

**Submission
No 37**

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

Organisation: JCDcaux Australia

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**Out of Home
Media**

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

JCDecaux Australia 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”.

However, no compelling evidence has been provided to demonstrate how the Bill will achieve these outcomes.

If implemented in its current form, the Bill will negatively impact the economy of New South Wales, without achieving positive outcomes. Furthermore, the Bill does not take into account the strength of Australia's system of self-regulatory system for advertising content, and instead creates another level of regulatory burden.

The OOH industry 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

Steve O'Connor
Chief Executive Officer - JCDecaux Australia