

Auckland Regional Public Health Service

Rātonga Hauora ā Iwi o Tamaki Makaurau



Working with the people of Auckland, Waitemata and Counties Manukau

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Secretariat for Ministerial Forum on Alcohol Advertising & Sponsorship

Thank you for the opportunity for the Auckland Regional Public Health Service (ARPHS) to provide feedback to the Secretariat for Ministerial Forum on Alcohol Advertising & Sponsorship.

The following submission represents the views of the Auckland Regional Public Health Service and does not necessarily reflect the views of the three District Health Boards it serves. Please refer to **Appendix 1** for more information on ARPHS. Throughout this document where the term 'we' or 'our' has been used it is referring to ARPHS.

We understand that all submissions will be available under the Local Government Official Information and Meetings Act 1987, except if grounds set out under the Act apply.

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Executive summary

1. ARPHS' primary focus in this submission is to call for further restrictions on alcohol advertising and sponsorship, given the large amount of research showing that these restrictions will reduce alcohol-related harms. Our stance has remained relatively unchanged since our submission to the Law Commission report *Alcohol in our Lives: Curbing the Harm*, reflecting the unchanged characteristics of alcohol related harm and solutions within the contexts of Auckland and New Zealand. Exploration of research from the last four years has further strengthened our stance on the need for an urgent policy response.
2. The following represents ARPHS' key recommendations for the restriction of alcohol advertising and sponsorship in New Zealand.

Our key recommendations for the restriction of alcohol advertising include:

- Change from voluntary self-regulation to more robust statutory regulations for alcohol advertising;
- An independent statutory agency is established to monitor and enforce regulations; and
- All alcohol advertising, other than communicating objective product information, is restricted in all New Zealand media, including on social networking sites
- All alcohol advertising is complemented with health advisory statements.
- Areas frequented by or within the vicinity of youth must not display alcohol advertisements (e.g. cinemas, public transport hubs, music festivals);
- The introduction of a television and radio watershed hour of 10pm, with commercial broadcasting length not exceeding six minutes per hour after that time;
- The legalisation of "moderation time"; and
- A complete ban on utilising alcohol as a prize or an incentive.

With regards to restrictions of alcohol sponsorship ARPHS' key recommendations include:

- Alcohol sponsorship of sporting and cultural events is phased out as soon as possible;
- That a portion of the government alcohol excise tax be ring-fenced to provide alternative sponsorship for sport and cultural activities.

3. We recommend that the Forum supports the immediate implementation of Stage 2 and 3 of the Law Commission recommendations on alcohol advertising and sponsorship as set out in the report *Alcohol in Our Lives- Curbing the Harm 2010*. We urge the Ministerial Forum to develop an action plan to implement the Law Commission's recommendations in this report.

Introduction

4. ARPHS acknowledges that alcohol is not an ordinary commodity, particularly with regards to its consumption, creating a significant burden of harm to populations who consume it. This preventable burden of harm falls disproportionately on young people, indigenous populations and low socio-economic groups.

5. The New Zealand Health Survey (2011-2012) highlights that 80% of the New Zealand population consumed alcohol in the last 12 months¹. Nineteen per cent of people surveyed had a hazardous drinking pattern, with men more likely to have a drinking problem than women².
6. Other studies have indicated a high proportion of New Zealanders engage in heavy drinking or “binge drinking”, with almost a half of the New Zealand population engaging in episodic periods of harmful drinking practices³.
7. Alcohol is a risk factor for over 60 different conditions including breast cancer, gastrointestinal conditions, mental and foetal disorders⁴. It has a deleterious impact over the body’s immune system and vital organs necessary for function⁵.
8. Hazardous consumption of alcohol has significant costs to society, communities, families, and individuals through increasing violence, crime, injury, disease and death. The economic cost of alcohol harm to society was estimated to be \$4.9 billion in 2005/06⁶
9. A considerable body of evidence demonstrates that use of appropriate policies is the most effective strategy for reducing alcohol-related harm. One of the most powerful and cost effective alcohol policy levers is the reduction of alcohol advertising and sponsorship. The evidence presented in this submission highlights a clear correlation that a reduction in alcohol imagery promoting alcohol products will result in a reduction of harmful and excessive alcohol consumption.
10. ARPHS is supportive of the efforts and work the Law Commission has done in collating the evidence and putting forward recommendations that have received high levels of public support.

Response to Outlined Questions

Question 1: Did you/your group/your organisation make a submission on the 2010 Law Commission report *Alcohol in our Lives: Curbing the Harm* and/or to the Justice and Electoral select committee, on alcohol advertising and sponsorship issues? Yes or No. If yes, please specify whether you submitted to the Law Commission and/or Select Committee.

11. Yes, ARPHS has previously submitted to the 2010 Law Commission report *Alcohol in our Lives: Curbing the Harm*⁷, recommending that the object of new legislation explicitly seeks to contribute towards the reduction of social, economic, justice and health costs of alcohol-related harm.
12. ARPHS has also presented an oral submission on the Alcohol Reform Bill to the Justice and Electoral Committee on 4 March, 2011⁸.

¹ Ministry of Health (2013) Hazardous Drinking in 2011/2012 Findings from the New Zealand Health Survey, available from <http://www.health.govt.nz/publication/hazardous-drinking-2011-12-findings-new-zealand-health-survey>

² Ministry of Health (2013) Hazardous Drinking in 2011/2012 Findings from the New Zealand Health Survey, available from <http://www.health.govt.nz/publication/hazardous-drinking-2011-12-findings-new-zealand-health-survey>

³ Connor, J. (2013) ‘The Health Impacts of the Way we drink in New Zealand’, Alcohol NZ: Health and Social Impacts of Alcohol. Health Promotion Agency. Wellington.

⁴ WHO. (2009). Harmful Use of Alcohol: The Problem. Accessed from: http://www.who.int/nmh/publications/fact_sheet_alcohol_en.pdf

⁵ NIH. (2014). Alcohol’s Effects on the Body. National Institute on Alcohol Abuse and Alcoholism. Accessed from: <http://www.niaaa.nih.gov/alcohol-health/alcohols-effects-body>

⁶ Slack, A., Nana, G., Webster, M., Stokes, F., & Wu, J. (2009). Costs of harmful alcohol and other drug use. BERL Economics, 40.

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http://www.arphs.govt.nz/Portals/0/About%20Us/Submissions/2009%20Submissions/October%202009/2009_1030_LawComissionReport.pdf

⁸ <http://www.parliament.nz/resource/0000157162>

Question 2: Do you support further restrictions on alcohol advertising (over and above the measures currently undertaken) to reduce alcohol-related harm?

13. Yes, ARPHS supports further restrictions on alcohol advertising to reduce alcohol-related harm.

Question 3: What reasons do you have for your view? Please include details.

Young people and exposure to alcohol advertising

14. ARPHS cites the high level of robust evidence on the harms that alcohol advertising has on communities, and in particular young people.
15. A review of recent evidence concludes that youth exposure to alcohol advertising contributes to initiation of drinking at an earlier age. Gordon et al. (2011) examined the cumulative impact of alcohol marketing on alcohol initiation and drinking behaviour among youth (12–14 years)⁹. According to their studies, there are significant associations between awareness and interaction of alcohol marketing and drinking behaviours of youths.¹⁰
16. ARPHS recommends reducing the exposure to alcohol advertising and in particular its influence and harm among young people. To achieve this new and comprehensive restrictions are needed.
17. To be effective, national policy on alcohol marketing should be as comprehensive as possible in its coverage, including coverage of new and emerging technologies. If alcohol advertising is restricted from the primary forms of moving visual media, then there will be displacement to print media or other marketing strategies, which have been shown to be generally less effective and more expensive media for reaching mass audiences¹¹.

Cost effective strategy

18. Restrictions on alcohol advertising have been shown to be one of the most cost effective strategies in reducing alcohol-related harm¹².
19. Research has shown school-based education does not reduce alcohol-related harm¹³. However, public information and education-type programmes have a role in providing information and in increasing attention and acceptance of alcohol on political and public agendas¹⁴. Authors Gordon et al. (2011) highlight that increasing the cost and decreasing the availability of alcohol and banning alcohol advertising, are highly cost-effective strategies to reduce harm¹⁵.

Public Health and health promotion

20. The saturation of alcohol advertising, and its associated allure to encourage drinking, may compromise society's ability to manage safe alcohol drinking practices due to the naturalising effect alcohol advertising has on populations. In areas perceived to have a high density of off-licence outlets (such as Otara, Manurewa, and Mangere¹⁶), when surveyed many residents when surveyed, considered the nature and quantity of alcohol

⁹Gordon, R., Harris, F., Marie Mackintosh, A., & Moodie, C. (2011). Assessing the cumulative impact of alcohol marketing on young people's drinking: Cross-sectional data findings. *Addiction Research & Theory*, 19(1), 66-75.

¹⁰ Ibid.

¹¹Thomas Babor (Ed.). (2010). *Alcohol: no ordinary commodity: research and public policy*. Oxford University Press.

¹² Ibid.

¹³ Anderson, P., Chisholm, D., & Fuhr, D. C. (2009). Effectiveness and cost-effectiveness of policies and programmes to reduce the harm caused by alcohol. *The Lancet*, 373(9682), 2234-2246

¹⁴ Ibid.

¹⁵ Ibid.

¹⁶ Community Advisor for Manukau City Council Ayr Jones mentions there are 7 outlets in under one kilometre in Mangere town centre. Cited in: McNeill, K., Cameron, M. P., Cochrane, W., Melbourne, P., Morrison, S. L., & Robertson, N. (2012). Community stakeholder views on the impacts of liquor outlets in Manukau City: The impacts of liquor outlets in Manukau City report no. 2.

advertisement and signage were subversively normalising and desensitising young people¹⁷.

Question 4: What evidence is available to support your view (please cite references if available, or provide supporting information). Please focus on evidence since 2010 if this is available.

21. Babor et al (2010) concluded that the promotion of alcohol is an enormously well-funded, ingenious and pervasive aspect of modern life¹⁸. Alcohol advertising influences youth to drink well before the legal age of purchase. Marketing strategies embed images and messages about alcohol into young people's everyday lives¹⁹.
22. In reviewing seven cohort studies totalling 13,000 people aged 10 to 26, Smith and Foxcroft (2009) found a link between alcohol consumption by young people and their exposure to alcohol advertising or promotional activity²⁰.
23. After reviewing 13 longitudinal studies that reported on 38,000 young people, Anderson et al. (2009) found consistent evidence to link alcohol advertising with the uptake of drinking among non-drinking youth and increased consumption among their drinking peers²¹. Anderson notes these results mirror conclusions that have emerged from reviews of the impact of tobacco and food marketing on young people²².

Question 5: Do you think the available evidence is strong enough for changes to be made now? Explain your reasons.

Strong evidence

24. ARPHS is firm in its call for immediate change. There is an ample amount of *strong* and *consistent* evidence for changes to be made to the current situation concerning alcohol advertising.
25. There is strong public support for greater restrictions on alcohol advertising. Of the 2,939 submissions made to the Law Commission 2,281 of these commented on the range of policy options presented on alcohol advertising and marketing. Of the 2,281 submissions **86% supported banning or restricting all advertising of alcohol in all media**²³.
26. In the Health Sponsorship Council's 2010 Health and Lifestyle survey: Alcohol Related Attitudes report researchers found **82% of participants either supported or strongly supported increasing the restrictions on alcohol advertising or promotion** that is seen and heard by children and young people.²⁴ The results of this survey can be found in Table 1.

¹⁷ McNeill, K., Cameron, M. P., Cochrane, W., Melbourne, P., Morrison, S. L., & Robertson, N. (2012). Community stakeholder views on the impacts of liquor outlets in Manukau City: The impacts of liquor outlets in Manukau City report no. 2.

¹⁸ Thomas Babor (Ed.). (2010). *Alcohol: no ordinary commodity: research and public policy*. Oxford University Press.

¹⁹ Ibid.

²⁰ Smith, L. A., & Foxcroft, D. R. (2009). The effect of alcohol advertising, marketing and portrayal on drinking behaviour in young people: systematic review of prospective cohort studies. *BMC public health*, 9(1), 51.

²¹ Anderson, P., De Bruijn, A., Angus, K., Gordon, R., & Hastings, G. (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol and alcoholism*, 44(3), 229-243.

²² Ibid.

²³ New Zealand Law Commission. (2010). *Alcohol in our lives: Curbing the harm*. Law Commission Report No: 114.

²⁴ Peck, R. (2011). *2010 Health and Lifestyles Survey: Alcohol related attitudes*. Wellington: Health Sponsorship Council.

