
From: Mathew Jones
Sent: Monday, 22 January 2018 4:50 PM
To: Portfolio Committee 1
Subject: FW: DPC response to Inquiry into the Alcoholic Beverages Advertising Prohibition Bill 2015

The Hon Fred Nile MLC

My apologies for the delay in providing the Department of Premier and Cabinet's (DPC) response to the requested information for the Inquiry into the *Alcoholic Beverages Advertising Prohibition Bill 2015*.

As highlighted in initial phone calls, DPC does not carry advertising on any assets. Therefore DPC's responses to the specific questions in the letter are NIL.

NSW Government agencies that undertake advertising (through any advertising channel) are subject to the regulatory framework set out by the *Government Advertising Act 2011*. The Department of Premier and Cabinet supports the administration of this Act.

As discussed in early December, DPC is aware that several NSW Government agencies own assets where advertising is placed. These are commercial arrangements that DPC understands in most cases are leased to third-party media partners to manage placement of advertising.

It is DPC's understanding that these advertising assets and contracts are the responsibility of the individual agencies. Government advertising policy and requirements do not apply to the advertisements that appear on NSW Government assets except where they fit the definition of Government Advertising in the Government Advertising Act. DPC therefore does not have responsibility over non-Government advertising or third-party contracts, including any conditions on the content of such advertising. DPC suggests contacting agencies such as Transport for NSW, Service NSW or other NSW Government owned commercial venues (for example, Sydney Olympic Park) for more detailed information.

Please do not hesitate to contact Isobel Scouler, Director Government Communications on [redacted] to discuss the above.

Regards



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