

- 1. On 2 December 2024, several News Corp Australia publications including the Herald Sun, Daily Telegraph, Courier Mail and The Advertiser published front page 'exclusive' news stories about a 'fast approaching gas shortage'. These articles were sponsored by representatives of the gas industry, including the APA Group, Santos, Tamboran and Jemena. What was the specific intent behind sponsoring this content, and how did you measure its effectiveness in promoting your organisation's interests?**

APA Group is an Australian energy infrastructure company, owning and/or managing and operating a diverse \$27 billion portfolio of assets across the energy sector, including gas, electricity transmission and renewables infrastructure. Given our significant role in the energy market and, as an ASX-listed public company employing over 2,700 Australians, we aim to have an active voice in the external market, including with media. We regularly engage with a diverse range of media organisations across the country. Like all media engagements, our intent with this feature was to put forward our views on key issues relevant to our business, the energy market and the broader Australian economy.

- 2. What role did your organisation play in shaping the content and messaging of the sponsored news articles in these News Corp Australia publications?**

APA maintains relationships with news media across the country. As part of being an advertiser in the feature, APA was provided the opportunity to discuss issues of interest to our business with the News Limited editorial team. Like all media engagements, APA had no control over editorial decisions, including on what stories were published as part of the feature. Interviews with APA spokespeople used in articles were done on the record and we did not review or approve editorial content. Further, APA had no control over the placement of stories, headlines, or other spokespeople featured.

- 3. How much did your organisation pay to News Corp Australia for the publication of this sponsored content? Please provide documents detailing the contractual agreement between News Corp Australia and your organisation, including dates, signatories, payment and details of the arrangement.**

APA did not pay for 'sponsored content'. APA was an advertiser in the feature. An advertisement - included below - appeared in News Limited publications in the week of the feature. Each advertisement placement was charged to APA. In addition, the APA logo was included with other brands where the feature was referenced in News Limited publications. This was the basis of APA's agreement with News Limited.

- 4. Does your organisation have similar commercial arrangements with other news publications? If so, describe the nature of these arrangements.**

APA is not a major advertiser with any news organisation. As far as support to events or features, APA provides ad hoc support where there are issues relevant to our business. For example, APA has previously been a sponsor of the Australian Financial Review's Energy and Climate Summit and has contributed speakers and online content as part of this agreement. APA also participated in News Limited's 2024 *Energy Nation* event as a sponsor and speaker. APA also supports other industry events where energy or other relevant issues are in focus, including events organised by CEDA and other industry associations.

- 5. Some stakeholders have claimed that gas companies are promoting the continued use of fossil fuels, including fossil gas, as a way to build a 'social license' with the community. How do you respond to this characterisation?**

APA is an energy infrastructure company, operating across the energy sector and owning and operating a diverse range of assets, including gas generation and transmission, electricity transmission, and renewables infrastructure.

The Australian Government's Future Gas Strategy highlights that, under all credible net zero scenarios, Australia will need gas out to 2050 and beyond as a critical backup to renewables and to support many of Australia's key manufacturing and industrial sectors.<sup>1</sup> APA will continue to advocate for policy outcomes to support a reliable, affordable and lower emissions energy system for all Australians.

- 6. How do you balance the promotion of fossil gas as a solution to energy needs, with the negative impacts on the environment?**

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<sup>1</sup> Australian Government, *Future Gas Strategy*, <https://www.industry.gov.au/sites/default/files/2024-05/future-gas-strategy-in-brief.pdf>

APA plays an important role in energy transition, working to decarbonise and deliver the commitments in our Climate Report, while supporting our customers' decarbonisation efforts. For example, in the Pilbara we are delivering projects to support customers to decarbonise, including through new renewables projects, firmed with gas and batteries.<sup>2</sup>

APA is also investigating the role we will play in delivering future fuels and other new decarbonisation technologies. One example is our work to explore the potential use of hydrogen, including completing a feasibility study for the conversion of gas transmission assets to a pure hydrogen service.<sup>3</sup>

APA believes that the fastest way for our economy to decarbonise is through the continued, accelerated exit of coal generation, and the accelerated ramp up of renewable power. Gas provides the available back-up to renewable energy when the sun goes down and there's no wind. As old coal power stations become less reliable and are ultimately retired, we believe the role of gas is going to become even more important.

The alternatives to the use of domestic gas are locking-in coal for longer or importing higher emissions and higher cost LNG<sup>4</sup> from global markets.

**7. What specific measures do you take to ensure that your environmental claims are accurate and not misleading?**

APA has strong governance and systems in place to manage the public release of information. As an ASX-listed company, we are bound by the Corporations Act 2001 (Cth) and the ASX *Listing Rules* and guided by the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*.

APA publishes a comprehensive Climate Report, Climate Data Book and methodologies document to report on our emissions, with assurance statements provided, above mandatory requirements, on select metrics, including Scopes 1, 2 and 3 emissions.

Disclosures are also made in line with the recommendations of the Taskforce for Climate related Financial Disclosure (TCFD). We will, in future, also be moving to report under the Federal Government's mandatory climate reporting regime which takes effect for our FY26 reporting onwards. These reports are subject to verification by internal subject matter experts and are approved by our Board.

**APA Advertisement – News Limited  
December 2024**



<sup>2</sup> <https://www.apa.com.au/news/transmission-industry-insights/challenges-and-opportunities-for-decarbonising-the-pilbara>

<sup>3</sup> <https://www.apa.com.au/operations-and-projects/future-energy/future-energy/parmelia-green-hydrogen-project>

<sup>4</sup> *Frontier Economics, LNG Imports on End User Prices May, 2024 (commissioned by APA)*  
<https://www.apa.com.au/news/asx-and-media-releases/new-frontier-economics-research-shows-imported-lng-will-be-significantly-more-expensive-than-domestic-gas> / DomGas Alliance, Carbon Lifecycle of LNG and Domestic Gas Supply, March 2009