Table 1: Public Support for reform, NZ, 2010²⁵

	Agree or Strongly Agree	Neutral	Total unopposed
Restriction on alcohol advertising or promotion seen or heard by young people	82%	14%	96%
Raising minimum purchasing age to 20	78%	9%	87%
Reducing the hours that alcohol can be sold	66%	18%	84%
Banning alcohol sponsorship for sporting, musical and cultural events that young people go to	59%	21%	80%
Raising the price of cheap alcohol	57%	19%	76%
Banning all alcohol advertising or promotion	50%	27%	77%
Number of liquor outlets	Too few About right Too many	22% 33% 65%	

27. It is important to take note that ARPHS' concerns about, and support for, further restrictions on alcohol advertising are also sufficiently supported by international evidence²⁶.
28. This highlights that the correlation between alcohol advertising and the resultant alcohol-related harm is not regional in nature, but a global phenomenon (as New Zealand studies are mirrored by international research).

Severity of Alcohol-related harm in New Zealand

29. Based on the severity of alcohol-related harm and the associated problems New Zealand currently faces, actions must be implemented to reduce alcohol-related harm now.
30. "Binge drinking", or the act of drinking excessive amounts of alcohol in a short period of time, is a growing trend amongst youth in New Zealand. A survey of Maori secondary students showed 31% reported binge drinking and 30% reported heavy binge drinking in a four hour session over a period of four weeks²⁷.
31. The combination of alcohol accessibility and the greater exposure to alcohol advertising are associated with increasing alcohol use, including binge drinking amongst adolescents²⁸.
32. This evidence highlights the relationships between harmful alcohol practices of New Zealand's youth and their exposure to advertising, warranting further restrictions to alcohol advertising. We recommend that decisions made are mindful of the best intentions for public health and consider the collective social responsibilities for our youth.

²⁵ Ibid.

²⁶ For example, Parry et al. (2012) summarises the international spectre relating to alcohol advertising and alcohol related harm. (Parry, C., Burnhams, N. H., & London, L. (2012). A total ban on alcohol advertising: Presenting the public health case. *SAMJ: South African Medical Journal*, 102(7), 602-604).

²⁷ Clark, T. C., Robinson, E., Crengle, S., Sheridan, J., Jackson, N., & Ameratunga, S. (2013). Binge drinking among Māori secondary school students in New Zealand: associations with source, exposure and perceptions of alcohol use. *Clinical Correspondence*.

²⁸ Bryden, A., Roberts, B., McKee, M., & Petticrew, M. (2012). A systematic review of the influence on alcohol use of community level availability and marketing of alcohol. *Health & place*, 18(2), 349-357.

33. Quoting Casswell (2011) in her account of the need for a global response to act as guardians of public health and ensure alcohol corporations are socially responsible, she says:

“There is an urgent need for a comprehensive and well-funded global response to the activities of transnational corporations (TNCs) which are increasing global demand for alcohol by means of sophisticated supply and marketing techniques, and to the TNCs’ front organizations which are working to impede the development of effective policy²⁹.”

Question 6: Do you support further restrictions on alcohol sponsorship to reduce alcohol-related harm?

34. Yes, ARPHS is strongly supportive of further restrictions on alcohol sponsorship to reduce alcohol-related harm.

Question 7: What reasons do you have for your view? Please include details.

Normalisation of heavy drinking

35. ARPHS is concerned about alcohol sponsorship due to its connection with normalising heavy drinking behaviours.
36. Analysis of the televised broadcasts of the Rugby World Cup 2011 (the RWC), the Heineken Open Men’s Tennis Tournament 2012 (the Heineken Open), and the Hertz Wellington International Rugby Board Rugby Sevens 2012 show the pervasiveness of alcohol sponsorship. From the findings of the analysis, billboards advertising alcohol products were shown on average 64 times per hour; 1 alcohol billboard advertisement per minute³⁰.
37. Citing the same study, other results show the impact of alcohol sponsorship in dictating social perceived norms at events with 82% of participants agreeing alcohol consumption was part of the atmosphere of the event³¹.

Children and Sports Alcohol Sponsorship

38. Evidence illustrates a correlation between alcohol sponsorship of sporting teams and codes and unhealthy adolescent attitudes towards alcohol consumption.
39. A case study of alcohol sponsorship and sports has highlighted alcohol branding and imagery is linked to excessive alcohol consumption and socialising children to view these consumption practices as acceptable³².
40. Furthermore, an Australian study looked at whether substantial subconscious efforts of organisations to promote and associate products with sports via sponsorship were recognised by children aged between 5-12 years. It concluded that 76% of subjected children were able to match a sport sponsor with the relevant sport³³.

Manufacturing identity in modernity

41. Sponsorship associates drinking with fun and success, projecting imagined identities that can be achieved via the consumption of alcohol. The attainment of the perceived good values of a sports team/sportsperson, such as their success, is related to the sponsored

²⁹ Casswell, S. (2011). Alcohol harm—the urgent need for a global response. *Addiction*, *106*(7), 1205-1207.

³⁰ Gee, S., Jackson, S. J. & Sam, M. (2013). The culture of alcohol promotion and consumption at major sports events in New Zealand: Research report commissioned by the Health Promotion Agency. Wellington: Health Promotion Agency.

³¹ Ibid.

³² Jones, S. C. (2010). When does alcohol sponsorship of sport become sports sponsorship of alcohol? A case study of developments in sport in Australia. *International Journal of Sports Marketing & Sponsorship*, *11*(3).

³³ Pettigrew, S., Rosenberg, M., Ferguson, R., Houghton, S., & Wood, L. (2013). Game on: do children absorb sports sponsorship messages?. *Public health nutrition*, *16*(12), 2197-2204.

product which, when purchased and consumed, socially bridges the associated values of the team/sportsperson with the consumer.

42. Lyons et al. (2014) utilising critical social theory have argued the freedom and self-expression individuals have promotes a choice to create an identity of self³⁴.
43. The obsession with identity, image and celebrity as cited by Hopkins³⁵, coupled with the saturation of sports and sportspersons with alcohol sponsorship highlight a potentially alarming impact of alcohol sponsorship on the youth of New Zealand.

Question 8: What evidence is available to support your view (please cite references if available, or provide supporting information). Please focus on evidence since 2010 if this is available.

44. As cited in the 2010 Law Commission report findings, research suggests links between alcohol-industry sponsorship of sportspeople, the provision of free or discounted alcoholic beverages, and hazardous drinking³⁶.
45. ARPHS recognises the relationship is complex, but the majority of research shows that for young people participation in sport is associated with greater (mis)use of alcohol, particularly in team sports. As sport is typically charged with strong emotional states and social identification that is less present in other activities³⁷, products presented within sporting contexts maybe more likely to be liked and chosen³⁸.
46. As previously indicated, heavy episodic drinking is increasing among young people. This situation is even more problematic amongst sportspeople where rates of heavy episodic drinking and harm are consistently higher than non-sporting peers and the general population³⁹.
47. In a 2013 study, O'Brien et al found there is an association between receipt of alcohol industry sponsorship, and attendance at alcohol sponsor's drinking establishments, and alcohol related aggression and antisocial behaviour in university students who play sport⁴⁰. Higher Alcohol Use Disorders Identification Test Consumption (AUDIT-C⁴¹) scores, gender and receipt of alcohol industry sponsorship were associated with alcohol-related aggression/antisocial behaviours in university sportspeople⁴².
48. Numerous studies in New Zealand have examined alcohol-related promotion during popular sports events. Gee et al (2013) analysed the alcohol-related promotion and consumption of both the live experience and SKY Sport's television broadcasts of the Rugby World Cup 2011, Heineken Open Men's' Tennis Tournament 2012, The Wellington Sevens and the 2012 New Zealand International Twenty20 and One Day international cricket matches⁴³. Their findings suggested that there is an increasingly naturalised alcohol-sport link in the entertainment experience of major sports events in New Zealand⁴⁴. Based on their findings several recommendations were made including

³⁴ Lyons, A., McCreanor, T., Hutton, F., Goodwin, I., Barnes, H. M., Griffin, C., ... & Samu, L. (2014). Flaunting it on Facebook: Young adults, drinking cultures and the cult of celebrity.

³⁵ Hopkins, S. (2002). Girl heroes: The new force in popular culture. Annandale, Australia: Pluto Press.

³⁶ New Zealand Law Commission. (2010). Alcohol in our lives: Curbing the harm. Law Commission Report No: 114.

³⁷ O'BRIEN, K. S. (2011). Commentary on Terry-McElrath & O'Malley (2011): Bad sport—exorcizing harmful substances and other problems. *Addiction*, *106*(10), 1866-1867.

³⁸ Ibid.

³⁹ Rowland, B., Allen, F., & Toumbourou, J. W. (2012). Impact of alcohol harm reduction strategies in community sports clubs: Pilot evaluation of the Good Sports program. *Health psychology*, *31*(3), 323.

⁴⁰ O'Brien, K. S., Lynott, D., & Miller, P. G. (2013). Alcohol industry sponsorship and alcohol-related harms in Australian university sportspeople/athletes. *Drug and alcohol review*, *32*(3), 241-247.

⁴¹ Alcohol Use Disorders Identification Test-Consumption

⁴² Ibid.

⁴³ Gee, S., Jackson, S. J., & Sam, M. (2014). Carnavalesque culture and alcohol promotion and consumption at an annual international sports event in New Zealand. *International Review for the Sociology of Sport*, 1012690214522461.

⁴⁴ Ibid.

the elimination of alcohol promotions that endorse the 'party' or carnival-esque atmosphere⁴⁵. They conclude that further investigation is required of local and international policies and pathways such as France's model of Loi Evin to reduce alcohol-related harm⁴⁶.

49. Pettigrew et al's (2013) study, as briefly noted in ARPHS' response to question 7, demonstrates children are likely to be subconsciously absorbing sports sponsorship messages⁴⁷. More than 160 children aged between five and twelve took part in an activity that assessed their conscious and subconscious associations between sporting teams and a range of sponsors. The researchers found that more than three-quarters of the children aligned at least one correct sponsor with the relevant sport. The researchers concluded that this was a concern given the current extent of sponsorship from alcohol and fast food companies. They recommended limiting children's exposure to sponsorship messages about unhealthy food and drinks as an important element of public policy efforts.

Question 9: Do you think the available evidence is strong enough for changes to be made now? Explain your reasons.

50. As with our response to question 5, ARPHS calls for immediate changes to alcohol sponsorship. The available evidence is strong and sufficiently consistent for action to be taken now to reduce alcohol-related harm.

Types of possible restrictions

Question 10: If further restrictions to alcohol advertising are necessary, what do you think should be done?

51. ARPHS recommends the following restrictions to alcohol advertising:
- a. Change from voluntary self-regulation to more robust statutory regulations for alcohol advertising;
 - b. An independent statutory agency is established to monitor and enforce regulations;
 - c. All alcohol advertising, other than communicating objective product information, is restricted in all New Zealand media, including on social networking sites;
 - d. All alcohol advertising is complemented with health advisory statements;
 - e. Areas frequented by or within the vicinity of youths must not display alcohol advertisements (e.g. cinemas, public transport hubs, music festivals);
 - f. The introduction of a television and radio watershed hour of 10pm, with commercial broadcasting length not exceeding six minutes per hour after that time;
 - g. The legalisation of "moderation time"; and
 - h. A complete ban of utilising alcohol as a prize or an incentive.

Question 11: How would these proposed restrictions work in practice to reduce alcohol-related harm (e.g. crime, disorder, negative public health outcomes)?

The failure of Industry self-regulation

52. ARPHS strongly recommends the implementation regulatory restrictions on alcohol as opposed to voluntary self-regulation.

⁴⁵ Ibid.

⁴⁶ Ibid.

⁴⁷ Pettigrew, S., Rosenberg, M., Ferguson, R., Houghton, S., & Wood, L. (2013). Game on: do children absorb sports sponsorship messages?. *Public health nutrition*, 16(12), 2197-2204.

