



Victoria Government Gazette

No. S 321 Monday 9 September 2013
By Authority of Victorian Government Printer

Transport (Compliance and Miscellaneous) Act 1983

TRANSPORT (TAXI-CABS) REGULATIONS 2005

Determination of Specifications for Taxi-Cabs

1. I, Marnie Williams, Acting General Manager of the Taxi Services Commission, pursuant to regulation 12(1) of the Transport (Taxi-Cabs) Regulations 2005, have determined that the Determination of Specifications for Taxi-Cabs published in the Government Gazette 24 May 2007 and amended by the Determination of Specifications for Taxi-Cabs published in the Government Gazette on 20 June 2013 (Determination) be amended by:
 - a) deleting Specification 20 – Advertisements; and
 - b) inserting a new Specification 20 as set out below:
 - 20. Advertisements**

Commercial advertising may be displayed on and in taxi-cabs subject to the placement and content complying with the Commercial Advertising Standards for Taxi-Cabs and Hire Cars as issued by the Taxi Services Commission from time to time.
2. Other than as specified in this instrument, the Determination remains in force and will continue to apply to taxi-cabs licensed under the **Transport (Compliance and Miscellaneous) Act 1983**.
3. This instrument comes into effect on and from the date it is published in the Government Gazette.

MARNIE WILLIAMS
Acting General Manager
Taxi Services Commission

Transport (Compliance and Miscellaneous) Act 1983

TRANSPORT (TAXI-CABS) REGULATIONS 2005

TRANSPORT (PASSENGER VEHICLES) REGULATIONS 2005

Commercial Advertising Standards for Taxi-Cabs and Hire Cars

I, Marnie Williams, Acting General Manager of the Taxi Services Commission (TSC), declare that advertising fixed to taxi-cabs or hire cars in accordance with the advertising standards set out below:

- (a) is deemed to be approved by the TSC for the purposes of regulation 23(4) of the Transport (Taxi-Cabs) Regulations 2005; and
 - (b) is deemed to have prior written approval of the TSC for the purposes of regulation 21(1)(b) of the Transport (Passenger Vehicles) Regulations 2005.
1. **Advertisements – General Requirements**
 - (a) Commercial advertising may be displayed on and in taxi-cabs and hire cars subject to the placement and content complying with these standards.
 - (b) Any advertising signage on taxi-cabs and hire cars must not compromise the safety or operation of the vehicle, or adversely affect the passenger experience.

SPECIAL

PLACEMENT**2. External Placement – Taxi-Cabs**

- (a) Advertising may only be applied to specified ‘advertising areas’ on taxi-cabs as follows:
- (i) the rear of the vehicle – a boot mounted advertising board;
 - (ii) roof top advertising using a mounted display unit (excluding the dome sign); and
 - (iii) rear window – providing that advertising materials do not obscure driver visibility to the rear (for example mesh screening with laminated one-way clear vision).
- [for station wagons, rear window also means the side rear windows]
- (b) Other than as specified in clause 2(a), commercial advertising on other external parts or panels of taxi-cabs is not permitted. These panels are reserved for signage required under regulations or specifications for taxi-cabs as published in the Government Gazette from time to time.

3. External Placement – Hire Cars

Display of advertising is permitted on all external surfaces of hire cars, subject to compliance with these standards.

4. Advertising Display Units – Taxi-Cabs and Hire Cars

- (a) An advertising display unit (boot or roof mounted unit) must not be fitted to a taxi-cab or hire car without the prior approval of the TSC.
- (b) To obtain approval for an advertising display unit, certification from an engineer who is a signatory to the Vehicle Assessment Signatory Scheme (VASS) administered by VicRoads must be submitted to the TSC.
- (c) Any advertising display unit (boot or roof mounted unit) must be professionally fitted, have no sharp edges or protrusions, be of sound construction, and when installed, the vehicle must continue to comply with the Australian Design Rules (ADRs).
- (d) If the TSC approves an advertising display unit under this clause 4, the same display unit can be fitted to other vehicles of the same make/model as specified in the engineering report.

5. Construction of display unit – Taxi-Cabs and Hire Cars

In the case of a boot-mounted display unit, if the installation obscures a brake light mounted inside the rear window, a substitute brake light must be incorporated into the design of the display unit in a manner that complies with the ADRs.

6. Internal Placement – general requirements

- (a) Commercial advertising is permitted inside taxi-cabs and hire cars on electronic visual display units (VDUs) fitted for rear seat viewing, subject to clause 6(b).
- (b) VDUs proposed for installation in taxi-cabs and hire cars must be approved by the TSC, and comply with ADR requirements, the Road Safety Road Rules 2009, and any other applicable legislation.

7. Internal Placement – Taxi-cabs only

- (a) Other than as specified in clause 6, proposals to advertise inside taxi-cabs must be approved in writing by the TSC.
- (b) Advertising will not be approved on the dashboard and rear passenger doors or if the advertising or fittings compromise any safety feature of the vehicle including airbag deployment or the operation of a driver protection screen (installation and removal), if applicable.

8. Internal Placement – Hire Cars only

Placement of any internal advertising is subject to compliance with these standards.

CONTENT**9. General content**

- (a) Advertisements on or in taxi-cabs or hire cars must be static (except for content on VDU units), non-illuminated and non-reflective and must not contravene the relevant provisions of the Road Safety (Vehicles) Regulations 2009 and Road Safety Road Rules 2009 relating to road safety and driver distraction.
- (b) Advertising must not have reference to:
 - (i) a religious service or belief;
 - (ii) a political party, group or belief; or
 - (i) a sexual or erotic service or product, or use overtly sexualised imagery or messaging.
- (c) Advertising must comply with the Australian Association of National Advertisers (AANA) Code of Ethics.

10. Maintenance of displays

It is the taxi-cab or hire car operator's responsibility to ensure the advertising (signage), including the fitting (boot mount/roof top display unit etc) is removed or replaced immediately if subjected to any damage or vandalism, or if its condition deteriorates. This is to maintain a high level of presentation at all times.

11. General Discretionary Powers – inappropriate material

- (a) These standards do not limit the discretion of the TSC under regulation 23(4) of the Transport (Taxi-Cabs) Regulations 2005 or 21(1)(b) of the Transport (Passenger Vehicles) Regulations 2005 to disallow any advertising content displayed in or on a taxi-cab or hire car, if the TSC deems that such content is not in keeping with public or industry standards or the intent of these standards.
- (b) If the TSC disallows advertising material in accordance with clause 11(a), the advertising material will be required to be removed immediately.

MARNIE WILLIAMS
Acting General Manager
Taxi Services Commission

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