

It's your  
turn to shout

AT THE HEART  
OF THE MATTER,  
NZ DRUG  
FOUNDATION.

Te Tūāpapa Tarukino o Aotearoa

## Have your say on Alcohol Marketing



“ Exposure of young people to alcohol marketing speeds up the onset of drinking and increases the amount consumed by those already drinking. ”

WORLD HEALTH ORGANIZATION

### HAVE YOUR SAY ON ALCOHOL LAW CHANGES.

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your-turn-to-shout](http://drugfoundation.org.nz/your-turn-to-shout)

A new alcohol bill is currently before Parliament. The Alcohol Reform Bill is the Government's response to the review of our liquor laws by Law Commission President Sir Geoffrey Palmer. The Law Commission made 153 recommendations but not all have been accepted. There is still time to persuade the Government to strengthen its response.

#### FACTSHEETS

- 1 Background to Alcohol Reform Bill
- 2 Alcohol Pricing
- 3 Alcohol Marketing
- 4 Alcohol in your Community
- 5 Drink Driving
- 6 Social Supply
- 7 Purchase Age

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## KEY FACTS

# 200<sup>K</sup>

EACH DAY, \$200,000 IS SPENT PROMOTING ALCOHOL.

# 90%

90% OF OUR KIDS AGED 5–17 ARE EXPOSED TO ALCOHOL ADVERTISING ON TV EACH WEEK.

# 86%

86% OF SUBMISSIONS TO THE LAW COMMISSION SUPPORTED BANNING OR RESTRICTING ALL ADVERTISING OF ALL ALCOHOL IN ALL MEDIA.



## What did the Law Commission recommend?

- The Law Commission recommended a three-stage plan to control alcohol promotions, advertising and sponsorship. The process would take five years and phase out all forms of alcohol advertising.

**STAGE ONE** makes it an offence for off-licences to promote any event or activity that encourages excessive alcohol consumption. Promotions that specifically target young drinkers will also become an offence.

**STAGE TWO** creates a joint committee run by the Ministers of Health and Justice. This will oversee a programme to reduce exposure to alcohol advertising and increase control of advertising content.

**STAGE THREE** restricts the advertising and promotion of alcohol in all media. Eventually, no alcohol advertising will be allowed, except that which gives factual product information only.

## What was the Government's response?

- **Weak.** The Government accepted stage one of the Law Commission's recommendations but rejected stages two and three. Instead, it is asking its officials to 'continue to monitor the national and overseas research on the effects of exposure to advertising'.

### OVERALL GRADE AWARDED

# D

FAIL, HAS SHOWN NO UNDERSTANDING OF THE ISSUE AND FAILED TO RECOGNISE ANY OF THE REQUIREMENTS. COMPLETE REWRITE NEEDED.

## Research and experience shows:

- There are clear and compelling links between alcohol advertising and its influence on young people. Advertising:
  - encourages people to start drinking at a younger age
  - leads young people who already drink to drink more.
- There are links between sponsorship by sportspeople and hazardous drinking.
- Sponsorship of sporting or cultural events reinforces images and messages about alcohol into culture.
- Voluntary self-regulation of alcohol advertising is not working.

“ If we really want to change our drinking culture, we need to address the environment in which our young people are continually bombarded by sophisticated marketing messages that blatantly associate alcohol with social, sporting and sexual success and encourage heavy consumption.”

NEW ZEALAND DRUG FOUNDATION

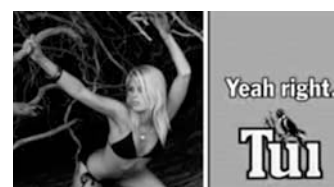
## What should the Government do?

- At a very minimum, the Government should accept the Law Commission’s three-stage plan to control alcohol promotions, advertising and sponsorship.
- The eventual goal should be an end to all forms of alcohol advertising.
- The Government should place external controls over the industry’s ability to advertise.
- According to the current voluntary code for advertising liquor:
  - advertisements shall not be sexually provocative
  - liquor advertisements shall neither conflict with nor detract from the need for responsibility and moderation in liquor consumption.
- The Government should restrict new forms of marketing that target young people using social media such as Facebook or viral text messaging.
- Alcohol sponsorship of sporting or cultural events across New Zealand should end.

### What does the liquor industry sponsor in your community?

A snapshot of alcohol-sponsored cultural and sporting events, summer of 2010:

EVENT	SPONSORS
Big Day Out AUCKLAND	Smirnoff, Jim Beam, Speights Summit, Lindauer
Laneways Festival AUCKLAND	Becks, Smirnoff
Jim Beam Home Grown WELLINGTON	Jim Beam
NZI Wellington Sevens	Speights Summit
Rhythm and Vines GISBORNE	Speights Summit, Yellowglen, Harvest Cider
Heineken Tennis Open	Heineken, Deutz Marlborough Cuvee
Bay of Island Sailing Week	Heineken, Mt Gay Rum
Wellington Cup Racing Carnival	Stella Artois
Phat 10 New Year’s Festival INANGAHUA	Jagermeister, Speights Summit
Small Town Big Sounds MANGITINOKA	Tui, Montana
Super 14 pre-season game BLUES AND HURRICANES, AT MANGITINOKA	Tui
Auckland Seafood Festival	Macs Brewery, Glengarry, 42 Below
2010 Michael Hill New Zealand Open GOLF	Allan Scott, Amisfield Wine Company, Heineken
Export Gold Series SURFING	Export Gold
Splore Festival TAPAPAKANGA REGIONAL PARK	Tiger, Cointreau, Jagermeister



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“ There is a strong argument that a self-regulatory body for alcohol advertising is inappropriate.”

THE LAW COMMISSION

## What should the Government do?

CONTINUED

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- The Law Commission's recommendations were designed to be a 'mutually supportive package'. We believe the Government should accept the Law Commission's entire suite of recommendations instead of 'cherry picking' the least politically risky options.

## What should you do?

- Have your say in creating better alcohol laws by making a written submission to the Select Committee before Tuesday 1 February 2011. This can be as short or long as you like, and you can use this toolkit to help you.
- Tell the Government that it should accept all 153 of the Law Commission's recommendations.
- If you make a written submission, you should also make an oral presentation. You can be as creative as you like. This is your chance to tell your story about the impact of alcohol on your family and community and to tell our politicians about the changes that you want to see.
- Encourage your friends, family and community to get involved. The more New Zealanders who speak out, the more likely it is that the Government will listen.
- Ask to meet with or write to your local MP and let them know your views on alcohol law change.
- Visit [www.drugfoundation.org.nz/your-turn-to-shout](http://www.drugfoundation.org.nz/your-turn-to-shout) for more information and the full toolkit.

## ABOUT US



The New Zealand Drug Foundation has long been interested in how laws governing the sale and supply of alcohol could be strengthened to reduce alcohol-related harm and create a healthier drinking culture in New Zealand. We provide leadership and representation for our nationwide membership of organisations and individuals working on alcohol and drug issues. This factsheet is one of a number we have developed as part of a toolkit to support communities to be heard on the Alcohol Reform Bill. **Check out our website for more information and the full toolkit.**

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