53. The research clearly shows that voluntary self-regulation, fails to effectively restrict alcohol advertising in a way that reduces alcohol related harm.
54. In the most recent evaluation of research and public policies on alcohol, industry self-regulation of alcohol advertising through voluntary codes is rated as ineffective as a strategy for reducing consumption or alcohol-related harm⁴⁸.
55. ARPHS considers that Industry voluntary codes (known as self-regulation) will be the preferred option of the alcohol industry, and it may therefore actively advocate for its adoption and retention. An analysis of internal documentation has found the Australian alcohol industry advertising strategy is aggressive and runs counter to the values of self-regulation⁴⁹.
56. Industry voluntary codes are not appropriate for limiting the amount of alcohol advertising and other marketing to meet a government objective of reduced exposure to commercial messages that encourage alcohol use by young people.
57. Past experiences show that voluntary industry codes are frequently infringed, tend to be under-enforced and are prone to collapse if one or more advertisers no longer participate⁵⁰. Experience also shows us that it is not possible to rely on complaints by the public or the industry itself to adequately pre-vet, interpret and enforce alcohol marketing standards in the public interest⁵¹.
58. Though the following research sits outside the temporal criteria as requested by the Forum, the information provided by Saffer & Dave (2002) is too important to disregard when discussing the necessity of statutory alcohol advertisement restrictions. In their study of 20 countries over 26 years, Saffer & Dave (2002) empirically examine the relationship between alcohol advertising bans and alcohol⁵². The results of their findings (Graph 1) supports ARPHS' recommendation that restrictions on alcohol advertising work, but guaranteeing their success will require these restrictions to be regulatory.

⁴⁸ Thomas Babor (Ed.). (2010). *Alcohol: no ordinary commodity: research and public policy*. Oxford University Press.

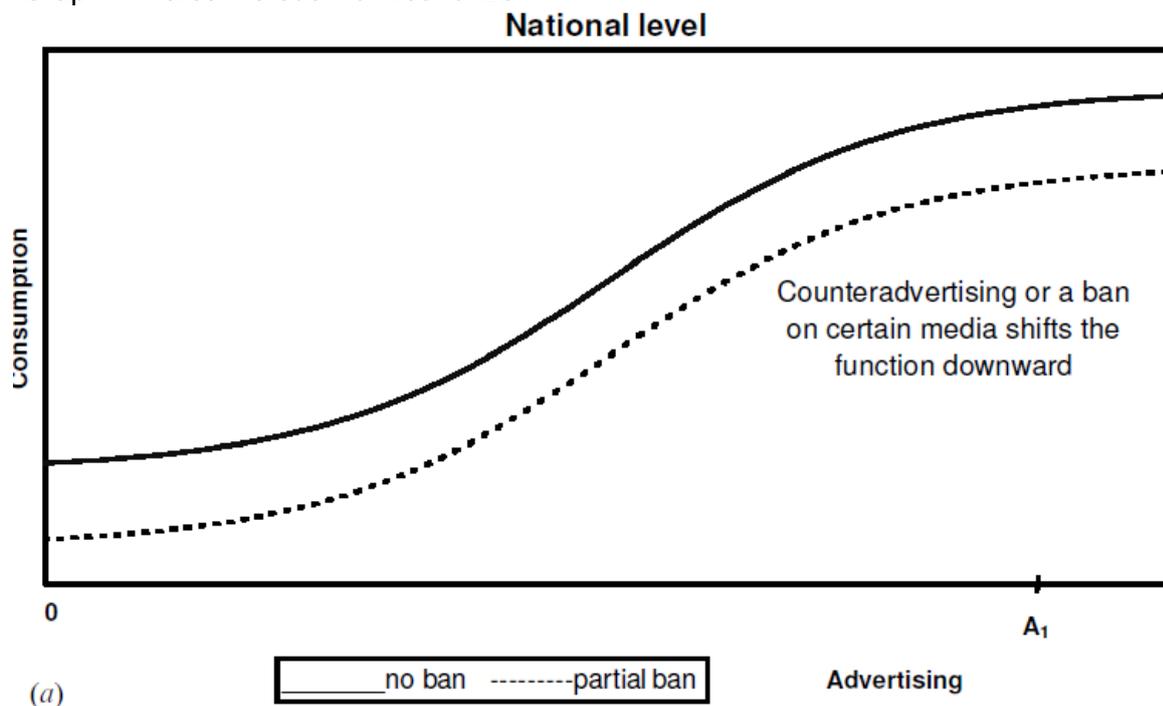
⁴⁹ Hastings, G. (2009). "They'll drink bucket loads of the stuff": an analysis of internal alcohol industry advertising documents.

⁵⁰ Thomas Babor (Ed.). (2010). *Alcohol: no ordinary commodity: research and public policy*. Oxford University Press.

⁵¹ Jones, S. C., & Donovan, R. J. (2002). Self-regulation of alcohol advertising: is it working for Australia?. *Journal of Public Affairs*, 2(3), 153-165.

⁵² Saffer, H., & Dave, D. (2002). Alcohol consumption and alcohol advertising bans. *Applied Economics*, 34(11), 1325-1334.

Graph 1: Partial versus No Alcohol Ban⁵³



59. ARPHS recommends that the Loi Evin model of regulations are drawn upon for consideration to compliment the recommendations found in the 2010 Law Commission's report⁵⁴. France has the most comprehensive regulation on alcohol marketing worldwide, limiting both exposure and content. Following a period of unregulated marketing of alcohol, a high level of community and medical concern led to the adoption of the Loi Evin in 1991⁵⁵. It has also been applied in the French territories of the Western Pacific Region. The law states that alcohol advertising on television and in cinemas is not permitted. It is only authorised in print media (not targeted to young people), on radio and on billboards or signage and related to places of manufacture or sale and trade communications.
60. The French law specifically prohibits alcohol sponsorship and also the sale of alcohol in gyms and other sports facilities. The combination of these provisions means there is no longer alcohol signage on sports fields captured by televised sports coverage⁵⁶. This law has resulted in the language of alcohol advertising losing most of its seductive character. There has been a complete disappearance of the drinker and drinking environments from the images, in favour of highlighting the product itself.
61. The Loi Evin not only restricts the type of media in which alcohol may be advertised, but also restricts the content of permitted advertisements to factual information on the quality and origins of the alcohol product advertised⁵⁷. This approach was a response to highly sexualised imagery in alcohol ads in the 1980s⁵⁸. By restricting the content of advertisements, French alcohol is no longer linked to young adult lifestyles, humorous

⁵³ Ibid.

⁵⁴ An example of combing this can be seen in Table 3.

⁵⁵ Gee, S., Jackson, S., Sam, M. (2013). The culture of alcohol promotion and consumption at major sports events in New Zealand. Commissioned by the Health Promotion Agency: Wellington

⁵⁶ Alcohol Concern (2013). Alcohol advertising regulation that balances commercial and public interest. London: UK.

⁵⁷ Rigaud, A., & Craplet, M. (2004). The 'Loi Evin': a French exception. *The Globe*, 1(2), 33-36.

⁵⁸ Ibid.

situations or masculine imagery that make alcohol ads attractive to young people in many other countries⁵⁹.

Support for Loi Evin

62. General support for Loi Evin comes from statistics showing France's alcohol consumption patterns reducing yearly by 1% from its inception⁶⁰. But this gradual reduction of alcohol consumption in France should not ignore other positive changes including the cultural trend for the reduction of alcohol consumption⁶¹.
63. In terms of public health, Loi Evin has been linked to reduced alcohol associated deaths especially those linked with Cirrhosis.
64. Cirrhosis is the result of advanced liver disease and is usually characterised by the replacement of soft healthy tissue with lumps and hard scar tissue⁶².
65. In New Zealand, alcoholic liver cirrhosis is amongst one of the leading causes of death due to alcohol consumption⁶³. Figures show Alcoholic liver cirrhosis was a common cause of alcohol-attributable deaths for 30–69 year old females and 45–69 year old males⁶⁴.
66. Table 2 illustrates the high percentage of New Zealand deaths in 2007 as a result alcoholic liver cirrhosis in comparison to other causes of alcohol-attributed deaths.

Table 2 : Top five causes of alcohol-attributed (AA) deaths (0-79 years; New Zealand 2007)⁶⁵

Males	% of AA deaths	Females	% of AA deaths
Māori	(N = 124)	Māori	(N = 62)
Road traffic injuries	32.1%	Female breast cancer	19.0%
Other unintentional injuries	13.1%	Road traffic injuries	17.4%
Self-inflicted injuries	10.2%	Ischaemic heart disease	16.3%
Alcoholic liver cirrhosis	5.7%	Alcoholic liver cirrhosis	6.5%
Drownings	5.6%	Haemorrhagic stroke	6.4%
Non-Māori	(N = 414)	Non-Māori	(N = 203)
Road traffic injuries	15.8%	Female breast cancer	29.3%
Alcoholic liver cirrhosis	13.3%	Haemorrhagic stroke	12.2%
Self-inflicted injuries	10.6%	Alcoholic liver cirrhosis	10.8%
Other unintentional injuries	7.6%	Colon cancer	8.5%
Oesophagus cancer	7.4%	Road traffic injuries	7.5%

67. In the UK, 80% of all liver deaths are a result of alcohol-related cirrhosis⁶⁶.
68. In comparing cirrhosis mortality rates amongst 8 European countries, including the UK, France as a direct result of Loi Evin has seen the greatest reduction in deaths associated with cirrhosis⁶⁷.
69. The French law of Loi Evin provides necessary alcohol advertising regulations, including restrictions and health warnings, that ARPHS proposes can similarly reduce the impact of alcohol-related harm in New Zealand.

⁵⁹ Chen, M. J., Grube, J. W., Bersamin, M., Waiters, E., & Keefe, D. B. (2005). Alcohol advertising: what makes it attractive to youth?. *Journal of health communication*, 10(6), 553-565.

⁶⁰ Rigaud, A., & Craplet, M. (2004). The 'Loi Evin': a French exception. *The Globe*, 1(2), 33-36.

⁶¹ Ibid.

⁶² American Liver Foundation. (2012). Cirrhosis. Accessed from: <http://www.liverfoundation.org/abouttheliver/info/cirrhosis/>

⁶³ Connor, J., Kydd, R., Rehm, J., & Shield, K. (2013). Alcohol-attributable burden of disease and injury in New Zealand: 2004 and 2007 (p. 3). Research report commissioned by the Health Promotion Agency.

⁶⁴ Ibid.

⁶⁵ Ibid.

⁶⁶ Sheron, N., Olsen, N., & Gilmore, I. (2008). An evidence-based alcohol policy. *Gut*, 57(10), 1341-1344.

⁶⁷ Sheron, N., Olsen, N., & Gilmore, I. (2008). An evidence-based alcohol policy. *Gut*, 57(10), 1341-1344.

Independent Statutory Agency

70. ARPHS strongly recommends establishing an independent government agency to regulate advertising Stage 2 and stage 3 of the 2010 Law Commission's recommendations in order to effectively reduce alcohol related harm caused by alcohol advertisements.

71. The 2010 Law Commission's Stage 2 and Stage 3 recommendations are summarised in the following Table 3.

Table 3: A Summary of Stages 2 & 3 from the 2010 Law Commission report⁶⁸

Stage 2	Stage 3
<ul style="list-style-type: none"> • A television and radio watershed hour of 10pm, with a requirement that broadcast liquor advertising does not exceed six minutes per hour and no more than two advertisements for liquor in a single commercial break. • Public transport and movie theatres should not be venues for alcohol advertising, given their high use by young people. • Sport and cultural events such as music festivals should not be venues for alcohol advertising, given their high use by young people. • No producer or retailer should be able to provide alcohol-related branding, equipment or merchandise for any school or sporting, cultural or social club or activity or event where 10% or more of the participants are under the legal purchase age. This would include, for example, no advertising material in a sports club bar and no sponsorship messages displayed at sports grounds or other public venues hosting school-age participants. • The provision of "moderation time" should be formalised in law. For every five alcohol advertisements broadcast, the broadcaster should provide for one broadcast of a moderation message of substantially similar value. • Restrictions on internet-based promotions should be considered • Sponsorship messages should not depict products. The use of logos in 	<ul style="list-style-type: none"> • Restrictions to messages and images may refer only to the qualities of products, such as origin, composition, means of production and patterns of consumption; • The banning of images of drinkers or the depiction of a drinking atmosphere; • Only allowing advertising in press with a majority readership over 20 years of age; • No alcohol-related sponsorship of any cultural or sport events or activities. • The longer term, no alcohol advertising should be allowed in any media other than advertising that communicates objective product information, including the characteristics of the beverage, the manner of its production

⁶⁸ New Zealand Law Commission. (2010). Alcohol in our lives: Curbing the harm. Law Commission Report No: 114.

