

Australia has a proud tradition of taking the necessary measures to improve community health, such as the world-first introduction of plain packaging for cigarettes. The fact is that air pollution from burning fossil fuels is a health hazard, causing respiratory problems, cancer and death. From tobacco to alcohol, there are strong precedents for this reform.

Stopping promotions and adding labels does not stop us using fossil fuel products but it does mean that we can reduce demand, better educate consumers and support the diversification of our energy economy.



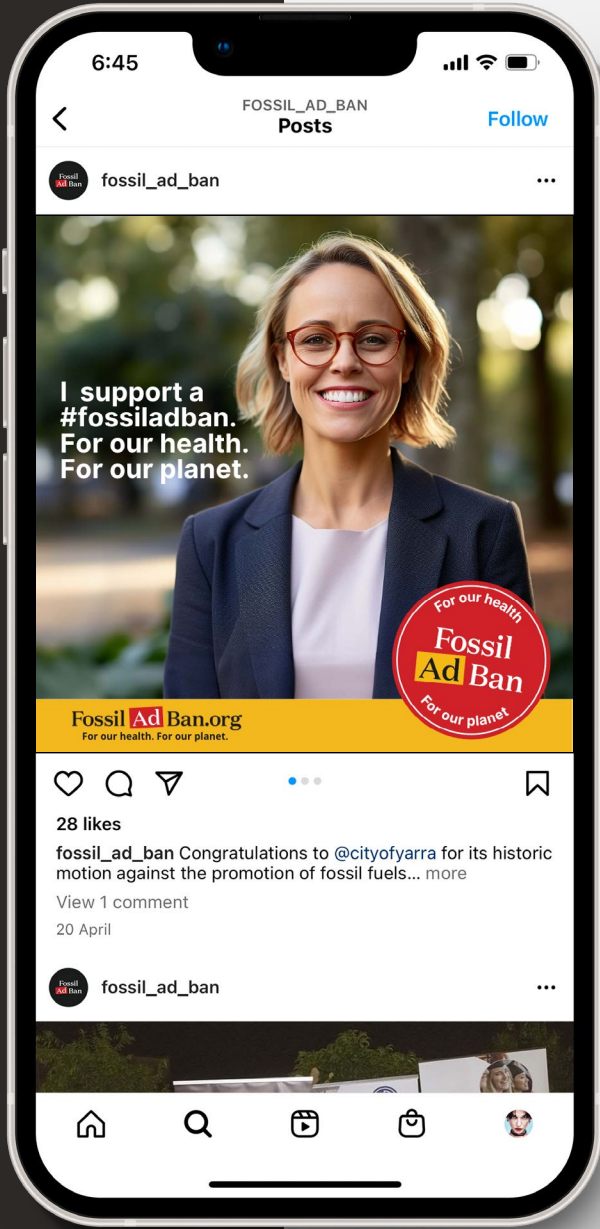
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# Share the news

Customise our Canva social post with your photo to promote how you are helping your communities' health and climate by voting for a ban on fossil fuel ads and sponsorships.

We have a couple of options to choose from.

Open in Canva





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# Portrait video

Customise our portrait Canva social post with your photo or video to promote how you are helping your communities' health and climate by voting for a ban on fossil fuel ads and sponsorships.

We have a couple of options to choose from.

