

15 December 2017

Your reference: D17/38016
Our reference: F17/2602 _ Peter Serrao
Postal address: Level 1, 8 Australia Avenue,
Sydney Olympic Park NSW 2127
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Revd the Hon Fred Nile MLC
Chairman
Portfolio Committee No 1 – Premier and
Finance
Parliament House
Macquarie Street
Sydney NSW 2000

By email:
PortfolioCommittee1@parliament.nsw.gov.au

Dear Chairman

Inquiry into Alcoholic Beverages Advertising Prohibition Bill 2015

We refer to your letter dated 27 November 2017.

Sydney Olympic Park Authority's response to your request for information is attached as Annexure 1.

Please contact Peter Serrao on the number shown above, should you require any further information.

Yours sincerely

Charles Moore
Chief Executive Officer

CC:

Inquiry into Alcoholic Beverages Advertising Prohibition Bill 2015 Sydney Olympic Park Authority response

1. Approval process for alcohol advertising on SOPA assets, including any relevant guidelines or conditions

(a) Sydney Olympic Park Authority Venues

(Aquatic Centre, Athletic Centre, Archery Centre, Quaycentre, Hockey Centre, Sports Halls, Wilson Park and satellite venues)

SOPA Venues do not have alcohol advertising.

(b) Sydney Olympic Park Authority outdoor signage

(1 Digital and 6 static billboards – Australia Avenue, adjacent to M4, adjacent to Homebush Bay Drive))

The current outdoor signage agreement between SOPA and oOh!media Pty Ltd (**Contractor**) is for an initial 5 year term ending 30 June 2019, with a 5 year option term to 30 June 2024.

The agreement does not require SOPA's prior approval to sign content nor restrict alcohol advertising, but does require the contractor to comply with the following in relation to its use of the billboards for advertising during the term of the agreement:

- observe standards and directions of the Advertising Standards Bureau
- not permit advertisements for tobacco, or that are of a religious, political etc nature
- comply with SOPA's Signage Guidelines (as amended during the term, and available on SOPA's website - http://www.sopa.nsw.gov.au/data/assets/pdf_file/0010/343909/guidelines_for_signage_2002_figures.pdf) and the requirements of any Authority
- comply with all laws.

The agreement may therefore be amended to reflect any changes required by the proposed legislation.

2. Proportion and value of alcohol advertising currently occupying SOPA advertising assets

(a) Sydney Olympic Park Authority Venues

Not applicable

(b) Sydney Olympic Park Authority outdoor signage

The Contractor, who has provided its own submission to the Inquiry, has provided a response, as attached.

15/12/2017



7 December 2017

Mr. Peter Serrao
Sydney Olympic Park Authority
8 Australia Avenue
Sydney Olympic Park NSW 2127

BY EMAIL ONLY:

Dear Peter,

Re: Alcohol Advertising on Sydney Olympic Park Assets

We refer to your request of 5 December 2017 to supply Sydney Olympic Park Authority (“SOPA”) with information regarding both the approval process for alcohol advertising on the SOPA assets as well as the use of those assets for alcohol advertising more generally.

oOh! Media abides by the Outdoor Media Associations (OMA) Code of Ethics, meaning we only endorse alcohol advertising that complies with both the Australian Association of National Advertisers (AANA) Code of Ethics and the ABAC Responsible Alcohol Marketing Code. We also abide by the OMA Alcohol Advertising Guideline, meaning alcohol advertising is not displayed on any fixed sign within a 150m sight-line of a primary or secondary school. Details of all relevant industry codes and policies can be found on the OMA website (www.oma.org.au).

For the period commencing 1 January 2017 – 31 December 2017*, we can advise the following:

Static Assets – across the six static assets at SOPA, there have been a total of 79 booking opportunities over the course of the year (as there are 13 lunar display periods each year). Alcoholic beverage producers have booked a total of 5 display periods out of 79 opportunities (6.3%). For fullness, the 5 bookings were from 3 separate advertisers.

Digital Asset – alcoholic beverage producers account for 7 of the circa 120 different clients who have had advertisements displayed on the digital sign this year. This equates to approximately 5.8% of the total client base utilising the sign. From these 7 clients, there was a total of 18 bookings across the 13 lunar periods.

What is not captured in these figures are those bookings for tourism, retail or hospitality events or products that may depict an alcoholic beverage or alcoholic brand.

We also note that 12 Technology/Media/Telecommunications brands (10% of the total client base), and as a comparison, this group of clients made a total of 17 bookings across the 13 lunar periods. Further, there were 14 vehicle brands (11.6%), making 52 bookings across the 13 periods and 16 financial services brands (13.3%) that made 54 bookings across the 13 periods over the same period.

Regarding the digital asset, we have categorised the information provided by “client type” rather than “total bookings displayed”. This is for a number of reasons, including that digital assets allow for more flexible campaign periods (i.e. weekly or fortnightly) rather than fixed lunar bookings, as well as flexibility in the number of display slots available.

As you are aware, we provide SOPA with 5% of display time on the digital screen to promote the Authority, events within the precinct and community announcements. This is over 1 hour per day of display time per or 18 days per year



of free of charge advertising to SOPA that is intended to have flow-on economic and public benefits for the people who use and live within the precinct.

We have also provided access to our Creative Scheduler, free of charge, to allow SOPA to manage its creative campaigns in an easy, flexible manner and provide the functionality to target customers based on specific times of day.

The Outdoor Media Association (OMA) have indicated that total alcohol advertising spend nationally in 2016 was circa \$26.6m (or 3.4% of the industry's revenue base). In our reasonable opinion, the advertising revenue from alcoholic beverage producers generated by the SOPA assets is relatively proportionate to that generated by comparable, privately owned assets.

The OMA has recently made a detailed submission to the *Alcoholic Beverages Advertising Prohibition Bill Inquiry*. oOh! Media supports the OMA's submission, as such please refer to that should you require any additional detail about what we believe will be the negative impacts on the industry and the broader NSW economy should the Bill become law.

oOh! Media, and the Out-of-Home industry more generally, has had a long association with governments Australia-wide and contributed to public infrastructure development, public awareness campaigns and road safety messaging through the payment of licence fees as well as 'in kind' advertising opportunities.

We look forward to continuing our mutually beneficial association with SOPA and the NSW Government in the years ahead.

Yours sincerely,

Noel Cook
Group Director – Road

*Note: Given there is only effectively two weeks left of the business year we expect little, if any, change to bookings prior to 31 December, 2017.