<p>sponsorship messages should be minor.</p> <ul style="list-style-type: none"> Alcohol should not be allowed to be used as a prize or incentive. It is our view that legislative measures to implement exposure controls should be the aim of stage 2, but the potential effect of such measures must also be carefully considered. 	
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72. The Western Pacific Regional Strategy to Reduce Alcohol-Related Harm recommends that an independent government agency be made responsible for monitoring and enforcement of marketing regulations⁶⁹. This action can include monitoring compliance with legislation to reduce exposure and industry voluntary codes on standards. As an independent body, it could replace the industry’s complaints committee. It can also monitor and report to government on any new forms of alcohol marketing that may arise, and commission research as required.

73. We propose this independent body could be funded from excise tax or an additional levy on alcohol.

Clear alcohol advertisement restrictions

74. As the link between alcohol consumption and alcohol advertising is well documented, ideally ARPHS supports a complete ban on all alcohol advertising. Considering the political context of New Zealand we recommend alcohol advertising should be restricted as exemplified by the French Law Loi Evin⁷⁰ combined with the recommendations set out in stage 2 and 3 from the 2010 Law Commission report (Table 4). We believe this synthesis will provide a robust tool in the control and restriction of alcohol advertisement in New Zealand.

Table 4: Loi Evin and 2010 Law Commission recommendations

Type of Control	Details of control
Definition of alcohol	<ul style="list-style-type: none"> All drinks over 1.2% alcohol by volume are considered as alcoholic beverages Alcohol cannot be used as a prize or an incentive Producer or retailer prohibited to provide alcohol-related branding, equipment or merchandise for any school or sporting, cultural or social club or activity or event where 10% or more of the participants are under the age of 20.
Place of advertisement	<ul style="list-style-type: none"> No advertising should be targeted at young people

⁶⁹WHO. (2009). Western Pacific Regional Strategy to Reduce Alcohol-Related Harm: How to develop an action plan to implement the strategy. World Health Organisation.

⁷⁰ <http://www.ias.org.uk/uploads/pdf/Factsheets/Marketing%20and%20alcohol%20FS%20May%202013.pdf>

	<ul style="list-style-type: none"> • No advertising is allowed on television or the radio before 10pm and must be for a duration of 6 minutes per hour • No advertising in or within areas frequented by youths including: cinemas, public transport hubs, and music events. • No sponsorship of cultural or sport events is permitted • As per the 2010 Law Commission report, advertising is permitted only in the press for adults where the majority of readership is over 20 years, • Only under precise conditions at special events or places such as wine museums.
Content of advertisement	<p>Messages and images should refer only to the qualities of the products such as:</p> <ul style="list-style-type: none"> • degree, • origin, • composition, • means of production, & • patterns of consumption <p>A health message must be included on each advertisement to the effect that “alcohol abuse is dangerous for health”</p>

75. ARPHS recommends restrictions of similar effect must also be placed on non-traditional avenues of alcohol advertising such as social media.

Question 15: If further restrictions to alcohol sponsorship are necessary, what do you think should be done?

76. ARPHS recommends the following restrictions to alcohol sponsorship:

- a. Alcohol sponsorship of sporting and cultural events is phased out as soon as possible; and
- b. That a portion of the government alcohol excise tax be ring-fenced to provide alternative sponsorship for sport and cultural activities.

Question 16: How would these proposed restrictions work in practice to reduce alcohol-related harm (e.g. crime, disorder, negative public health outcomes)?

Public Health and alcohol-related harm

77. From a public health perspective, alcohol-related harm is multi-dimensional and adversely affects all populations. Alcohol consumption can contribute to 60 different

pathological condition⁷¹, foetal disorders⁷², and adversely affects the brain development of youth⁷³. Hazardous consumption of alcohol has significant costs to society, communities, families, and individuals through increasing violence, crime, injury, disease and death. The economic cost of alcohol harm to society was estimated to be \$4.9 billion in 2005/06⁷⁴.

'Be the influence' model in Australia

78. ARPHS highly recommends that there should be no alcohol sponsorship of sports, clubs, grounds, and events. Alternative models of sports, club, grounds, and event sponsorship should be utilised as exemplified by the *Be the influence* model in Australia.
79. *Be the Influence* discourages alcohol consumption, binge drinking, and provides alcohol-free sporting environments⁷⁵. This Australian government initiative ensures sporting environments ranging from national and community level are provided 'alcohol promotion free'⁷⁶.
80. Box 1 illustrates the Code of conduct as utilised by Surfing Western Australia a signee of the Australian Government's *Be the influence* initiative.

Box 1: Surfing Western Australia: Code of Conduct⁷⁷

Code of Conduct

- Board riding clubs are required to support an alcohol and smokefree environment at the State and National events. This includes:
- No alcohol is to be brought into the event area of any State event or the National Finals
- No alcohol branding on any club items is allowed to be brought into event areas such as tents, towels, t-shirts, eskies etc.
- All areas of the event sites are alcohol and smoke-free
- No alcohol at presentation ceremonies
- Do not hand winners any alcoholic drinks in celebrations
- No references to alcohol during any acceptance speeches
- Any breaches of the above guidelines by club members or supporters will result in immediate disqualifications

Question 17: What evidence is available that your proposal(s) would work?

De-normalisation of excessive alcohol consumption

81. ARPHS supports the complete removal of alcohol sponsorship and believes this will assist in the de-normalisation of high and harmful levels of alcohol consumption in society.
82. ARPHS is particularly supportive of the physical and imagery-related separation between sports and alcohol consumption.
83. The Richmond Rovers Rugby League and Sports Club provides a flagship example of non-alcohol avenues of generating revenue in funding club operations. The Auckland Rugby League Club situated in the inner Auckland city suburb of Grey Lynn, has recently

⁷¹ WHO. (2009). Harmful Use of Alcohol: The Problem. Accessed from: http://www.who.int/nmh/publications/fact_sheet_alcohol_en.pdf

⁷² Ibid.

⁷³ Squeglia, L. M., Jacobus, J., & Tapert, S. F. (2009). The influence of substance use on adolescent brain development. *Clinical EEG and neuroscience*, 40(1), 31-38.

⁷⁴ Slack, A., Nana, G., Webster, M., Stokes, F., & Wu, J. (2009). Costs of harmful alcohol and other drug use. *BERL Economics*, 40.

⁷⁵ *Be the Influence*, accessed from the website:

<http://www.tacklingbingedrinking.gov.au/internet/tackling/publishing.nsf/content/what-is-the-CSF>

⁷⁶ Ibid.

⁷⁷ Taken from Surfing Western Australia's website at: <https://www.surfingaustralia.com/wa/event.php?id=864>

transformed into an alcohol free club in 2014, utilising non-alcohol sponsorship and paid club membership as sources of revenue to fund the club's operations.⁷⁸ Table 5 draws attention to key benefits and corresponding achievements.

Table 5: Benefits of an Alcohol free club⁷⁹

Performance indicator	How this is achieved
Enhanced community, social, and health responsibility.	<ul style="list-style-type: none"> ➤ An innovative framework of alcohol management that enhances family friendly values ➤ Encouragement of Grey Lynn community spirit ➤ A safer community with less temptation for at risk drink drivers ➤ Reduction in the misuse of alcohol and related problems for club members ➤ Saving of money otherwise spent on alcohol by players, supporters and club members ➤ Health gains for players, club members and their families ➤ Display of club support for the Premier coaching team who self-imposed a liquor ban for the Premier team during the 2013 season ➤ Opportunity for combined Senior and Junior prize giving at every home game ➤ An improved club image encouraging a favourable outlook from junior member's parents, the wider community and funding agencies (ASB community trust and the Health Promotion Agency (HPA))
Reduction in operational costs	<ul style="list-style-type: none"> ➤ No need for paid licensed bar staff ➤ No need for paid security staff ➤ Reduction in club operating expenses ➤ Reduced maintenance costs of premises wear and tear
Reduction in nuisances related to alcohol	<ul style="list-style-type: none"> ➤ No need for club members to police fundraisers and lock up after social

⁷⁸ Taken from the Richmond Rovers Rugby League Club website at: <http://www.richmondroversrugbyleague.com/2/post/2014/03/richmond-rovers-rugby-league-sports-club-to-become-alcohol-free-in-2014.html>

⁷⁹ Taken from the Richmond Rovers Rugby League Club website at: <http://www.richmondroversrugbyleague.com/2/post/2014/03/richmond-rovers-rugby-league-sports-club-to-become-alcohol-free-in-2014.html>

	<p>functions</p> <ul style="list-style-type: none"> ➤ No more noise complaints from Grey Lynn Park residents ➤ No more complaints of broken bottles outside the club premises and in car parks ➤ No more late night drinkers at the club room
Encourage and strengthening local business relationships	<ul style="list-style-type: none"> ➤ An opportunity to build relationships with local businesses ➤ An opportunity to obtain sponsorship with corporate socially responsible businesses

New Zealand's Smokefree Model

84. New Zealand's Smokefree Model is a local example that can be carried over to the restrictions to alcohol advertisement and sponsorship.

85. The following portrays a short summary of New Zealand's history of restriction placed upon Tobacco advertisements and sponsorships:

- Tobacco advertising was banned
 - on TV and radio in 1963⁸⁰;
 - in cinemas and on billboards in 1973⁸¹; &
 - in print media in 1990⁸².
- Tobacco sponsorship was phased out and tobacco signage banned from outside shops in 1995⁸³.
- Tobacco displays themselves were banned in 2012⁸⁴.

86. A review of the impact of New Zealand's tobacco control programme, including restrictions to tobacco advertising, from 1985 to 1998 shows a 45% reduction in tobacco consumption for adults aged 15+ years⁸⁵.

87. Studies of the smoking prevalence of New Zealand's socioeconomic disadvantaged and ethnicity against tobacco control efforts in New Zealand between 1996-2006 also show support for the implementation of tobacco control policies in reducing smoking-related harm⁸⁶.

Sports sponsorship and Tobacco

88. Sports sponsorship was taken over by the then Health Sponsorship Council (Now called the Health Promotion Agency) The Health Promotion Agency (HPA) is a Crown entity

⁸⁰ Smokefree 2025. (2012). History of Tobacco in New Zealand. Accessed from: <http://smokefree.org.nz/history-tobacco-new-zealand-0>

⁸¹ Ibid.

⁸² Thomson, G., & Wilson, N. (1997). Resource Document, a Brief History of Tobacco Control in New Zealand. AFPHM (NZ).

⁸³ Thomson, G., & Wilson, N. (1997). Resource Document, a Brief History of Tobacco Control in New Zealand. AFPHM (NZ).

⁸⁴ Smoke-free Environments (Controls and Enforcement) Amendment Act 2011. S23a.

⁸⁵ Laugesen, M., & Swinburn, B. (2000). New Zealand's tobacco control programme 1985-1998. *Tobacco Control*, 9(2), 155-162.

⁸⁶ Salmund, C., Crampton, P., Atkinson, J., & Edwards, R. (2012). A decade of tobacco control efforts in New Zealand (1996–2006): impacts on inequalities in census-derived smoking prevalence. *Nicotine & Tobacco Research*, 14(6), 664-673.

established under the New Zealand Public Health and Disability Amendment Act 2012⁸⁷. It has a Board that is appointed by the Minister of Health⁸⁸.

89. The HPA was formed on 1 July 2012 through the merger of the Alcohol Advisory Council (ALAC) and Health Sponsorship Council (HSC) and some health promotion functions previously delivered by the Ministry of Health⁸⁹.
90. The HPA is funded from Vote Health, the levy on alcohol produced or imported for sale in New Zealand and part of the problem gambling levy⁹⁰. This is also where sporting organisations seek alternative sponsorship support for their sporting bodies that were traditionally provided by tobacco companies⁹¹.
91. The HSC has successfully sponsored the Smokefree Rally (1995-1997) and the Smokefree Fashion Awards (1996-1998)⁹². More recently HPA has sponsored Smokefree Pacifica Beats in 2011, recording 98 bands, 84 schools, and 3,760 people in attendance.

Impacts of proposals

Question 20: Who would be affected by your proposals to restrict alcohol advertising and how?

92. Our proposals would potentially have a positive impact on anyone exposed to or dealing with the impact of current alcohol advertising including young people, Maori, Pacific people, low socioeconomic communities, the general population, health services, and the police.
93. Lessening the exposure for vulnerable populations should result in reductions of alcohol consumption and subsequent reductions of alcohol-related harms.
94. Alcohol advertising has been shown to normalise drinking in greater contexts, brings positive beliefs about drinking, and encourages young people to drink earlier and in great quantities⁹³.
95. A survey of Maori secondary students showed 31% reported binge drinking⁹⁴ mirrored by their Pacific counterparts at similarly high rates of excessive alcohol consumption⁹⁵.
96. These trends can be deemed *unsurprising* when understood with the internal workings of the alcohol industry. Internal alcohol industry documentation accessed in the UK by Hastings et al. has been shown to include references to the targeting and marketing to new drinkers rather than existing patrons with campaigns specifically designed to appeal to youth⁹⁶.
97. Low socio-economic populations are more prone to harmful alcohol consumption practices⁹⁷, but as analysis of several European countries has shown, stricter alcohol

⁸⁷ New Zealand Public Health and Disability Amendment Act 2012, s 57

⁸⁸ Health Promotion Agency. (2013). Statement of Intent 2013-2016. Wellington, New Zealand.

