



## MINISTER FOR STATE DEVELOPMENT; TRANSPORT; INNOVATION

Our reference: 42-83473

Ms Melinda Edmunds  
President, WA Branch  
Australian Health Promotion Association  
Email: wabranch@healthpromotion.org.au

Dear Ms Edmunds

Thank you for your letter email of 18 August 2016 requesting the removal of alcohol advertising on Transperth 'school special' bus services.

The Public Transport Authority (PTA) has two Licence Agreements with APN Outdoor Group Limited (APN) that allows for commercial advertising on train and bus infrastructure, excluding bus shelters, which are typically the responsibility of Local Government. APN must comply with industry standards in respect to advertising, which includes not advertising alcohol on any PTA billboard asset within 150 metres of a school gate.

While the Liberal National State Government recognises that views on specific advertisements will vary across the community, regulation of this type is typically the province of the Federal Government, as is the case with cigarette advertising.

All advertising on PTA assets must meet the standards of the Advertising Standards Bureau (ASB), an independent body that ensures compliance with the Australian Association of National Advertisers (AANA) Codes of Ethics and Practice. These Codes cover a range of specific controls, such as ensuring that all alcohol advertisements are independently assessed against the Alcohol Beverages Advertising Code (ABAC) before acceptance. The ABAC Scheme imposes a number of conditions to ensure alcohol advertising is advertised responsibly and can be read in depth on their web site: <http://www.abac.org.au>.

Thank you for taking the time to raise this matter.

Yours sincerely

Hon Bill Marmion MLA  
**MINISTER FOR TRANSPORT**

10 NOV 2016