



Outdoor Advertising Inquiry: Public Hearing in Canberra **Thursday, 3 March 2011**

The Australian Competition and Consumer Commission (ACCC) will appear before the House of Representatives Standing Committee on Social Policy and Legal Affairs on Thursday 3 March 2011. The Committee is inquiring into the regulatory arrangements for advertising in the public space where the audience is not able to exercise an individual choice with regard to what they see.

Outdoor advertising, such as advertisements displayed on shopfronts, roadside billboards, and on transit vehicles, is subject to the Australian Consumer Law, as outlined in the *Competition and Consumer Act 2010* (formerly the *Trade Practices Act*), which prohibits false, misleading and deceptive conduct. The ACCC is the national agency that administers and enforces the Act.

“The inquiry’s terms of reference include the consideration of trade practices legislation. The Committee wants to get a solid understanding of the existing provisions across different jurisdictions that ensure truth and accuracy in advertising,” said Committee Chair Graham Perrett MP.

The ACCC also works closely with the Advertising Standards Bureau on issues of truth and accuracy in advertising claims as some overlaps exist between the Act and the advertising industry codes. Furthermore, the Bureau’s Advertising Complaints Board handles dispute resolution between competitors regarding false claims.

At the public hearing, the ACCC will be asked to brief the Committee on fair trading legislation in all jurisdictions that prohibit false, misleading and deceptive advertising.

Public Hearing Program

9.30 – 11.00am, Thursday 3 March 2011
Committee Room 1R3, Parliament House, Canberra
Australian Competition and Consumer Commission

The public is welcome to attend the hearing, or listen to the proceedings live via <http://webcast.aph.gov.au/livebroadcasting/>

Further hearings are scheduled to be held in Canberra, Sydney and Melbourne in March and April.

Information about the inquiry is available on the Committee website at 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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