⁸⁹ Ibid.

⁹⁰ Ibid.

⁹¹ Ibid.

⁹² <http://smokefree.org.nz/smokefree-rally-and-smokefree-fashion-awards>

⁹³ Gordon, R., MacKintosh, A. M., & Moodie, C. (2010). The impact of alcohol marketing on youth drinking behaviour: a two-stage cohort study. *Alcohol and Alcoholism*, 45(5), 470-480; & Anderson, P., De Bruijn, A., Angus, K., Gordon, R., & Hastings, G. (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol and alcoholism*, 44(3), 229-243.

⁹⁴ Clark, T. C., Robinson, E., Crengle, S., Sheridan, J., Jackson, N., & Ameratunga, S. (2013). Binge drinking among Māori secondary school students in New Zealand: associations with source, exposure and perceptions of alcohol use. *Clinical Correspondence*.

⁹⁵ Teevale, T., Robinson, E., Duffy, S., Utter, J., Nosa, V., Clark, T., ... & Ameratunga, S. (2012). Binge drinking and alcohol-related behaviours amongst Pacific youth: a national survey of secondary school students. *Clinical Correspondence*.

⁹⁶ Hastings, G., Brooks, O., Stead, M., Angus, K., Anker, T., & Farrell, T. (2010). Failure of self regulation of UK alcohol advertising. *BMJ*, 340.

⁹⁷ Giskes, K., Turrell, G., Bentley, R., & Kavanagh, A. (2011). Individual and household-level socioeconomic position is associated with harmful alcohol consumption behaviours among adults. *Australian and New Zealand journal of public health*, 35(3), 270-277.

advertisement restrictions have been directly linked to a lowering of hazardous drinking across populations⁹⁸.

98. Placing restrictions on alcohol advertising and its associated reductions in harmful alcohol consumption, will incur lower governmental costs associated with managing alcohol and related harms. The cost of harmful drug use in New Zealand during 2005/06 was estimated at \$330 million for the Health care sector and \$942.6 million over the same period for New Zealand Police⁹⁹.

Question 22: Who would be affected by your proposals to restrict alcohol sponsorship and how?

99. As with ARPHS's response to question 20, our proposal will potentially have a positive impact on anyone exposed to current alcohol sponsorship especially young people, Maori, Pacific, low socioeconomic communities, general population, health services, and police resources.

Ongoing and new challenges

Question 24: What ongoing and emerging challenges does the Forum need to take into account when considering whether further restrictions on alcohol advertising are necessary to reduce alcohol-related harm?

100. ARPHS recommends the forum taken account of the readily accessible, culturally popular, and cost effective means presented by technology for the alcohol industry to utilise in advertising is products. For example, advertising on social media sites such as Facebook, direct messaging of alcohol-related promotions to mobile phones, and alcohol-related applications accessed from GPS-enabled smartphone technology.

Social media and advertising

101. A recent New Zealand study by Lyons et al. (2014) entitled *Flaunting it on Facebook: young adults, drinking cultures and the cult of celebrity* explores the ways in which new technologies are being used by a range of young people (and others, including marketers) in drinking practices and drinking cultures.¹⁰⁰
102. Lyons et al. (2014) argue technologies impact on young adults' behaviours and identities, and how this varies across young adults of diverse ethnicities (Māori, Pacific, and Pakeha), social classes and genders. There were 141 participants that took part in the study who were aged between 18-25 years of age. Key findings demonstrated that social technologies play a crucial role in young adults' drinking cultures and processes of identity construction.
103. The authors examine alcohol companies' employment of social media to market their products to young people in sophisticated ways that meant the campaigns and actions were rarely perceived as marketing. Online alcohol marketing initiatives were actively appropriated by young people and reproduced within their Facebook pages to present tastes and preferences, facilitate social interaction, construct identities, and more generally develop cultural capital.¹⁰¹
104. Box 2 summarises the research from this recent study, as presented by Associate Professor Antonia Lyons in Wellington, 2013.

⁹⁸ Bosque-Prous, M., Espelt, A., Guitart, A. M., Bartroli, M., Villalbí, J. R., & Brugal, M. T. (2014). Association between stricter alcohol advertising regulations and lower hazardous drinking across European countries. *Addiction*.

⁹⁹ Slack, A., Nana, G., Webster, M., Stokes, F., & Wu, J. (2009). Costs of harmful alcohol and other drug use. *BERL Economics*, 40.

¹⁰⁰ Lyons, A. C., McCreanor, T., Hutton, F., Goodwin, I., Moewaka Barnes, H., Griffin, C., Vroman, K., O'Carroll, A.D., Niland, P., & Samu, L. (2014). *Flaunting it on facebook: young adults, drinking cultures and the cult of celebrity*. Research Report, March 2014. Massey University of Psychology: Wellington.

¹⁰¹ Ibid.

Box 2: The culture of intoxication: Young adults, social networking and alcohol marketing¹⁰²

- Digital alcohol marketing is not perceived by users as marketing, rather as useful information
- Marketing in personal notifications - i.e. as 'friends'. Blurring and redefining relationship between viewer and marketer
- Mobile marketing - dynamic, instantaneous, and real time.
- Viral Marketing
- Providing personal data to alcohol companies via data mining and algorithms
- Blurring user and commercial content
- Incentives for interaction on Alcohol companies Facebook pages
- Ongoing interactions, facilitating engagement & awareness; going beyond to friends & friends of friends.

105. These findings are of even more interest when they are related to previous research into the transformation of marketing into interactive experiences with highly personalised content that influences how we consume and purchase.¹⁰³

Mobile phones

106. Direct text messaging of alcohol advertisements and special rates to mobile phones is an issue ARPHS recommends the Forum will need to address. According to Chester (2012), mobile phones and location marketing can also be used by marketers to "geo-target" users in a specific geographic area and at defined times.¹⁰⁴ In light of the documentation of the role of social media in the lives of New Zealander's youth, ARPHS is concerned by these marketing behaviours in their ability to track and directly market to young people.

Question 25: What action, if any, could be taken to address these matters?

107. ARPHS understands the complete ban or censorship of alcohol company's web-based profiles may constitute offences to the intellectual property rights and liberal abilities of these companies to interact with the market.

108. Other actions such as restricting internet content via content filters can lead to and inadvertently and unfairly reduce the internet quality and speed for all users.

109. ARPHS proposes our recommendations as outlined in response to question 10 should equally be applied to new technologies.

110. Considering the blurring of relationships between user and commercial content in new technological interactions, ARPHS further recommends a complete ban on all direct messaging to individuals.

Question 26: What ongoing and emerging challenges does the Forum need to take into account when considering whether further restrictions on alcohol sponsorship

¹⁰² Lyons, A. (2013). The culture of intoxication: Young adults, social networking and alcohol marketing. Presented at The perils of alcohol advertising, Wellington, March 2013.

¹⁰³ Chester, J. (2012). *The digital marketing of alcoholic beverages to youth: how social media, mobile devices, personalised data collection and neuromarketing have transformed the global advertising landscape. Personal communication.* Global Alcohol Policy Conference. Thailand, 13-15 February, 2012.

¹⁰⁴ Ibid.

(e.g. of sporting, cultural and other events) are necessary to reduce alcohol-related harm?

Ongoing alcohol sponsorship

111. Sponsorship of sporting clubs, sportspersons, stadiums, and events has been normalised to date, and the consumption of alcohol in excessive amounts has followed suit. We believe separating these two ‘products’ makes perfect sense as their characteristics are completely different. In our opinion, Alcohol is characterised by its frequently negative effects on human health whereas sport is primarily characterised by benefits for healthy and general well-being.
112. The segregation of alcohol sponsorship with sports will create a window of opportunity for sporting codes/clubs to further develop relationships and a greater sense of interconnectedness with their communities through new non-alcohol related sponsorships. In situations where non-alcohol related sponsorship can not be fostered, this is a matter for the Forum and the Government to actively and to consider alternative avenues of funding for sports clubs and similar events.

Technology and sponsorship

113. ARPHS concerns are similarly canvassed in our response to question 24 in that the utilisation of technology, especially social media sites like Facebook, present an unregulated and unfiltered means for the alcohol industry to promote its alcohol-based products to vulnerable populations.

Question 27: What action, if any, could be taken to address these matters?

114. We recommend our response to question 15 be considered as recommendations to address *Ongoing alcohol sponsorship* and *Technology and sponsorship* matters documented in our previous response.
115. In addition to these, ARPHS recommends that if sport clubs, sporting codes, and events are sponsored by alcohol companies, then any web-based ‘home’ websites or any online profiles of the named sport clubs, sporting codes or events should not display any links or advertisements associated with alcohol or alcohol consumption. We wish for this recommendation to be considered especially within the interim period towards the goal of a complete ban on alcohol sponsorship.
116. ARPHS recommends the Government needs to work with other countries to develop mechanisms to restrict alcohol marketing. There is a recognition of the need for governments to collaboratively address the way alcohol is promoted in society¹⁰⁵. Many governments are recognising that they have the responsibility to protect their people from the risks and harm associated with alcohol, this freely available but no ordinary commodity.

Other comments

Question 28: Do you have any other comments?

117. ARPHS has no additional comments.

Conclusion

118. ARPHS appreciates the opportunity to provide feedback to the Secretariat for Ministerial Forum on Alcohol Advertising & Sponsorship.
119. We strongly request that the Forum to view the research made available in this submission in light of the burden of alcohol-related harm in New Zealand. Thereby

¹⁰⁵ Parry, C., Burnhams, N. H., & London, L. (2012). A total ban on alcohol advertising: Presenting the public health case. SAMJ: South African Medical Journal, 102(7), 602-604).

recognising New Zealand's moral responsibility to protect its vulnerable populations, including our youth, by separating the context and environments these populations navigate in their day to day lives and the associated risks from exposure to the promotional activities of alcohol.

120. In this submission, ARPHS has recommended the need for statutory regulations of alcohol advertising. These regulations pertaining to the definition, content and place of alcohol advertisement need to be monitored and enforced by an independent statutory agency.
121. In regards to alcohol sponsorship, we have recommended alcohol sponsorship of sporting and cultural events be phased out as soon as possible, with a portion of government alcohol excise tax be ring-fenced to provide alternative sponsorship for sport and cultural activities.

Appendix 1 - Auckland Regional Public Health Service

Auckland Regional Public Health Service (ARPHS) provides public health services for the three district health boards (DHBs) in the Auckland region (Auckland, Counties Manukau and Waitemata District Health Boards), with the primary governance mechanism for the Service resting with Auckland District Health Board.

ARPHS has a statutory obligation under the New Zealand Public Health and Disability Act 2000 to improve, promote and protect the health of people and communities in the Auckland region. The Medical Officer of Health has a delegated enforcement and regulatory role under the Health Act 1956 and other legislative designations to protect the health of the community.

ARPHS' primary role is to improve population health. It actively seeks to influence any initiatives or proposals that may affect population health in the Auckland region to maximise their positive impact and minimise possible negative effects on population health.

The Auckland region faces a number of public health challenges through changing demographics, increasingly diverse communities, increasing incidence of lifestyle-related health conditions such as obesity and type 2 diabetes, outstanding infrastructure needs, the balancing of transport needs, and the reconciliation of urban design and urban intensification issues.

Auckland Rugby League Inc.



**Submission on the Review of the Alcohol Advertising and
Sponsorship**

Presented by

"I do not give permission for my personal details to be released to persons requesting my submission under the Official Information Act 1982"

Consultation

Hopefully the Forum has a wide spread of individuals on it and I think it's healthy encouraging all those who wish to contribute to do so, as everybody's views are important for an effective and fair outcome. I applaud the Government's process on policy development and I'm delighted this review is no different. I am of the belief only written submissions will be considered when my humble opinion is, the Forum should offer the written submission contributors an opportunity to speak at a final workshop/hearing.

Most I would suggest would not take up the offer but this would represent all encompassing and true engagement.

Harm is in the hands of the holder of the drink.

