

The Hon Marlene Kairouz MP
Minister for Consumer Affairs, Gaming and Liquor Regulation

Dear Minister

RE: Static Betting Advertising

The Bus Association Victoria (BusVic) is pleased to be able to make this submission to the Victorian State Government in response to the Static Betting Advertising consultation paper which seeks to mitigate the societal impacts of increased sports based gambling in Victoria. BusVic supports the government developing and implementing a policy to limit the proliferation of static betting advertising on public transport infrastructure and assets in the vicinity of schools and areas where school children congregate, including train stations, bus stops, bus interchanges and public transport rolling stock (buses, trams and trains).

Victoria's bus and coach operators have worked hand-in-hand with Government since 1944. For almost 70 years, Industry and Government have collaborated on projects that have improved Victoria's economic competitiveness, environmental resilience and social wellbeing. BusVic represents over 410 member operators who provide route bus services, school bus services, school special services, and intra and inter-state coach services, including V/Line services, across the state. Victoria's bus and coach operators are mostly small, trans-generational family firms which are deeply embedded in their local communities. BusVic invests in research and development on procurement, and social, economic, environmental, governance and safety factors on behalf of a 'community of interest', a collective of like-minded mainly family businesses that form the Victorian bus and coach industry. BusVic fosters, formulates, performs and evaluates society's policies that are in the furtherance of the public good.

As part of the industry's commitment to improving the customer journey experience, BusVic and its members are implementing a digital solution on Victoria's route buses that will provide customers with access to free Wi-Fi, destination announcements, news services and digital advertising. In delivering this package, BusVic is working with industry service providers to ensure that gambling advertising will not be part of this solution. BusVic members have the same philosophy in managing existing static advertising agreements on route buses.

In the context of public transport route bus services, Public Transport Victoria (PTV) is the responsible government agency for the management of advertising on all public transport assets. Bus operators who have contractual arrangements with PTV to provide route, school and V/Line services have an obligation to first obtain the approval of PTV or V/Line prior to entering into any on-board advertising arrangement with a third party.

Bus Association Victoria Inc

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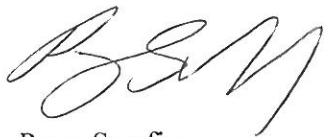
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In addressing static signage on public transport infrastructure, bus stops and interchanges are the responsibility of PTV. For assets such as train stations and bus interchanges that are on government land, PTV is responsible for managing these assets. PTV has arrangements with local councils and VicRoads for the location, construction and maintenance of assets that are positioned on road corridors managed by these agencies. In shopping centres, PTV has commercial arrangements with the owner of the complex. Advertising and maintenance of these assets (bus shelters) is typically managed through third party contracts established and administered by PTV. Bus operators have no input or involvement in this arrangement.

BusVic and its members are available to represent the bus industry on an industry working group to facilitate implementation of government policy on static betting advertising.

Please contact me on 9914 7009 or email pserafim@busvic.asn.au to discuss this submission and to arrange future meetings with members.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'P Serafim', written in a cursive style.

Parry Serafim

Manager Planning and Industry Development