

Protect our young people

Increase restrictions on alcohol advertising & sponsorship

The research says:

- The more alcohol promotion young people see, the earlier they start to drink, and the more they drink
- The earlier they start to drink, the greater their risk of becoming a heavy drinker
- The more they drink, the greater the harm (to them and others)

Our communities say:

Ban alcohol sponsorship and restrict advertising*

Our health agencies say:

Implement the Law Commission's recommendations to restrict alcohol advertising and sponsorship

- Step 1- introduce laws to restrict young people's exposure to alcohol advertising
- Step 2
 - ban most forms of alcohol advertising in all media
 - ban alcohol sponsorship of sporting/cultural events

What do you say?

* View of most New Zealanders submitting to our alcohol law reform process *Alcohol in Our Lives: Curbing the Harm*. Law Commission, (2010).

Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

Post to: Nick Goodwin, Secretariat for Ministerial Forum on Alcohol Advertising & Sponsorship, PO Box 5013, Wellington 6145

Name:

Address/email:

Submission:

Introduction:

I strongly support greater restrictions on alcohol promotion/advertising and sponsorship to delay the age at which young people start to drink, to help de-normalise alcohol, and to reduce harmful drinking.

Alcohol sponsorship of sports, music festivals and other cultural events normalise alcohol to young people and must end. We have done this in New Zealand for tobacco, and in Australia the government has recently completed a 'buy-out' (replacement) of alcohol sponsorship in community sports clubs.

Recommendations:

1. The Government should fully implement the recommendations on advertising and sponsorship made by the New Zealand Law Commission in *Alcohol In Our Lives* (Chapter 19) to ensure:
 - no alcohol-related sponsorship of any cultural or sports events or activities
 - no alcohol advertising or alcohol sponsorship in any media (television, radio, internet and so on), other than advertising of objective product information.
2. These changes should be enforced by law through amendments to the Sale and Supply of Alcohol Act, 2012.
3. The new law should restrict future forms of alcohol promotion by default, with penalties that will effectively discourage promoters from breaking the law.

Signed: _____ **Date:** 17.4.2014 _____

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Alcohol marketing is recruiting 12 our kids as the next generation of problem drinkers.

The NZ Government has recently established a Ministerial Forum on Alcohol Advertising and Sponsorship. Their purpose is to consider whether further restrictions on alcohol advertising and sponsorship are needed to reduce alcohol-related harm.

The forum is currently seeking submissions on this topic before reporting to the Ministers later this year. Submissions close at 5pm on Monday 28th April 2014.

Children see thousands of images of alcohol before they are old enough to drink. Alcohol advertising and sponsorship encourages children to drink younger and drink more. This means they are more likely to be victims of crime, have unprotected sex and under perform at school.

If you think it's wrong that children are exposed to all of this tell the Forum that enough is enough. You have the power to bring change! Complete the form below in full. Remember that it has to be filled in correctly to be counted.

For further information visit www.aahw.org.nz



Dear Ministerial Forum on Alcohol Advertising and Sponsorship,

We need further restrictions on alcohol advertising and sponsorship in New Zealand. I would like to see the Law Commission's recommendations that were made in 2010 implemented now. This means that I support the following:

- No alcohol advertising should be allowed in any media other than advertising that communicates only objective product information.
- No alcohol sponsorship of cultural or sport events should be allowed.

I support a portion of the government alcohol levy should be ring-fenced to provide alternative sponsorship for sport and cultural activities e.g. similar to the Health Sponsorship Council model for Smokefree, or the RTD tax that provides alternative sponsorship for 12 leading sports in Australia (*mark the box if you agree*).

Yes I want to make an oral submission (*please mark the box*).

This submission was completed by:

Name:

Address:

Email:

Signature:

Date: 17/4/14

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Once completed save this file and email to alcoholadvertisingforum@moh.govt.nz by 5pm, Monday 28th April, 2014.

