

**Submission
No 36**

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

Organisation: Outdoor Systems Pty Ltd

Date received: 15 November 2017

12 November 2017

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

To whom it may concern

Outdoor Systems Pty Ltd would like to take this opportunity to support the **Outdoor Media Association Submission to the Inquiry into Alcoholic Beverages Advertising Prohibition Bill 2015**.

The Bill will do nothing to produce positive and tangible measures around alcohol use in society. And if it was implemented in its current form, the result would have a negative impact on:

- State Government revenue
- economic contributions and community infrastructure funded by the Out of Home (OOH) advertising industry
- legitimate businesses in NSW, including a barrier to entry for emerging small businesses such as craft breweries and distillers
- administration in the NSW public service

The OMA is a peak body that represents Outdoor Systems and most of Australia's OOH advertising industry. The industry takes self-regulation seriously, and abide by strict and regularly updated Codes for alcohol advertising. With strong self-regulation of alcohol advertising content, alcohol advertising should be able to legitimately occur and still be consistent with community standards.

The OOH industry and NSW Government should continue to work closely together on delivering community awareness campaigns to encourage a healthier lifestyle and reduce alcohol consumption.

Yours sincerely

Brián Tyquin OAM
Managing Director