

Councillor Snape - MoN - Advertising and Promotion of Oil and Gas Companies

Tuesday, 27 October 2026
Council

Council Member
Councillor Kieran Snape

Public

Contact Officer:
Michael Sedgman, Chief Executive Officer

MOTION ON NOTICE

Councillor Kieran Snape will move a motion and seek a seconder for the matter shown below to facilitate consideration by the Council:

'That from January 1st 2027:

1. Notes that the City of Adelaide officially declared a climate emergency in August 2019, and has an Integrated Climate Strategy 2030, working to significantly lower emissions in the CoA by 2030.
2. Council will not advertise / or accept advertising on any Council controlled signage on Council property by companies whose main business is the extraction or sale of coal, oil and gas.
3. Council will not accept sponsorship from companies whose main business is the extraction or sale of coal, oil or gas.
4. That all relevant Council policies be reviewed and updated to reflect this policy position.
5. That Council advertise this policy position via its website and inform relevant stakeholders, including but not limited to Federal and State Local Members of Parliament and other appropriate bodies.'

ADMINISTRATION COMMENT

1. The Integrated Climate Strategy sets out Council's vision for a resilient, protected and sustainable city with priorities and scale of action required by the community and through the City of Adelaide's own operations across the goals set out in the Strategy.
2. Council's Economic Development Strategy includes a goal to *attract, retain and grow businesses through a dynamic, holistic economy*, with a priority to *Grow the city's role as a driver of South Australia's economy*.
3. Council receives advertising revenue through a number of mediums located on Council property including flags and banners. As per Council's Flag and Banner Design Guidelines ([Link 1](#)), the primary focus of a flag or banner should be a recreational, sporting or tourist event, or a community based activity or festival. Each banner can have a maximum of 10% of the total banner allocated for direct sponsorship recognition.
4. Advertising revenue is also received from commercial advertising on bus shelters and signage owned by Council but operated through a contractual arrangement. Income raised through this medium is commercial in confidence and clearly defined within the contract.
5. The Administration believes the intent of the proposed motion is that City of Adelaide will not accept advertising or sponsorship direct from companies whose main business is the extraction or sale of coal, oil and gas. Where such a company is a sponsor for a recreational, sporting or tourist event that may be promoted through Council controlled signage on Council property, that signage would still be approved.

6. The CBD is home to a range of companies whose main business is the extraction or sale of coal, oil and gas including BHP, Santos, Cooper Energy, Beach Energy and AGL. Collectively the sector employs just under 2,000 staff in the City of Adelaide, with an estimated further 4,700 full time jobs supported by resources sector activity, including indirect economic flow on effects. (Source: SA Chamber of Mines, City of Adelaide Economic Contribution Fact Sheet 2023/24)
7. Council is legally able to adopt a policy position such as that set out in the proposed motion, however the policy would not be in line with Council's stated position to reinforce Adelaide's position as the state's central business district and amplify Adelaide's reputation as a place to learn, work and base a business.
8. Should Council resolve to support the proposed motion a report and draft policy position will be provided to Council in the new term for further discussion.

Should the proposed motion be supported by Council, the following implications of this motion should be considered. Note any costs provided are estimates only – no quotes or prices have been obtained:	
Public consultation	Not applicable
External consultant advice	Not applicable
Legal advice / litigation (eg contract breach)	Subject to current contractual advertising arrangements any changes to current contract conditions other than what is contracted may attract legal challenges and disputes.
Impacts on existing projects	Not applicable
Budget reallocation	Not applicable
Capital investment	Not applicable
Staff time in preparing the workshop / report requested in the motion	Staff from applicable teams will work together to develop a draft policy position for Council to consider.
Other	Not applicable
Staff time in receiving and preparing this administration comment	To prepare this administration comment in response to the motion on notice took approximately 5.5 hours.

- END OF REPORT -