



# Assess the Impacts of Prohibiting Alcohol and Unhealthy Food Advertising on Bus Shelters within the City of Melville

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**ABF Presentation 11 March 2025**

**Presented by:**

Mr M Pickering – Director Community Development



City of  
**Melville**

- At the Ordinary Meeting of Council held on 15 October 2024, the following Notice of Motion was resolved:  
*That the Council requests the CEO to prepare a report outlining the impacts of prohibiting alcohol and unhealthy food advertising on bus shelters within the City of Melville, to be presented to an Ordinary Meeting of Council by March 2025.*
- Within the City of Melville there are 58 Bus Shelters that have digital or static advertising.
- The City has a contract in place with oOh!Media Street Furniture Pty Ltd (oOh!Media) to supply, maintain and install these Bus Shelters which commenced on 1 November 2018 and ends on 31 October 2033, with two five-year extension options.
- The contract places no cost to the City to supply and maintain the shelters which is estimated to cost ~\$3M; additionally, the City receives ~\$140,000 per annum which is used to improve disability access to the shelters
- With respect to Bus Shelters, the industry is self regulated with controls in place near schools where alcohol and unhealthy food should not be advertised.
- The Cancer Council advocates to increase controls to reduce the prevalence advertising alcohol and unhealthy foods on assets whereby the State Government and Local Government Authorities have a level of control.



- Four local government authorities have introduced policy restrictions, and two local governments have introduced clauses in renewed contracts that prohibit alcohol and unhealthy food.
- There are numerous positive impacts of introducing the intent of the Notice of Motion, however the City has sought legal advice (included in the report under a confidential cover) and without placing the City under financial and legal risk, the following opportunities exist:
  - Write to oOH!media requesting they voluntarily restrict alcohol and unhealthy food advertising under the existing contract.
  - Investigate the feasibility of a Council Policy that considers the feasibility of an advertising policy for restrictions on various Council owned property that considers the legal advice.
  - Continue to partner with various agencies to support health promotion and utilise the free oOh!Media digital advertising on bus shelters to promote these campaigns
  - Not exercise the option period within the existing contract with a view to include new reasonable restrictions in any future contracts.



## OFFICER RECOMMENDATION

That Council:

1. Notes the confidential advice received, as attached to this report.
2. Requests the CEO to investigate, scope and report back to Council by March 2026 on the feasibility of an advertising policy for restricting alcohol and unhealthy food advertising on or in City owned property.
3. Requests the CEO write to oOh!Media Street Furniture Pty Ltd requesting they voluntarily restrict alcohol and 'unhealthy food' advertising on bus shelters installed and maintained by them for the remaining duration of the contract.
4. Requests the CEO to prioritise the sue of the City's free oOh!Media digital advertising on bus shelters to support health promotion campaigns.
5. Requests the CEO to include restrictions in future contracts for the installation and maintenance of bus shelters which prohibit alcohol and unhealthy food advertising.
6. Requests the CEO to include relevant action(s) in the City's future Healthy Melville Plan (Public Health Plan) to investigate strategies that will limit the exposure of advertising of alcohol and unhealthy food and drink in the City of Melville.

