

**Submission
No 22**

**INQUIRY INTO ALCOHOLIC BEVERAGES ADVERTISING
PROHIBITION BILL 2015**

Organisation: oOh!media

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PORTFOLIO COMMITTEE NO. 1 – PREMIER AND FINANCE
Parliament of NSW
6 Macquarie Street
Sydney NSW 2000

Submitted online at: <https://www.parliament.nsw.gov.au/committees/inquiries/Pages/lodge-a-submission.aspx?pk=2463>

To whom it may concern

oOh!media would like to take this opportunity to support the **Outdoor Media Association Submission to the Inquiry into Alcoholic Beverages Advertising Prohibition Bill 2015**.

The Outdoor Media Association (OMA) is the peak national industry body representing most of Australia's traditional and digital Out of Home (OOH) media display and media production companies, as well as some media display asset owners.

The Alcoholic Beverages Advertising Prohibition Bill 2015 outlines its intended outcomes as:

- “persuading young people not to drink and not to abuse alcoholic beverages,
- encouraging drinkers of other beverages not to start drinking alcoholic beverages
- assisting those who wish to limit or give up alcohol consumption”.

There are many existing standards and codes to expressly manage the potential exposure of young people to advertising, and the representation of alcohol in inappropriate forms – this includes the Australian Association of National Advertisers (AANA) Advertiser Code of Ethics, the Advertising Code for Children and the ABAC Responsible Alcohol Marketing Code. The ABAC Code, a national code, was specifically designed to ensure that alcohol is marketed and only represented in a responsible manner. This Code was prepared to compliment Australian legislation, the AANA Code of Ethics and media-specific codes relevant to the placement of marketing including the OMA Alcohol Advertising Guidelines, which expressly limits the placement of alcohol advertising immediately around schools.

Only this month the ABAC Code was updated to manage placement of advertisements - to exclude the placement of alcohol advertisements where there are age restriction controls to protect minors, or to limit placement to areas where the audience is expected to comprise at least 75% of adults. These measures respond directly to the prevailing community standards on health and safety, minimising exposure to minors, and allowing for the moderate promotion of lawful and responsible alcohol consumption.

The Bill does not take into account the strength of Australia's self-regulatory system for advertising content, and instead creates another level of regulatory burden without evidence that it will achieve its intended outcomes. Rather, if implemented in its current form, the Bill will negatively impact the economy of New South Wales.

Like the OOH industry, oOh!media is committed to responsible advertising and hopes to continue to work closely with the NSW Government on delivering community awareness campaigns and generating revenue for the State.

Yours sincerely

Brendon Cook

CEO