Some interesting points emerged from the Government's 2025 Task Force paper which noted alcohol consumption per head actually fell in New Zealand after liquor laws were liberalised in the late 1980's, but did increase more recently with rising incomes but is still significantly lower than 30 years ago. The Ministry of Social Development's report also notes New Zealand had the 13th lowest level of alcohol consumption out of 30 OECD country's from 2003-2007.

Seeking to cut overall alcohol consumption by increasing prices or restricting supply, as some anti-alcohol crusaders abdicate makes no public policy sense. What matters is alcohol abuse. So called binge drinking has increased in recent years, prompting Doug Sellman of the National Addiction Centre to call it a national alcohol crisis. This is not correct as the proportion of adult drinkers with potentially hazardous drinking patterns has not changed since at least 1996-1997.

It really is a matter of personal decision and individual responsibility how each particular drinker deals with the difficulties and dangers of alcohol consumption. Balancing the pleasures of drinking with the importance of minimising the harm that may flow to a drinker is also a matter of personal decision making and individual responsibility. This is a matter that should be placed fairly on the drinker and not the seller of the drink.

Abuse of alcohol is a serious social problem, but debate should be focussed on effective remedies. I agree with the Business Round Table that argued that instead of penalising the vast majority of responsible drinkers the emphasis should be on individuals and parental responsibility. Disincentives and penalties for anti-social and abusive behaviour should be introduced to make abusers face the consequences of their actions. The present Government has stated that it stands for individual responsibility and personal freedom and for less and better regulation.

The Government needs to recognise that the prime responsibility for avoiding harm should be placed on consumers of alcohol not those that produce and distribute a product that most New Zealanders enjoy responsibly. It's hard to see the Government accepting the argument that 18 and 19 year olds should be free to vote, marry and have children but not be able to buy a bottle of wine in the supermarket.

Rugby League in the community.

I am very proud to work for a sports entity that serves primarily the blue collar, brown faced communities.

We are not just about teaching passing, catching and kicking a football, tackling and running. We encourage children into a team environment to learn disciplines and rules and also get along with others and to understand each other's cultures. This leads to good children becoming good adults and contributing to the community in a positive manner.

We are about keeping our youngsters from running off the rails and if we save one child from doing so, that to us is mission accomplished.

Re-offending amongst the inmates in the medium security wing of Paremoremo Jail has dropped remarkably since they had a Rugby League team in the Auckland competition.

It's all about having a meaningful sense of purpose.

How do we complete our...

- Programs
- Competitions
- Tournaments
- Coaches and managers courses
- Administration courses
- Community Development
- Goals

We door knock and beg!

Door knocking and begging is stressful and demeaning.

Where do we get our money from?

- Sponsorship
- Gaming Machine Charitable Trusts

Sponsorship with Lion Red

Lion Breweries has been supporting Rugby League for 40 years. They haven't only supported us but have actually gone passed the call of duty to ensure the very survival of our game. Should we not pay them the courtesy of acknowledging their support, they would be quite within their rights to give their money to someone else who would.

How would that affect the Auckland Rugby League?

We would simply put a line through critical programs and development initiatives until we matched budget. A simplistic answer but with incredible complex negative repercussions.

Alcohol Sponsorship and advertising ban.

A 39 page report was done some time ago called "*Alcohol and Sport*" that questioned the liquor industry's close ties with sport. Sport New Zealand stated in excess of \$170m is spent each year by alcohol companies on advertising and sponsorship. But that money is at risk as the debate over alcohol and sport intensifies. Law makers have been warned, banning alcohol companies from sponsoring sport will have a serious impact on sport at grass roots level.

The report's conclusion says most sports clubs finances are so tight that any reduction in revenue puts their futures at risk. Rugby League people just do not have the money to enable grass roots clubs to increase registration, membership and player fees. Reduced revenues will result in reduced activities and opportunities for people to play sport, and we must never forget that wonderful saying out at the Manukau District Court "**Kids in Sport don't go to Court**".

The Auckland Rugby League



About Us



AUCKLAND RUGBY LEAGUE INC



"On and off the field"

ABOUT US

The Auckland Rugby League Inc (ARL) is a non-profit Incorporated Society which was founded in 1909. The League is affiliated to the New Zealand Rugby League Inc (NZRL).

Auckland Rugby League Inc is made up of 32 clubs and 7 affiliates with its boundaries stretching from Rodney in the North to the Waiuku in the South. It also encompasses two NZRL Zones, Akarana and Counties/Manukau. ARL administers the organisation and co-ordination of all club and school (Primary, Intermediate and Secondary) competitions and tournaments. It also promotes participation in master's football, women's competitions as well as family and youth involvement in summer Kiwi League Tag with the two NZRL Zones focusing on delivering off-field community programmes under its game plan within their defined boundaries.

Auckland Rugby League is recognised as the leading rugby league District in New Zealand and is highly respected for the delivery, quality and innovation of its administration, competitions, club and school programmes.

In 2012, 530 teams from the U/6 grade to premiers participated in regular Saturday club competition with over 245 school teams involved in organised competition or school tournaments run by the Auckland Rugby League throughout the year. Club weekend playing participation exceeded 12,000.

One of the key philosophies of the Auckland Rugby League is to foster and promote the game by offering participation opportunities, the promotion of healthy lifestyles and skills through organised competition and non-competitive events. Off field the organisation delivers volunteers training and support programmes for coaches, managers, trainers and administrators to increase volunteer capability and ability within their own clubs and local communities.

OFFICIALS AND MANAGEMENT

The Auckland Rugby League Inc has a seven member Board of Directors of which five are elected by the member clubs and two are appointed by independent process for 2 year terms. The League has a Strategic Plan (in review in 2013) for the development of the game which is constantly measured. A Chief Operating Officer is employed to implement the Strategic Plan, Board Policies and management operations on a day to day basis along with the financial operations of the League. The Auckland Rugby Leagues management operational structure comprises of 4 Departments, Football Development, Football Operations, Football Administration and Special Projects that co-ordinate the day to day diverse operations and communications of the game, provides and delivers support and assistance to member clubs and stakeholders including programmes for volunteer club administrators. For club football, the ARL operations are also supported by a Football Committee and various grade sub-committees of appointed volunteers to support the club coaches and managers on the ground. All ARL programmes link into and support the New Zealand Rugby League "Game Plan" for the fostering participation and promotion of the game in New Zealand.



FOOTBALL DEVELOPMENT DEPARTMENT

This Department comprises of a Football Development Manager, two Football Development Officers and a designated Referees Development Officer. .

Below outlines some key programme services undertaken by the Auckland Rugby League Inc together with some key statistical outcomes.

SCHOOL DEVELOPMENT:

SECONDARY SCHOOLS

In partnership with ASB College Sport, the Football Development Department (FDD) runs an Auckland wide Secondary Schools Competition in 3 grades plus a specific tournament for College Girls. All competition games are played at school grounds every Wednesday afternoon during the allocated playing window which are ratified by the Auckland Secondary School Principals Association. In 2012 the competition ran from May through to July.

To support the competitions and the participating schools, the Football Development Department also undertakes a number support roles including:

- Promoting the competition and participation in the various grades offered;
- School visits and promotion;
- Assisting the school with coaching support;
- Providing gear to support the schools;
- Organising and liaising with volunteer Match Managers for all games to present and deliver a professional image. If not available the ARL staff and volunteer committees assist to ensure delivery.
- Liaising with participating schools on a weekly basis to ensure communication, service and the smooth running of the competition;
- Dealing with disputes/protests and any other issues that arise from time to time;
- Organising referees for all games through the ARL Referees Association. Referees for this programme are paid for by the Auckland Rugby League to ensure all games were officiated in a professional manner.
- Link schools to clubs to maximise mutual resources and support;
- Organising and Event Management of the Grand Final Night and liaison with all participating partners.

A comparison of the last 4 season's participation team numbers:

Grade	2009	2010	2011	2012
Premier First XIII	14	15	14	19
College A Under 85kg	07	08	08	8
Under 15 9-a-side	10	13	08	10
Girls (13 a side)		06	06	06
North Harbour Premier First XIII Open			07	05
North Harbour Premier Restricted			09	08
North Harbour Under 15 Open			06	04
Total	31	42	58	60



In 2013 a new Premier 1st XIII competition is to be launched as a result of significant consultation and feedback through 2012 from participating and non-participating schools, College Sport and key stakeholders such as the NZRL and NZ Warriors.

2012 results for the various grades were as follows:

Grade	Result
Premier First XIII University Shield	St Paul's College: 18 Kelston Boys 10
College A Under 85kg	St Paul's College : 24 Tamaki College : 16
Under 15 9-a-side	St Paul's College A: 18 St Pauls College B: 26
Girls Premier First XIII Grand Final	Auckland Girls : 30 James Cook 12



Grand Finals Night

STUDENT HORIZONS NORTH HARBOUR SECONDARY SCHOOLS COMPETITION

With the support of College Sport and the North Harbour Secondary Schools Principals Association, Auckland Rugby League now has a 5 week North Harbour specific competition that has grown and is recognised as a key Harbour sport programme. The timeframe for the competition is August/September.

In 2012 the 12 schools who participated were:

Birkenhead College	Glenfield College	Whangaparaoa High School
Hato Petera High School	Long Bay College	Mahurangi High School
Massey High School	Northcote College	Orewa College
Rangitoto College	Takapuna Grammar School	Westlake Boys High School

Again College Sport was responsible for administering the competition in terms of the result's, standings etc while the FDD expanded its involvement and undertake the roles of:

- Promoting the competition and participation;
- Assisting with coaching or finding a coach for each participating school. A number of former high profile coaches have come on board to give further credibility to the competition;
- Supplying training, playing and resource gear;
- Organising and liaising with match managers/clubs etc for all game;
- Liaising with schools on a weekly basis;
- Dealing with disputes/ protests;
- Organisation of referees and Match Managers for all games;
- Continued strengthening of the link between schools and clubs;
- Running the Finals Day.



In a new development, the U/85kg North Harbour competition saw 1 game per week televised live on Sky Sport every Monday night as curtain raiser to the NZRL Pirtex National Club Competition. This was won by Orewa College for the first time and Westlake Boys High won the 1st premier competition.

INTERMEDIATE SCHOOLS

In respect to delivery of the intermediate schools programme, the FDD delivered tournaments within the Auckland District broken into zones or conferences. The FDD also ran a one (1) day girls tournament in which schools across Auckland were invited to participate in.

Zone/Conference	2009	2010	2011	2012
Counties	14	16	15	38
Southern	14	16	09	
Eastern	13	09	10	05
Central	14	18	08	09
Western	20	19	10	18
Northern	15	16	09	15
Girls		18	11	11
TOTAL	90	112	72	96

These tournaments were run in two divisions, open weight and under 55kgs. Where requested within each Zone/Conference, the ARL also ran an under 45kg division. The two grand finalists' from each division were then invited to a Grand Finals Day where all winning Zone/Conference teams competed in each section of the competition to become Auckland wide champions.

In addition to the tournament, the FDD conduct visits to the schools delivering coaching clinics on the basic skills and fundamentals of rugby league and it's on and off field opportunities. Kiwi League Tag tournaments are also run across Auckland in November.

PRIMARY SCHOOLS

In a similar format to the Intermediate schools programme format, the FDD delivers 1 day zonal/conference tournaments across Auckland for primary schools. A comparison of participation numbers for the past 4 years is as follows:

Zone/Conference	2009	2010	2011	2012
Counties	16	25	14	53
Southern	13	15	12	
Eastern	Cancelled	01	07	13
Central	07	01	04	07
Western	14	04	04	08
Northern	08	05	04	08
TOTAL	58	51	45	89

These tournaments also ran in two divisions being open weight and under 45kg's. Again the two Grand Finalist's from each zone/conference were invited to the Grand Finals Day where all teams competed to become Auckland District wide champions. In addition the FDD also conducted school visits delivering the same programmes as outlined in the intermediate schools programme section.



Club Visits:

The FDD offered its services to all clubs for assistance with training and support sessions to compliment the various programmes offered/delivered under its annual fixtures list. In 2012 the Department where possible attended as many in-club club coaches and managers meetings to discuss/promote directly the support services offered to enable volunteers to develop and further grow both on and off field in their clubs and communities.

OTHER COURSES

The FDD and ADMIN Departments ran a number of volunteer courses to up-skill new and existing volunteers and administrators. These courses were very important to support the new volunteers coming into the game each year and to continue to support retention of existing volunteers. To complement and to encourage participation, the ARL fully subsidised a majority of the courses on offer, a significant investment in our future and the respective clubs future. Without well run clubs, the game would not be able to develop and grow within each community.

