

PRESS RELEASE

Advertising and media industry welcomes the launch of Ad Net Zero Chapter in Australia

The Australian Association of National Advertisers (AANA), Advertising Council Australia (ACA), Interactive Advertising Bureau Australia (IAB), and the Media Federation of Australia (MFA) today launched the Australian Chapter of Ad Net Zero, becoming the newest territory to undertake the mission of accelerating the decarbonisation of the advertising and marketing industry.

With the launch of the Australian chapter, Ad Net Zero now operates in territories that collectively represent over 50% of the world's ad spend.

In Australia, the industry's ambition – through Ad Net Zero – is to foster the behavioural change that is necessary for Australia to transition to a sustainable future.

The Australian Chapter of Ad Net Zero will build on the important work that has been done across the industry over the past few years. Now is the time to bring the industry together to have a real impact under the banner of the global framework of Ad Net Zero.

The initiative is backed by 25 foundation supporters across the industry: Arnott's, Big Screen Video, Benedictus Media, Dentsu, Domain, Foxtel Media, Google, GroupM, IPG Mediabrands, JCDcaux, Lion, Meta, Nestlé, News Corp Australia, Nine, NOVA, Omnicom Media Group, oOh!Media, Publicis Groupe, QMS Media, Scope3, SBS, Val Morgan Group, XR Extreme Reach, and Yahoo. It is further supported by industry bodies such as Outdoor Media Association (OMA) and the Commercial Radio & Audio (CRA).

The strength of the Ad Net Zero initiative lies in its ability to empower supporters with actionable solutions: offering expert guidance, education, and training alongside a clear [five-point Action Plan](#) to actively cut carbon emissions. This ensures that the immense influence of advertising becomes a driving force for meaningful, sustainable change.

AANA CEO Josh Faulks said: "Sustainability is no longer a peripheral issue for brands. It has been a priority for AANA's members for some time. Building on all that good work, now is the optimal time for the advertising and marketing industry to come together to drive meaningful change that helps all of us transition to a more sustainable future."

ACA CEO Tony Hale said: "ACA has been working with our members for over two years to introduce the Ad Net Zero framework. Our dedicated E&S Committee has done a terrific job in educating and

encouraging members to adopt the 5-step action plan to reduce their emissions. The only way we can effectively make meaningful change is to adopt a whole-of-industry approach. ACA is delighted to be working alongside the AANA, IAB and the MFA as signatories to the Australian Chapter of Ad Net Zero. This is a significant industry milestone.”

IAB Australia CEO Gai Le Roy said: “Our industry is uniquely positioned to play a pivotal role in tackling the climate crisis – not only by reducing our own environmental footprint, but also leading the shift towards sustainable behaviours from businesses and consumers. The global frameworks and initiatives from Ad Net Zero combined with a strong local chapter will ensure that the industry can move forward in a collaborate and impactful way.”

MFA CEO Sophie Madden added: “After much discussion and collaboration, it’s exciting to be launching Ad Net Zero in Australia. Sustainability is an important driver for MFA members, with many agencies taking their own steps towards the goal of decarbonisation. By coming together for sector-wide collaboration with a shared vision for the future, we can amplify our impact and apply globally developed principles and frameworks to the local marketing, media and advertising landscape to make a difference.”

The launch of Ad Net Zero in Australia follows the establishment of territories in the UK, Ireland, US, New Zealand as well as a global supporter base.

First launched in the UK in 2020, Ad Net Zero is a global industry alliance and action plan aimed at reducing the carbon impact of developing, producing, and running advertising to net zero. This initiative seeks to complement and accelerate corporate action by developing and supporting industry-level solutions, such as the much-anticipated Ad Net Zero global media sustainable framework launched at the Cannes Lions International Festival of Creativity in June.

Ad Net Zero in Australia will build on learnings from other territories to adopt and adapt the Ad Net Zero 5-point action plan to the Australian market:

1. Reduce emissions from advertising business operations
2. Reduce emissions from advertising production
3. Reduce emissions from media planning and buying
4. Reduce advertising emissions through awards and from events
5. Harness advertising’s power to influence culture and drive positive change

[Ad Net Zero Australia | Ad Net Zero Limited](#)

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About Ad Net Zero

Ad Net Zero is a global climate action program to help the advertising industry tackle the climate emergency by decarbonising ad operations and supporting every industry to accurately promote sustainable products, services, and behaviours.

Originally founded by the Advertising Association in partnership with the IPA and ISBA, Ad Net Zero launched its 5-point action plan in the UK in November 2020. The action plan aims to achieve net zero emissions in ad development, production, and media placement, as well as use advertising's positive influence to help shift consumers towards more sustainable behaviour. Its first non-UK territory launched in Ireland in June 2022, followed by a global group launch at Cannes LIONS 2022, US-specific launch in February 2023, New Zealand launch in August 2023, and the UAE in March 2024. A Europe Hub that will support the opening of chapters across the continent, launched at Cannes Lions 2024, with the intention to launch in Australia in late 2024. These territories represent over 50% of global ad spend.

Ad Net Zero has widespread backing from across the industry and proudly counts support from the world's six biggest agency holding groups, media owners, tech companies, advertisers, and independent creative and production agencies. With 250+ supporter companies and trade associations, almost three quarters of online ad spend is serviced by supporters, and 8 out of 10 of the world's largest ad agencies are Ad Net Zero supporters.