

PUBLIC TRANSPORT — ALCOHOL ADVERTISING

3392. Hon Stephen Dawson to the Parliamentary Secretary representing the Minister for Transport:

I refer to the advertising of alcohol products on public transport vehicles and associated signage, and I ask:

- (a) what is the State Government's position in relation to the advertisement of alcohol and will the Minister table a copy of the policy;
- (b) are any public transport vehicles or associated signage currently displaying alcoholic products and, if so, which vehicles and where;
- (c) are contracted service providers permitted to advertise alcohol products; and
- (d) what revenue, if any, has been raised by the advertisement of alcohol on public transport vehicles and associated signage for each of the following financial years:
  - (i) 2014–15;
  - (ii) 2013–14; and
  - (iii) 2012–13?

**Hon Jim Chown replied:**

- (a) Advertising on public transport vehicles owned by the Public Transport Authority (PTA) is facilitated through a commercial Licence Agreement between the PTA and APN Outdoor Group Limited (APN).  
  
Prior to placing any advertisement, APN ensures that all advertising complies with the Australian Association of National Advertisers Codes of Ethics and Practice. With reference to alcohol advertising, all alcohol advertisements are assessed and approved by independent assessment against the Alcohol Advertising Guidelines and the Alcohol Beverages Advertising Code (ABAC) before placement.  
  
The rights to advertise on the PTA's owned bus infrastructure are held by APN under a Licence Agreement and APN only allow alcohol advertisements to be placed where they have been approved under the ABAC Scheme. The ABAC scheme has many parts to ensuring alcohol is advertised responsibly.  
  
The Licence Agreement stipulates the contracted conditions and standards for displaying advertisements and specifically excludes certain types of advertising.
- (b) Yes. Currently there are 82 buses which are used to display alcohol advertisements which are listed in Attachment 1  
  
[See tabled paper no 3522.]
- (c) No. As detailed in part (a) above, the rights to advertise on the PTA's owned bus infrastructure are held by APN under a Licence Agreement and APN only allow alcohol advertisements to be placed where they have been approved under the ABAC Scheme. Contracted bus service providers are required under their respective bus service contracts to cooperate with APN to allow the installation of advertisements on the buses. All revenue derived by the PTA under the Licence Agreement (approximately \$3.5m per annum) is used by the Government to offset the significant cost of providing public transport services.
- (d)
  - (i) \$44 308
  - (ii) \$72 894
  - (iii) \$70 398