The Courses on offer include:

Senior Club Coach:

This course is run over three days and involves specialist lecturers. To qualify, the participant must have attained eligibility under NZRL criteria and can only participate by application and acceptance. In 2012, 12 coaches attended this course.

International Games:

The International Games Course is for coaches coaching from under 13's upwards. The course is run over 1 or 2 days. This course is designed to further up-skill coaches on the basic fundamentals and delivery of the game to improve and develop competency. In 2012, there were approximately 13 coaches this attended the course.

Modified Games:

The Modified Games course is for coaches coaching from under 6's to under 12's (Mini and Mod Educational Grades). In 2012, there were approximately 236 coaches that attended the course.

NZRL Level 1 Managers Course:

No Courses were run in 2012 due to New Zealand Rugby League redesigning this course. In 2013 it will be rolled out and it is anticipated in excess of 100 volunteer managers will go through this course.

All course resource with the exception of the Senior Club Course is full subsidised by the ARL and/or NZRL.



First Aid Officers/Trainers Courses:

The FAO course provides clubs/teams the opportunity to have its own qualified First Aid Officer. The course covers modules specific to sports training and sports injuries and provides another level of pathway for aspiring trainers. In 2012 a total of **53** attended these courses.

Administration Courses:

Free Club Administration Courses are also offered by the ARL administration to support and encourage new and existing volunteer club administrators. These courses cover the following topics:

- Rules and Regulation of the game
- The Role of a Club Secretary
- The Role of a Club Treasurer
- An Introduction to Club Administration for new administrators (half day course)
- Funding and Accountability

While designated delivery dates are included in the Annual Calendar, these courses are also run on request by clubs specifically for their committees and members within their club environments. In these instances the courses can be modified to include core specific club rules and regulations in the presentations. Almost all course information is supported and linked to the ARL website at www.aucklandleague.co.nz and a very comprehensive club administration manual produced annually.

Mini and Mod Referees Courses:

Without qualified referees all sports would face difficulties. Rugby League is no different. To support focus on this area of the game, the ARL has a fulltime Referees Development Officer. His role is to support and develop referees participation and increase standards linking into the NZRL referee development strategy. It is a difficult task with the sideline passion that all sports experience and retention of referees at all levels remains an issue. A key strategic focus is on developing and retaining referees at mini and mod football (the educational arm of the game) to then progress to international grades and opportunities. Again the ARL delivered a number of courses to support this programme with each qualifying participant receiving a whistle, rule book and specially designed referees uniform fully funded by ARL. As part of the programme development strategy we also moved into tertiary organisations.

Participation numbers were:

	2009	2010	2011	2012
Central Zone:	08			
Western Zone:	16			
Southern Zone:	24	81 over the 6 designated zones		
Counties Manukau:			08	63
Auckland Central:			35	69



Northern Zone:	10			
Southern Zone:	12			
Eastern Zone:	08			
SENZ Academy		20	30	07
Best Pacific Sports Institute		19	19	
Village Sports Academy		24	55	25
NZ Institute of sports				45
Kelston Boys High school				13
TOTAL	78	144	147	222

REPRESENTATIVE DEVELOPMENT:

In 2010 with the implementation of the NZRL game plan resulting from the outcomes of the 2009 SPARC report, the previous National Provincial Competition was played under the new 7 Zone format with historical Districts like Auckland no longer participating.

To recognise this format change and the need to ensure continued representative opportunities for players, team and match officials, the ARL developed a Regional Representative Programme. This programme was 3 match series (similar to State of Origin) in the 18 and 20 grades.

In 2011, this was expanded to include the 13, 14 and 16 grades complementing the National Zone 15 and 17 grades competition. At the conclusion of the series, an Auckland Merit Representative team is announced.

In 2012 the programme was again expanded to include the Premier 2nd and OAR Restricted grades.

In 2013 the programmes continues its expansion into the under 14-15 restricted and under 16-17 restricted grades to offer this area of the game opportunities at representative honours.

Traditional programmes that did continue were:

Educational Football Best & Fairest Gala Days (U/6 to U/9 grades – Open and Restricted):

The Football Committee and its various grade sub-committees continued to oversee and deliver the Educational Best & Fairest Tournaments throughout the playing season. The FDD and Admin supported these events. Each tournament is played on a Sunday and is open to every team in the respective grades. It promotes the best & fairest concept, (education and non-competitiveness) and involves not only the players and respective team officials, but parent and side-line supporters on the delivery of fair play and encouragement.

In 2013 these expand into the Mod Grades (U/10-12) with a Mod Carnival weekend carnival at one designated venue.



INSTANT FINANCE JETS (Junior Educational Training Systems)

To continue support player development opportunities, the ARL runs the above programme. The first stage is a live-in weekend pre-season camp open to all players in the 12 to 16 age group who want to improve their game. It has specialist coaches to support skills development and a number of off-field programmes are run on diet, education, social awareness and the opportunities rugby league can offer focused and delivered especially to those age-groups.

The second camp is aimed at players in the 13-16 age group who were selected in the Auckland 13, 14 and 16 merit representative teams along with invited players who show significant potential. This is run at the end of the season over 2 full days. This is a high performance camp where players and selected team officials are taken to another level with specialist training programmes delivered by the FDD Department and special presenters in their various fields.



This report is just a small overview on the many programmes offered to our clubs and affiliates, players, team and match officials together with the many volunteers that make up the delivery of our game not only in the club's respective communities but the wider Auckland community which supports the Auckland Rugby Leagues mantra of *"on and off the field"*.



2014

**Another huge year for
the**

**Auckland
Rugby League**



AUCKLAND RUGBY LEAGUE INC
2014 FIXTURES AND EVENTS CALENDAR
@ 20 February 2014

JANUARY

- 28: **School Term 1 commences**
30: RL Development Foundation AGM
Clubs of Auckland AGM

FEBRUARY

- 6: **Waitangi Day (Thurs)**
Counties/Manukau Zone Roots Camp
- 12: **NRL Dick Smith 9's Club Engagement Programme**
- 13: **NRL Dick Smith 9's Club Engagement Programme**
- 15: **NRL Dick Smith 9's** Eden Park
- 16: **NRL Dick Smith 9's** Eden Park
- 18: Waitakere Intermediate Schools Tag Tournament
- 21: Waitakere Intermediate Schools Tag (Saver Day)
- 22: **Club Secretaries/Administrators Conference**
Club Development Co-ordinators Conference (TBC)
- 26: **Club Admin League Net Registration Training Course**
- 27: **Club Admin League Net Registration Training Course**

MARCH

- 1: **Annual General Meeting / March Conference of Clubs**
- 2: Counties/Manukau Roots Camp
- 8: Treasurers Workshop (ARL Offices)
- 9: Counties/Manukau Roots Camp
Level 1 Referees Course Cornwall Park
Parramatta Eels v NZ Warriors - Away (Pirtek Stadium)
- 12: **NZRL National Trainer Accreditation Course (Part 1)**
- 13: Polyfest
- 14: Polyfest
- 15: Polyfest
NZRL National Trainer Accreditation Course (Part 2)
NZ Warriors v St George Illawarra Dragons (Eden Park)
- 16: Counties/Manukau Roots Camp
- 17: **Club Communication Meetings - Bay Roskill, East Coast Bays and Ellerslie**
- 18: **Club Communication Meetings - Glenfield, Glenora and Hibiscus Coast/Rodney**
Secondary Schools Boys/Girls Junior Tag Tournament
- 19: **Club Communication Meetings - Howick, Mangere East and Manukau**

- 20: Club Communication Meetings - Manurewa, Marist and Mt Albert**
Secondary Schools Boys/Girls Senior Tag Tournament
- 21: IF JETS Rookie Camp – Camp Adair, Hunua**
- 22: IF JETS Rookie Camp – Camp Adair, Hunua**
Mandron Masonry Phelan Shield commences
North Queensland Cowboys v NZ Warriors - Away (1300SMILES Stadium)
- 23: IF JETS Rookie Camp – Camp Adair, Hunua**
- 23: Counties/Manukau Roots Camp**
- 24: Club Communication Meetings - Mt Wellington, New Lynn and Northcote/Navy**
- 24: Harbour Zone Tag Intermediate Tournament**
- 25: Club Communication Meetings - Otahuhu, Otara and Pakuranga**
- 26: Club Communication Meetings - Papakura, Papatoetoe and Ponsonby/Waiheke**
- 27: Club Communication Meetings - Pt Chevalier, Richmond, Te Atatu**
- 28: Club Communication Meetings - Waitemata/Kaipara and
Tuakau/Pukekohe/Waiuku**
- 28: Harbour Zone Tag Intermediate Saver Day**
- 28: FOX MEMORIAL LAUNCH – Richmond RLFC (TBC)**
- 29: Mandron Masonry Phelan Shield – Rd 2**
- 30: West Tigers v NZ Warriors – Away (Westpac Stadium)**
Women's Getting Started in Refereeing Course

APRIL

- 2: Eastern Zone Intermediate Tag Tournament**
Women's Mini/Mod Course – Getting Started
- 4: Eastern Zone Intermediate Tag Tournament (saver day)**
- 5: Junior and Senior Football commences**
Appliance Shed Fox Memorial and SAS Sharman Cup commences.
Mandron Masonry Phelan Shield – Rd 3
Cronulla Sharks v NZ Warriors – Away (Remondis Stadium)
- 6: Counties/Manukau Roots Camp**
Daylight saving concludes
- 8: North-West Intermediate Schools Tag Tournament**
- 10: Hibiscus Coast Primary School Tag (Pilot Tournament)**
- 11: North-West Intermediate Schools Tag (saver day)**
- 12: Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 2**
Mandron Masonry Phelan Shield – Rd 4
- 13: NZ Warriors v Canterbury Bulldogs – Home (Eden Park)**
- 15: District Intermediate Tag Champion of Champions**
- 16: Women's Beginner Youth Coaching Course**
Beginner Mini/Mod Coaching Course
Beginner Youth Coaching Course
Beginner Senior Coaching Course
District Intermediate Tag Champion of Champions (saver day)
- 17: School Term 1 concludes**
- 18: Good Friday**

- 19 St George Illawarra Dragons v NZ Warriors – Away (WIN Jubilee Oval)
Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 3
Mandron Masonry Phelan Shield – Rd 5
- 21: Easter Monday
- 23: **First Aid Officer Course (only)**
Beginner Mini/Mod Coaching Course
- 25: Anzac Day (Fri)
Melbourne Storm v NZ Warriors – Away (AAMI Park)
- 26: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 4**
Mandron Masonry Phelan Shield – Rd 6
- 27: Mini U/9's Best & Fairest Gala Day@ Papatoetoe RLFC

MAY

- 3: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 5**
Mandron Masonry Phelan Shield – Rd 7
- 4: Mini U/8's Best & Fairest Gala Day @ Hibiscus Coast Raiders
- 5: **School Term 2 commences**
- 7: College 1st 13 and U/15 School Competition commences
Counties/Manukau North Primary Tournament
- 10: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 6**
Mandron Masonry Phelan Shield – Rd 8
- 10: NZ Warriors v Canberra Raiders – Home (Eden Park)
International Games Coaching Course (Part 1)
- 11: Mini U/7's Best & Fairest Gala Day @ Mt Albert
International Games Coaching Course (Part 2)
- 13: North/West Cluster Primary Schools RL Tournament
- 14: College 1st 13 and U/15 School Competition
College U/85Kg and U/14 Rest School Competition commences
- 17: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 7**
Mandron Masonry Phelan Shield – Rd 9
- 18: Mini U/6's Best & Fairest Gala Day@ Pakuranga
- 19: Howick/Pakuranga Primary Schools Tournament
Canterbury Bulldogs v NZ Warriors – Away (Waikato Stadium)
- 20: North/West Cluster Primary Schools RL Tournament – Saver Day
- 21: North Harbour Cluster Primary Schools RL Tournament
- 21: College 1st 13 and U/15 School Competition
College U/85Kg and U/14 Rest School Competition
- 22: Papatoetoe Primary Schools Tournament
- 24: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 8**
Mandron Masonry Phelan Shield – Rd 10
- 24: Gold Coast Titans v NZ Warriors – Away (Robina Stadium)
- 25: **U/12-13 and U/14-15 Restricted Grades Regional Trials**
- 27: North Harbour Cluster Primary Schools RL Tournament – Saver Day
- 28: College 1st 13 and U/15 School Competition
College U/85Kg and U/14 Rest School Competition
- 29: Remuera/Bays Suburbs Cluster Primary Schools RL Tournament

