

# TOBACCO AD BAN WOULD 'COST \$5m'

## 2500 lost jobs, group says

**A NATIONAL ban on tobacco advertising, which will be considered by State health ministers later this week, has left advertising companies gasping.**

If the ban is given the green light it will cost more than 2500 jobs and \$5 million a year in lost revenue, according to the Outdoor Advertising Association of Australia.

But a total ban will have no effect on the overall consumption of cigarettes, association federal president Mr John Lawrenson claimed yesterday.

Overseas research figures show that banning cigarette ads in no way affects sales, he said.

### Ministers

Tobacco advertising in Australia was aimed at people who already smoke in a bid to make them change brands, he said.

A national ban on all tobacco promotion will be discussed by the health ministers during a conference in Hobart and moves

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By STUART McLEAN

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are already under way in Western Australia, to introduce legislation to allow for the bans.

The NSW Government has banned advertising on Government buses and railway property.

Pressure is being applied to extend this ban to sportsgrounds and all outdoor locations.

Mr Lawrenson said tobacco was just the "thin edge of the wedge."

He said a variety of other items, such as alcohol, cars and fast food, could also be subject to bans because of their alleged detrimental effects.

"We believe advertising bans to be no more than symbolic gestures to appease the anti-smoking lobby," he said.