

16MTS/0726



Government  
of South Australia

The Hon Stephen Mullighan MP

Hon Alan Ferguson  
Chair, ABAC Management Committee  
PO Box 519  
STIRLING SA 5152

Dear Mr Ferguson

Thank you for your letter dated 5 September 2016, regarding the ban on alcohol advertising on public transport in South Australia and a copy of the 2015 ABAC Annual Report.

The Department of Planning, Transport and Infrastructure (DPTI) has made amendments to content standards for next year's Transit Advertising Tender which will include a ban on primary product alcohol advertising on and within; trains, trams and buses. This change in departmental policy will take effect from mid-2017 following a competitive tendering process. My decision to progress this recommendation is driven by the tender process that is due to be offered to market in the near future.

To avoid unintended consequences, careful consideration was given as to how the ban will be applied. The change in departmental policy will not extend to indirect advertising such as sponsorship logos on sporting uniforms or the promotion of tourism events. To ensure such events are not affected, delineation exists between primary product advertising and sponsorship of events etc by alcohol brands.

Young people represent a significant proportion of public transport users with many regularly using public transport to travel to school, work or recreational activities.

We think this is an important step to minimise the risks associated with underage drinking, which can have lasting health impacts, and further supports our efforts to tackle irresponsible alcohol use in our community.

In addition, earlier this year DPTI entered into a significant partnership with the Motor Accident Commission (MAC). As a part of that partnership, the Game Changer road safety message is being extensively promoted across our public transport network.

Minister for Transport and Infrastructure  
Minister for Housing and Urban Development

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We strongly support MAC's Game Changer campaign which encourages the community to become game changers on the road, to change behaviour and ultimately reduce the road toll.

Please be assured, this decision has not been taken lightly and the role of the ABAC Scheme is appreciated and acknowledged in this regard.

I trust this information is of assistance.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'S. Mullighan', with a stylized flourish at the end.

**HON STEPHEN MULLIGHAN MP  
MINISTER FOR TRANSPORT AND INFRASTRUCTURE**

30 September 2016