

Restrictions on Alcohol Advertising on Commercial Passenger Vehicles

Introduction

From 1 December 2017, operators of all commercial passenger vehicles (CPVs) including taxis, private hire cars and minibuses will be able to advertise on their vehicles. However, it is a condition of the Commercial Vehicle Licence (CVL) that operators obey any direction to remove advertising if the Director Commercial Passenger (Road) Transport forms the opinion that the advertising is not consistent with public or industry expectations.

So that operators can confidently enter into agreements to sell advertising space on their vehicles, this information bulletin has been published to advise the kind of advertising which would result in a direction that it be removed.

Context

On 19 October 2017 the Northern Territory Government approved in principle the consideration of implementing the majority of recommendations in the Final Report of the *Alcohol Policies and Legislation Review* (“the Riley Report”).

The Riley Report considered the Territory’s relationship with alcohol and the impact of cultural attitudes towards drinking. In particular the Report considered research connecting alcohol advertising with alcohol related harm.

The Riley Report can be accessed at www.alcoholreview.nt.gov.au

Separately, throughout September 2017 the Department of Infrastructure, Planning and Logistics consulted extensively with industry around reforms to CPV regulation, including around what advertising should be permitted on vehicles. Many operators suggested alcohol advertising should not be allowed, as it would adversely affect the community’s perceptions of the industry.

Rules

- Advertising of take away outlets is not permitted.
- Advertising specific alcohol products, or alcohol related promotions such as “drink specials” is not permitted.
- Advertising of licenced venues such as restaurants, pubs and clubs is permitted, *however* the advertising should not draw attention to or glamorise alcohol or excessive drinking.

Operators will be directed to remove any advertising which contravenes the above rules. Operators who fail to obey such a direction risk prosecution for breach of operator licence condition, and suspension/cancellation of licence.

Review

The Alcohol Review Implementation Team within the Department of the Chief Minister has been established to coordinate and drive the Government's alcohol reform program in response to the Riley Report. This Information Bulletin will be reviewed once the Northern Territory Government has completed its work concerning the Riley Report's recommendations on alcohol advertising.

Resources

Listed below are resources that may provide assistance to you.

Commercial Passenger Vehicle Information

Information Bulletins and Forms: nt.gov.au/driving/industry/cpv-information-bulletins-and-forms

Legislation: www.legislation.nt.gov.au

Motor Vehicle Registry Information www.nt.gov.au/driving

Contact Details	
Commercial Passenger Vehicles Branch	
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