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SA News

Booze ads will be banned on buses, trams and trains from next year

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ADVERTISING beer, wine and spirits on the sides of buses, trains or trams will be banned from next year.

The State Government is also urging councils to ban alcohol advertising on bus shelters, many of which are located outside schools.

It follows a warning in a review of liquor laws that successes in tackling under-age drinking could be undone if alcohol advertising is not curtailed. The ban will be limited to alcohol products and will not cover events such as food and wine festivals or sponsorship logos on images of sporting uniforms.

Alcohol ads will not be allowed on the inside or outside of the public transport vehicles under the plan. The ACT Government introduced a similar ban in 2015.

SA Transport Minister Stephen Mullighan said it was “impossible to control who views” alcohol ads on public transport so it was important to control their content.

Should alcohol advertising ban be confined to public transport only?

- Alcohol advertising ban should be everywhere
- Alcohol advertising ban on public transport is enough
- Current advertising controls are sufficient
- There should be no alcohol advertising bans

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“Young people represent a significant proportion of public transport users,” he said. “We know young people’s exposure to alcohol advertising is a contributor to normalisation of alcohol use in our society and reinforces what is in some cases a harmful drinking culture.”

The Government has remained tight-lipped on its response to many of the other recommendations in a review of the state’s Liquor Licensing Act, delivered early last month.

The review found the average age at which young people had their first alcoholic drink rose from 15 in 2007 to about 15 years and seven months in 2013. The proportion of

teens abstaining from drinking also rose, from 56.5 per cent to 72.3 per cent of 12 to 17-year-olds over the same period.



There will be no advertising of alcoholic beverages on Adelaide's public transport network from next year, under proposed laws.

But independent review author and former Supreme Court Justice Tim Anderson noted: "It would be a pity if this momentum was lost by a failure to curb alcohol advertising".

Mr Anderson recommended laws to ban alcohol advertising on public transport and associated infrastructure.

Mr Mullighan said the Government would instead change "content standards" for Adelaide Metro vehicle contracts to prevent advertising images where the "primary product" was alcohol. The change will take effect from mid-2017.

He has also asked whether councils would consider extending the ban to bus shelters.

The Alcohol Advertising Review Board wrote to Premier Jay Weatherill in March urging "much stronger regulation" on alcohol ads.