Deputy Lord Mayor, Councillor Noon – MoN - Revocation and Review – Item 17.3, 27 October 2026 – Advertising and Promotion of Oil and Gas Companies

Tuesday, 10 November 2026
Council

Council Member
Deputy Lord Mayor, Councillor Noon

Public

Contact Officer:
Michael Sedgman, Chief Executive Officer

MOTION ON NOTICE

Deputy Lord Mayor, Councillor Noon will move a motion and seek a seconder for the matter shown below to facilitate consideration by the Council:

'THAT COUNCIL:

1. Revokes in its entirety the resolution of Council of 27 October 2026 relating to Item 17.3 – Advertising and Promotion of Oil and Gas Companies, as follows:

   That from July 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 any 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. *Council (including its subsidiaries) will not accept any hospitality offering (including tickets to events and races) where an oil/gas/coal company is a sponsor, regardless of sponsorship provided by the City of Adelaide or its subsidiaries.*
   5. *That all relevant Council policies be reviewed and updated to reflect this policy position.*
   6. *That administration create the appropriate transitions for sponsorship and advertising arrangements where necessary, and where an existing obligation requires a transition, that should be specific and time limited.*
   7. *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.'*

Contingent upon the above revocation being carried, Deputy Lord Mayor, Councillor Noon will move the following motion and seek a seconder to facilitate consideration by the Council:

'THAT COUNCIL:

1. Reaffirms the City of Adelaide's commitment to addressing climate change, per its *Integrated Climate Strategy 2030* endorsed by Council in June 2024, which supports a global ambition to significantly reduce carbon emissions by 2050 and sets a local ambition for the City of Adelaide to:
   a. Achieve 'net zero' emissions by 2035, brought forward from 2050.
   b. Achieve a 50% emissions reduction by 2030, from 2020 levels.
   c. Pursue stronger government policies that decouple economic growth from the use of fossil fuels.

2. Recognises the City of Adelaide's long-standing and enduring history of climate change leadership at a local, state, national and global level, which has been supported by successive Councils over several decades, including:

    a. Adopting a target in 2008 for City of Adelaide operations to be carbon neutral by 2020, which was achieved and certified by the Australian Government's Climate Active Program following a transition to 100% renewable energy in 2020.

    b. Establishing *Carbon Neutral Adelaide* with the State Government in 2015, together with adoption of the *Carbon Neutral Strategy 2015-2025*, which set a shared ambition to make the City of Adelaide one of the world's first carbon neutral cities with a target for 'net zero' emissions by 2025, which was not achieved.

    c. Declaring a climate emergency in August 2019 through Council resolution that "climate change poses a serious risk to the people of Adelaide, and it should be treated as a national emergency", joining an international movement of more than 900 councils and other agencies, including 36 councils across Australia.

    d. Being internationally recognised as a global climate leader through reporting carbon emissions via the Carbon Disclosure Project (CDP), following tracking of community emissions through inventories since 2007.

    e. Being a signatory to the international Global Covenant of Mayors for Climate and Energy, through which a pledge has been made to contribute towards the goals of the Paris Agreement.

    f. Being a member of the Carbon Neutral Cities Alliance, alongside 21 other member cities, which represents a global collaboration of leading cities with aggressive climate change targets working to reduce emissions by 80% of more by 2050 or sooner, including Sydney and Melbourne.

    g. Supporting the State and Federal Government in 2025 to advocate for the City of Adelaide as host city for the 31st Conference of the Parties (COP31), the annual United Nations Climate Change conference with representatives from 197 nations, noting South Australia's global leadership in renewable energy and target for 100% renewables by 2027.

    h. Representing the City of Adelaide at the Pre-COP31 Stakeholder Engagement Program in Nadi, Fiji in October 2026, to discuss climate change opportunities ahead of COP31.

3. Requests Administration to provide a report to Council by May 2027 addressing:

    a. the implications of restricting advertising or sponsorship by companies whose principal business is the extraction or sale of coal, oil or gas; and

    b. recent developments in climate policy and international climate commitments, including outcomes arising from United Nations Climate Change Conferences, together with developments in technology, regulation, energy transition and the broader economic and business environment.

4. Requests the Lord Mayor to write to the State Government to:

    a. Express growing community concern regarding the promotion of coal, oil and gas sponsorship on publicly owned assets within the City of Adelaide, acknowledging the potential for this to be perceived as contradictory to government commitments to reducing carbon emissions and achieving 'net zero'.

    b. Seek advice on how sponsorship and partnership arrangements are considered in the context of the South Australia Government's Net Zero Strategy 2024–2030, Climate Ready Government framework and legislated emissions reduction and renewable energy targets, together with relevant national climate and net-zero commitments.

    c. Request that the State Government consider whether sustainability and environmental responsibility criteria, including emissions reduction objectives, should form part of the evaluation of sponsorship and partnership arrangements.

    d. Offer Council's support in promoting and partnering on initiatives that highlight South Australia's leadership in sustainability, innovation and renewable energy, while also supporting the objectives of the South Australian Government's Net Zero Strategy 2024–2030 and the City of Adelaide's Integrated Climate Strategy 2030.'