JUNE

- 1: **U/13 and U/14 Open Grades Regional Trials**
Appliance Shed Fox Memorial and SAS Sharman Cup – BYE ROUND
Mandron Masonry Phelan Shield – Rd 11
NZ Warriors v Newcastle Knights – Home (Mt Smart Stadium)
- 1 -2 Level 2 Referees Course
2. Queens Birthday Monday
- 3: Counties/Manukau West Primary Schools Tournament
- 4: College 1st 13 and U/15 School Competition
College U/85Kg and U/14 Rest School Competition
- 5: Remuera/Bays Suburbs Cluster Primary Schools RL Tournament – Saver Day
- 6: Western Cluster Primary Schools RL Tournament
- 7: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 9**
Mandron Masonry Phelan Shield – Rd 12
South Sydney Rabbitohs v NZ Warriors – Away (NIB Stadium)
- 8: **OAR & Premier 2nd Grades Regional Trials**
- 11: College 1st 13 and U/15 School Competition
College U/85Kg and U/14 Rest School Competition
First Aid Officer Course (only)
Western Cluster Primary Schools RL Tournament – Saver Day
- 12: Manurewa Primary Schools Tournament
- 14: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 10**
Mandron Masonry Phelan Shield – Rd 13
- 15: Akarana Performance Camp
- 17: Counties/Manukau Otara Primary Schools Tournament
- 18: College 1st 13 and U/15 School Competition
College U/85Kg and U/14 Rest School Competition
Eastern Cluster Primary School RL Tournament
- 19: Counties/Manukau Eastern Primary Schools Tournament
- 21: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 11**
Mandron Masonry Phelan Shield – Rd 14
NZ Warriors v Brisbane Broncos – Home (Mt Smart Stadium)
- 22: Counties/Manukau Performance Camp
Akarana 15 and 17 trials
U/12-13 & U/14-15 Grades Restricted Regionals - Rd 1
- 25: College U/85Kg, U/15 and U/14 Rest School Competition Semi Finals
College 1st 13 School Competition
Eastern Cluster Primary School RL Tournament – Saver Day
- 26: Counties/Manukau Eastern Primary Schools Tournament (Saver Day)
Central Cluster Primary School RL Tournament
- 28: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 12**
Mandron Masonry Phelan Shield – Rd 15
- 29: Counties/Manukau 15 & 17 Trials
U/12-13 & U/14-15 Restricted Grades Regionals - Rd 2
U/13 and U/14 Open Regionals – Rd 1

NZ Warriors v Penrith Panthers – Home (Mt Smart Stadium)

JULY

- 2: College U/85, U/15 and U/14 Rest School Competition Grand Finals
College 1st 13 School Competition
- 3: Central Cluster Primary School RL Tournament – Saver Day
- 4: **School Term 2 concludes**
- 4 – 7 NZ Warriors Bye weekend
- 5: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 13**
Mandron Masonry Phelan Shield – Rd 16
- 6: **U/12-13 and U/14-15 Restricted Grade Regionals – Rd 3**
U/13 and U/14 Open Regionals – Rd 2
- 9: College 1st 13 School Competition
- 12: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 14**
Mandron Masonry Phelan Shield – Rd 17
NZ Warriors v Parramatta Eels – Home (Mt Smart Stadium)
- 13: **U/13 and U/14 Open Regionals – Rd 3**
OAR & Premier 2nd Regionals – Rd 1
- 15: Football Development Conference
- 16: Football Development Conference
College 1st 13 School Competition
- 17: Football Development Conference
- 19: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 15**
Mandron Masonry Phelan Shield – Rd 18
Brisbane Broncos v NZ Warriors – Away (Suncorp Stadium)
- 20: **OAR & Premier 2nd Regionals - Rd 2**
U/16-17, U/18-20 Restricted and U/20 Grades Regional Trials
- 21: **School term 3 commences**
- 23: Primary Schools Champion of Champions
College 1st 13 School Competition
- 25: Primary Schools Champion of Champions (Saver Day)
- 26: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 16**
Mandron Masonry Phelan Shield – Rd 19
U/13 Pennant, U/13 Championship, U/14 Pennant, U/14 Championship, U/15
Pennant, U/15 Championship, U/16 Pennant, U/16 Championship, U/17
Championship, U/18 Championship, U/20 Championship, Premier 2nd Pennant,
and Premier 2nd Championship conclude
- 27: **OAR & Premier 2nd Regionals - Rd 3**
U/16 and U/18 Open Regional Trials
Women's Regional Trials
NZ Warriors v Manly Sea Eagles –Home (Mt Smart Stadium)
- 30: College 1st 13 School Competition Semi-Finals

AUGUST

- 1 – 4: Canberra Raiders v NZ Warriors – Away (GIO Stadium)
- 2: **Appliance Shed Fox Memorial and SAS Sharman Cup – Rd 17**
Mandron Masonry Phelan Shield – Rd 20
U/12-13 Restricted, U/14-15 Restricted, U/16-17 Restricted, U/18-20 Restricted, Open Age Pennant and Open Age Restricted Championship conclude
- 4: Counties/Manukau 1st 13 U/85kgs commences
- 6: College 1st 13 School Competition Grand Finals
 Counties/Manukau Franklin 1st 13 commences
- 7: Central Intermediate Tournament
 Girls 1st 13 and U/85Kgs Secondary Schools Competitions commences
- 9: **Appliance Shed Fox Memorial and SAS Sharman Cup concludes**
Mandron Masonry Phelan Shield concludes
- 10: **Women's Grades concludes (TBC)**
- 9 – 11: NZ Warriors v Cronulla Sharks – Home (Mt Smart Stadium)**
- 12: Eastern Intermediate Rugby League Tournament
 Counties/Manukau Southern Intermediate Tournament
- 13: North Harbour Secondary Schools Competition commences
- 14: Central Intermediate Tournament (Saver Day)
 Girls 1st and U/85Kgs Secondary Schools Competitions
- 15 - 18: Newcastle Knights v NZ Warriors – Away (Hunter Stadium)
- 16: **Appliance Shed Fox Memorial, SAS Sharman Cup and Mandron Masonry Phelan Shield – Minor Finals**
- U/13 Pennant, U/13 Championship, U/14 Pennant, U/14 Championship, U/15 Pennant, U/15 Championship U/17 Championship and U/18 Championship Grand Finals.**
- NOTE: The U/17 Grand Final will be curtainraiser to one of the Premiership semi-finals.**
- 17: **U/16 Pennant, U/16 Championship, Premier 2nd Pennant, Premier 2nd Championship and U/20 Grades Grand Finals**
- 19: North-West/Waitakere Intermediate Tournament
- 20: North Harbour Secondary Schools Competition
- 21: Franklin Intermediate Tournament
 Eastern Intermediate Tournament (Saver Day)
 Girls 1st 13 and U/85Kgs Secondary Schools Competitions
- 23: **Appliance Shed Fox Memorial, SAS Sharman Cup and Mandron Masonry Phelan Shield – Major Finals**
All Educational Football Grades conclude
- 24: **U/12-13, U/14-15, U/16-17, U/18-20, Open Age Pennant and Open Age Restricted Grand Finals.**
- 22-25: NZ Warriors v Sydney Roosters – Home (Mt Smart Stadium)**
- 26: North-West/Waitakere Intermediate Saver Day
- 27: North Harbour Secondary Schools Competition
Annual Premiership Awards Dinner

- 28: Girls 1st 13 and U/85Kgs Secondary Schools Competitions
- 29: Intermediate Girls District Tournament
Appliance Shed Fox Memorial and SAS Sharman Cup Premier 1st Grand Finals
Women's Grand Final (TBC)
- 29 -30: NZ Warriors v Gold Coast Titans – Home (Mt Smart Stadium)
- 30: **APPLIANCE SHED FOX MEMORIAL, SAS SHARMAN CUP AND PHELAN SHIELD
PREMIERSHIPS GRAND FINAL DAY**

SEPTEMBER

- 1: NZ Warriors v Gold Cost Titans – Home (Mt Smart Stadium)
- 3: North Harbour Secondary Schools Competition
- 4: Girls 1st 13 and U/85Kgs Secondary Schools Competitions
- 5 – 7: Penrith Panthers v NZ Warriors – Away (Centrebet Stadium)
- 5: Intermediate Girls District Tournament (Saver Day)
- 9: CM Intermediate Tournament
- 10: North Harbour Secondary Schools Competition
- 11: Girls 1st 13 and U/85Kgs Secondary Schools Competitions
- 12-14: NRL Qualifying Semi Finals
- 13: ARL Junior and Senior Prizegiving
U/16-17, U/18-20 Restricted and U/20 Open Regionals – Rd 1
- 14: **U/16, U/18 Open Regionals – Rd 1**
Women's Regionals – Rd 1
- 16: CM South Intermediate Tournament
- 17: North Harbour Secondary Schools Competition
- 18: Girls 1st and U/85Kgs Secondary Schools Competitions
- 19-20: NRL Semi Finals
- 20: **U/16-17, U/18-20 Restricted and U/20 Open Regionals – Rd 2**
- 21: **U/16, U/18 Open Regionals – Rd 2**
Women's Regionals – Rd 2
- 24: North Harbour Secondary Schools Competition Grand Finals
- 25: Intermediate District Champion of Champions
Girls 1st 13 and U/85Kgs Secondary Schools Competitions Grand Finals
- 26-27: NRL Preliminary Finals
- 26: **School Term 3 concludes**
- 27: **Club Volunteer of the Year Appreciation Function**
U/16-17, U/18-20 Restricted and U/20 Open Regionals – Rd 3
- 28: **U/16, U/18 Open Regionals – Rd 3**
Women's Regionals – Rd 3

OCTOBER

- 4: Instant Finance Elite Jets Camp
- 5: **NRL GRAND FINAL**
- 11: Football Committee Conference

- 13: School Term 4 commences
- 15: **NZRL National Trainer Accreditation Course (Part 1)**
- 18: **NZRL National Trainer Accreditation Course (Part 2)**
- 25: **Labour Weekend**
- 26: **Labour Weekend**
- 27: **Labour Monday**

NOVEMBER

- 5: District Primary Tag Tournament (PILOT)
- 7: **Senior Club Coach Course**
District Primary Tag Tournament (PILOT) (Saver Day)
- 8: **Senior Club Coach Course**
- 9: **Senior Club Coach Course**
- 20: Intermediate Schools Boys & Girls Yr 7 & 8 Tag Tournament
- 22: **November Conference of Clubs**

DECEMBER

- 4: Secondary Schools Junior Boys & Girls Tag Tournament
- 6: **ARL Committees and Volunteers Appreciation Function**
- 19: School Term 4 concludes
Office Closes

TO CONFIRM:

Final NZRL National Competition dates and Programmes
College 1st 13 Competition
NZRL Managers Courses

[k/wp/2014FixturesList](#)



Nick Goodwin
Secretariat for Ministerial Forum on Alcohol Advertising & Sponsorship
Ministry of Health
PO Box 5013
Wellington 6145

28 April 2014

Dear Nick

Auckland Rugby endorses the submission presented to the Ministerial Forum by the New Zealand Rugby Union (NZR). In line with the NZR submission we note that we have enjoyed sponsorship relationships with various alcohol manufacturers and distributors over many years. These relationships have also been a central component of the commercial relationships held by many of our clubs across Auckland.

Auckland Rugby has worked closely with our sponsors (currently Lion Breweries) to ensure that responsible drinking is promoted at the professional and amateur levels of our game. In fact, with the assistance of the breweries, we have made significant progress in shifting alcohol consumption from the changing sheds to the club rooms, where venue management can ensure responsible drinking regulation is enforced.

Auckland Rugby encourages the active participation of young New Zealanders in sport. The pursuit of the rugby goals of these participants requires discipline and application, traits which are not reflective of the incidence of binge drinking that lies at the heart of the Ministerial Forum's work.

The imposition of restraints on sponsorship of sport by manufacturers and distributors of alcohol would threaten the existence of a number of rugby clubs in the Auckland region. This, in turn, would deprive young New Zealanders of the opportunity to participate in our national sport, and to experience the health, well-being and social benefits that are gained from their involvement in rugby.

Accordingly, whilst we endorse the scrutiny that is being applied to the review of Alcohol Advertising and Sponsorship, we do not believe that further restrictions should be imposed. Auckland Rugby is in unison with NZR in its commitment to playing our part in initiatives that promote responsible drinking across the community.

Yours sincerely,

Andy Dalton
CEO

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