

State may extend

A BAN has been ordered on all cigarette advertising on public transport and State Government property.

And Government backbenchers are planning to try to extend the ban to include cinema advertising of tobacco products and sports sponsorship.

The Health Minister, Mr Brereton, said yesterday cigarette advertising on government property and vehicles would be phased out immediately.

No new cigarette advertising would be accepted and existing contracts would not be renewed.

The decision will cost the State about \$500,000 in lost public transport revenue alone.

Exposure

Earlwood MP Mr Ken Gabb, who pressed for the ban, said it was inconsistent for the Government to be warning people about the dangers of smoking while advertising tobacco products on trains and buses.

Some Labor backbenchers will now use the Government's lead to

ban on smoke adverts

press for an extension of the ban.

Any restrictions on cigarette sponsorship of sports events would severely hit the State's top codes.

But Government officials are concerned some cigarette companies are getting greater exposure than ever by sponsoring sports events and having their billboards constantly displayed on television.

The Transport Minister, Mr Cox, said he expected the tobacco and advertising industries to be upset by the ban.

"But the Government believes its primary responsibility is to promote good health," he said.