ADMINISTRATION COMMENT

Resolution of Council on 27 October 2026

Legal and Governance Considerations

1. Administration has undertaken further review of the resolution and obtained legal advice regarding its implementation and practical operation. That review has identified several legal, governance and operational concerns that warrant Council's reconsideration of the matter.

2. The legal advice identifies uncertainty as to whether aspects of the resolution fall within the scope of Council's statutory powers and functions. While councils have broad powers to undertake activities that support their role and objectives, those powers must be exercised for a proper local government purpose and within the limits of the legislative framework. Administration has been advised that there is a risk that elements of the resolution could be vulnerable to challenge on the basis that they extend beyond Council's legislative remit or seek to regulate matters more appropriately addressed by other levels of government.

3. Based on the legal advice Administration would suggest that rescission would reduce the risk of Council implementing a resolution where questions exist regarding its legal validity and would allow any future policy position to be developed with greater legal certainty and a clearer alignment to Council's statutory functions.

Practical Implementation Issues

4. The resolution contains terminology and concepts that are not clearly defined and are capable of more than one interpretation. This creates uncertainty regarding the scope of the resolution and may result in inconsistent application across Council activities and decision-making processes.

5. Administration has identified difficulties in objectively determining which entities, activities, products and commercial arrangements would be captured by the resolution. The absence of clear assessment criteria creates challenges for transparent, consistent and defensible implementation.

6. The resolution also has the potential to affect a broad range of Council functions and commercial activities beyond those that may have been originally contemplated, including sponsorship, advertising, events, partnerships, procurement activities and other commercial arrangements.

Hospitality Restrictions

7. Based on the legal advice Administration would suggest caution about the breadth and operation of the hospitality restrictions, which extend beyond sponsorship and could prevent Council and its subsidiaries accepting hospitality at any event sponsored by an oil, gas or coal company, regardless of the sponsorship's scale or relevance.

8. Given the prevalence of energy sector sponsorships, the restriction could capture many Council-related events and be difficult to administer consistently. This is compounded by the lack of a clear definition of "oil, gas or coal company", creating uncertainty and implementation risks.

Contractual and Financial Implications

9. The resolution may create the need to review, renegotiate or otherwise manage existing contractual arrangements, with associated operational and financial impacts, including where hospitality benefits form part of the commercial value negotiated and paid for under existing contracts and sponsorship arrangements.

10. In some instances, a blanket prohibition on accepting benefits may result in Council foregoing existing contractual entitlements for which public funds have already been committed, without any corresponding financial benefit to Council or the community.

11. This may give rise to concerns regarding the efficient and effective management of public resources.

Conclusion

12. Having regard to the legal, governance, operational and financial considerations identified through Administration's review, it is considered that the resolution is not capable of being implemented with sufficient certainty, consistency or practical effectiveness to achieve its intended purpose.

13. Based on the legal advice Administration would suggest support of the proposed rescission of the resolution to remove the identified risks and to enable any future policy position to be considered through a more clearly defined, legally robust and administratively workable framework.

Proposed Resolution for 10 November 2026

14. Administration accepts the intent of the proposed motion, noting that it largely reaffirms existing Council positions, commitments and historical actions relating to climate change and sustainability. The proposed motion does not seek to impose any new restrictions or policy settings and instead proposes a measured and evidence-based process for further consideration of matters relating to sponsorship, advertising and climate policy.

15. Administration accepts the preparation of a report examining the implications of restricting advertising or sponsorship by companies whose principal business is the extraction or sale of coal, oil or gas to be an appropriate response to the complexities and implementation challenges identified in relation to Council's resolution of 27 October 2026. A comprehensive analysis would enable Council to better understand the legal, financial, governance, operational and strategic implications of any future policy position before further decisions are made.

16. Administration supports the requested analysis but, given its strategic implications across Council policies, governance and commercial arrangements, recommends it be incorporated into the incoming Council's broader strategic planning and policy work program following the 2027 elections to enable a holistic assessment alongside other strategic priorities.

17. Administration also suggests seeking advice from the State Government regarding the interaction between climate policy objectives, sponsorship arrangements and broader net zero commitments may assist in informing any future consideration of these matters and provide useful strategic and policy context for the requested report.

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)	Legal advice on this matter has been sought to the implications.
Impacts on existing projects	Not applicable.
Budget reallocation	Not applicable.
Capital investment	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 6 hours.

- END OF REPORT –