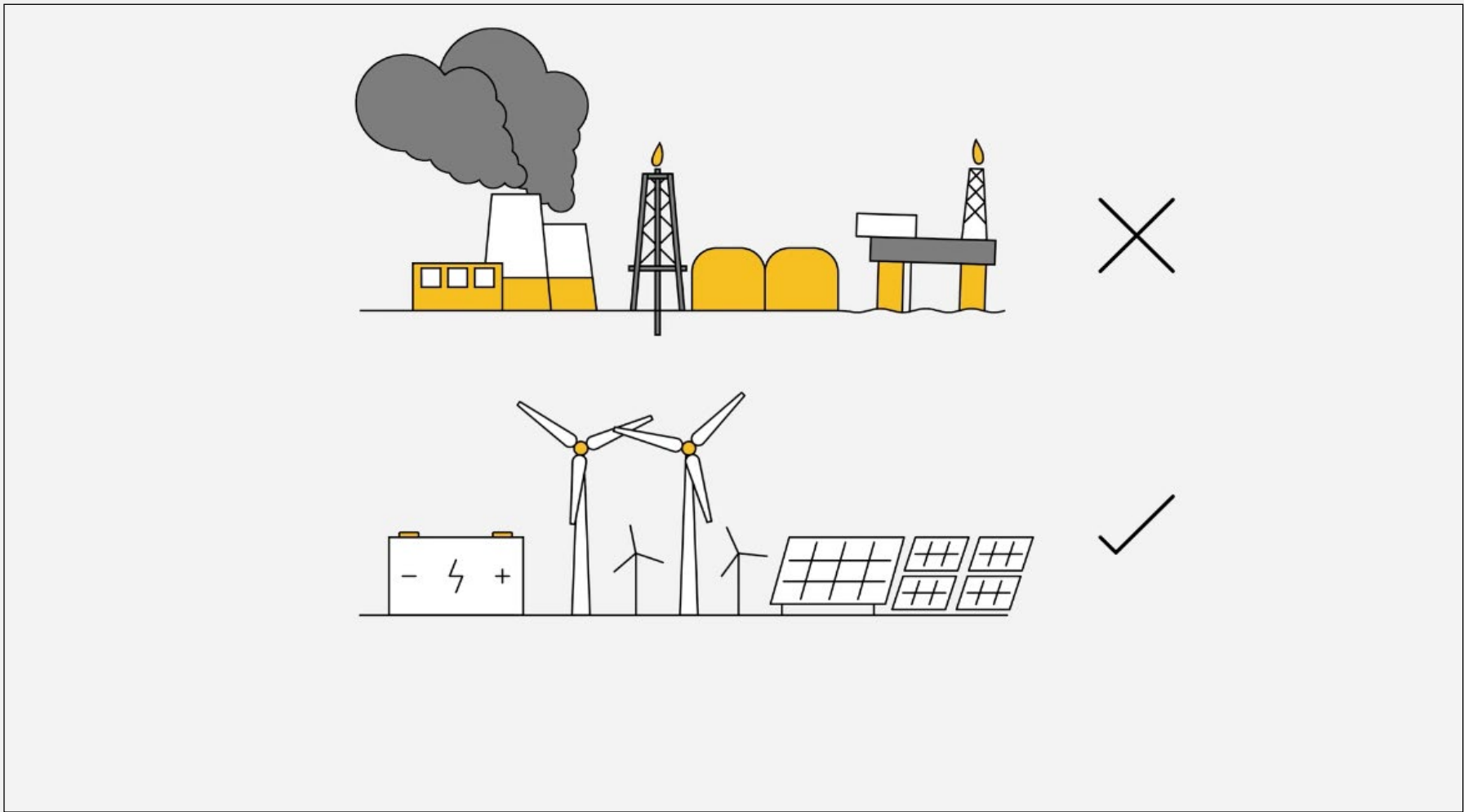
Open in Canva





# Videos

- 1. An animation you can show to your colleagues or constituents to explain why you support a Fossil Ad Ban.
- 2. A video from doctors showing why they support a Fossil Ad Ban.



Fossil Ad Ban Explainer Video

**View + Share**



Fossil Ad Ban Doctors Video

**View + Share**








# Flyer

Download the Fossil Ad Ban  
DL information flyer or request  
a pack by contacting  
hello@commsdeclare.org

Download Now

### Why we need to ban fossil fuel advertising and sponsorships

-  They increase demand for products that are harming our health and climate
-  They falsely portray coal, oil and gas as clean and green
-  They tarnish our treasured sports and cultural groups
-  They cover up the damage being done by polluting industries
-  They have helped delay climate action for too long

Take action at [fossiladban.org](https://fossiladban.org)

### Campaign by Comms Declare


Comms Declare represents more than 360 communications professionals, agencies and organisations who have declared they will not promote:

- the growth of fossil fuels
- high greenhouse gas pollution as 'business as usual'
- deception, distraction or spin around science or climate actions.


Comms Declare encourages advertising agencies to work for the good of the climate and advocates for stronger greenwashing rules.

To help achieve net zero, communicators must be aware, declare and act.

Declare now.




[commsdeclare.org](https://commsdeclare.org)

 **CommsDeclare**  
AWARE DECLARE ACT

### "Coal, oil and gas ads are a health hazard."

Dr Peter Nightingale | General Practitioner



TAKE ACTION

INSIDE  
Why we need to ban fossil fuel advertising and sponsorships

**Fossil Ad Ban.org**  
For our health. For our planet.

Our laws are meant to protect the health and wellbeing of Australians. But pollution from fossil fuels is harming our health and fuelling dangerous climate change.

**For a clean, renewable future, we must stop misinformation and greenwashing from polluting industries.**

### Fossil ad facts

- Burning coal, oil and gas is responsible for 89% of global warming
- Air pollution from burning fossil fuels claims 2,616 – 5,700 Australian lives every year – more than road accidents
- Big fossil fuel companies spent more than \$230m on marketing in Australia in 2020/21

IT'S TIME FOR A FOSSIL AD BAN

### Campaign aims

- National and sub-national bans on fossil fuel advertising and sponsorships
- Restrictions and eco labels on ads for high-emissions products

### How YOU can help



Send an email using our pre-filled form to ask the government to act now!

It takes seconds at [fossiladban.org](https://fossiladban.org)

**Together we can be fossil free!**

### What would the ban cover?

- Coal, gas, and petroleum products
- Corporations that primarily produce fossil fuels
- Organisations that generate more than 20% revenue from fossil fuels



TAKE ACTION

More than a dozen councils have already voted to ban fossil fuel promotions!

Find out more at [fossiladban.org](https://fossiladban.org)

Instagram: @Fossil\_Ad\_Ban  
Youtube / TikTok / Twitter: @FossilAdBan



# About Comms Declare



Comms Declare is an incorporated not-for-profit that represents more than 360 communications professionals, agencies and organisations who have declared they will not promote:

- the growth of fossil fuels
- high greenhouse gas pollution as 'business as usual'
- deception, distraction or spin around science or climate actions.

Comms Declare encourages agencies to work for the good of the climate. In recognition that Australia is a major exporter of fossil fuels, it runs the annual F-list awards and maintains a list of agencies working with fossil fuel clients. It also runs the Fossil Ad Ban campaign for restrictions on ads for high emissions products.

To learn more, visit [fossiladban.org/learn](https://fossiladban.org/learn)

Contact us on [hello@commsdeclare.org](mailto:hello@commsdeclare.org)



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# Thank you.

From everyone at Fossil Ad Ban, thank you for your attention. If you have any requests or suggestions, please do not hesitate to email [hello@commsdeclare.org](mailto:hello@commsdeclare.org)

Fossil Ad Ban is a project of Comms Declare and is funded by the KR foundation. Learn more at [fossiladban.org](https://fossiladban.org)





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