



Council Policy

Fossil Fuel Advertising and Sponsorships



Fossil Fuel Advertising and Sponsorships

Policy scope

On the 24th March 2021, Council resolved to adopt the City of Fremantle [Climate Emergency Position Statement](#). In support of this position statement and declaration, the City of Fremantle (the City) does not support advertising of companies involved in production or supply of fossil fuels on property owned or managed land by the City and will not accept sponsorships from companies involved in production or supply of fossil fuels.

Part 1 of this policy applies to all users of any property owned or managed by the City, who may advertise or promote companies involved in the production or supply of fossil fuels, unless otherwise specified in this policy; and Part 2 applies to any sponsorships offered to the City from companies involved in the production or supply of fossil fuels.

Policy statement

1. ADVERTISING

- 1.1 The City of Fremantle does not support advertising of or by companies involved in the production or supply of fossil fuels on property owned or managed by the City.
- 1.2 The City of Fremantle does not support advertising which specifically promotes fossil fuels on property owned or managed by the City.
- 1.3 Advertisement as per 1.1 and 1.2, including static signage, digital signage, promotional signage and materials, may be displayed on property owned or managed by the City, where:
 - a. the advertisement is required to be displayed during an event, or to promote an event, as part of a sponsorship agreement.
 - b. the advertisement is of a temporary nature and not displayed more than 48 hours prior to an event or 48 hours after the events conclusion.
 - c. static signage has been erected, prior to adoption of this policy, in accordance with an existing sponsorship agreement.

2. SPONSORSHIP

- 2.1 The City of Fremantle will not accept any form of sponsorship funding from companies involved in the production or supply of fossil fuels.
- 2.2 Clause 2.1 does not apply to any sponsorship accepted prior to the adoption of this Policy.



Definitions and abbreviations

Fossil Fuels – All naturally occurring hydrocarbon materials to be combusted for energy, such as coal, petroleum oil, and natural gas.

Static signage – A type of traditional physical sign that is not intended to be changed or updated often.

Event – A planned occasion.

Promotional signage and material – Flyers, posters, removeable signs, banners, and flags branded with a logo or slogan.

Property owned or managed by the City – includes any building, land or other property that is under the care, control or management of the City:

- (a) which belongs to or is leased or licensed by the local government;
- (b) of which the local government is the management body under the Land Administration Act 1997; or
- (c) which is an 'otherwise unvested facility' within section 3.53 of the Act;

Responsibility and review information	
Responsible officer:	Manager Governance
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