



## ***Final public hearing for outdoor advertising inquiry*** ***Thursday, 12 May 2011***

The House of Representatives Standing Committee on Social Policy and Legal Affairs is holding a final public hearing for its inquiry into the regulation of billboard and outdoor advertising on Thursday, 12 May 2011, in Canberra. The Committee is investigating whether current advertising regulations meet community concerns about billboard and outdoor advertising.

The alcohol industry, represented by the Distilled Spirits Industry Council of Australia, Winemakers' Federation of Australia and Brewers Association of Australia & New Zealand, will discuss the quasi-regulatory system for alcohol advertising and the industry's Alcohol Beverages Advertising Code (ABAC) Scheme.

"The ABAC Scheme includes a pre-vetting service, and many submissions to the inquiry have suggested that a pre-vetting system could prevent some of the unacceptable advertisements from being displayed in public in the first place," said Committee Chair Mr Graham Perrett MP.

The Australian Food and Grocery Council will present their views on the current self-regulatory system of advertising food and beverages, and discuss the Quick Service Restaurant industry initiative that addresses responsible food advertising to children.

"Although restrictions do apply to advertising alcohol or unhealthy food and beverages to children, many people are concerned about the impact of children's exposure to outdoor advertising that is *not* directed specifically to children. The whole point of outdoor advertising is that everyone can see it, so we need to give special consideration to the standards that apply to outdoor advertising," said Mr Perrett.

### **Public Hearing**

**Thursday 12 May 2011**

**9.30am**

**Committee Room 1R3**

**Parliament House, Canberra**

**Distilled Spirits Industry Council of Australia, Winemakers' Federation of Australia and  
Brewers Association of Australia & New Zealand  
and  
Australian Food and Grocery Council**

To listen to the public hearing live on your computer, visit <http://webcast.aph.gov.au/livebroadcasting/>

Information about the inquiry is available on the Committee website at [www.aph.gov.au/house/committee/spla/outdoor%20advertising/index.htm](http://www.aph.gov.au/house/committee/spla/outdoor%20advertising/index.htm) or by contacting the Committee Secretariat on (02) 6277 2358.

**For media comment**, please contact the Committee Chair, Mr Graham Perrett MP, on (07) 3344 2622 or 0408 883 312.

**For all other information**, please contact the **Secretariat of the Committee on Social Policy and Legal Affairs**:

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