SEE WHAT THEY SEE

15



Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

to:
alcoholadvertisingforum
17/04/2014 04:38 p.m.
Sent by:

Hide Details

From:
To: alcoholadvertisingforum@moh.govt.nz,
Sent by: m>

Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

28 April 2014

Mr Graham Lowe ONZM, QSM

Chair

Ministerial Forum on Alcohol Advertising and Sponsorship

alcoholadvertisingforum@moh.govt.nz

Thank you for the opportunity to provide comment on the Alcohol Advertising and Sponsorship review.

Include a blurb about yourself and/or your organisation and its members.

I/We have elected not to complete the submission form provided, rather we make the following comments and recommendations for your consideration.

The evidence gathered by 2010 concluded that **exposure of young people to alcohol marketing speeds up the onset of drinking and increases the amount consumed by those already drinking.**

In 2010 following its review of our alcohol laws the New Zealand Law Commission concluded *that having considered the recent research linking the advertising of alcohol and increased alcohol consumption by young people, and having heard the views of submitters and consultees greater controls are needed on advertising, sponsorship and other promotion of alcohol. These controls are in terms of the content of advertising, the levels of exposure to advertising and sponsorship messages, and inappropriate sales promotions. There is a strong argument that a self-regulatory body for alcohol advertising is inappropriate.*

I/We note that 2,281 out of 2,939 submissions to the Law Commission 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 all alcohol in all media.**

We believe that more recent evidence that will be presented to you during the course of your review will only add weight to the Law Commission's findings and recommendations, and the urgency for action.

I/We note that **Stage 1:** of the Law Commission's recommendations has been implemented by the inclusion on a new clause making it an offence to promote the excessive consumption of alcohol in the *Sale and Supply of Alcohol Act 2012*. However, we are unaware of any test cases based on this new law.

I/We recommend that the Review Forum consider mechanisms to monitor the impact and effect of this legislation.

It has now been four years since the Law Commission's recommendations were made. In this time New Zealanders young and old have been continuously exposed to the harmful effects of alcohol advertising and sponsorship. This is no time for further review; rather it is time to act.

I/We recommend that the Review Forum support the immediate implementation of Stage 2 and 3 of the Law Commission recommendations on alcohol advertising and sponsorship as set out in their report *Alcohol in Our Lives – Curbing the Harm 2010*. These being:

Stage 2: An interdepartmental committee to consider adopting legislated measures designed to reduce exposure, particularly of young people.

Stage 3: This stage would implement restrictions including:

- 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 sports events or activities.

I/We understand that this means a ban on all forms of alcohol advertising and sponsorship in all media, other than objective product information.

I/We recommend that any permitted alcohol advertising is accompanied by health advisory messages developed by public health experts.

At the recent Global Alcohol Policy Conference in Seoul Korea, internationally renowned alcohol policy researcher Professor Thomas Babor told delegates that self-regulation of advertising by those with a vested interest has shown to be **"spectacularly ineffective"**.

I/We wholeheartedly agree. It serves no purpose but to maintain the unacceptable status quo and delay effective measures to curb the harm alcohol-advertising is shown to contribute to.

I/We recommend that the Review Forum ensure that self-regulation of alcohol advertising and sponsorship in New Zealand is ended immediately.

I/We consider that there are practical ways in which much of the existing alcohol advertising and sponsorship activities could be

limited.

These include:

- The establishment of an independent body to take over the management and regulation of alcohol advertising and sponsorship, and ending self-regulation.
- Setting out what is alcohol advertising is allowed (i.e. objective product information only), and ban all other advertising. This would apply to ALL broadcast, bill-board and outdoor advertising, all print media, and all website and social media content that is generated by New Zealand based companies/individuals.
- New Zealand companies/individuals are prohibited for promoting or contributing to any overseas based promotions in New Zealand.
- A fund is established from alcohol excise tax to support alternative funding options for alcohol sponsorship, and this is phased out over the next 1-2 years.

Conclusion

I/We believe that this matter has been discussed and reviewed enough. The evidence available is strong enough to warrant immediate action, and there is strong public support for reducing the exposure of all New Zealanders to alcohol advertising in all of its forms.

I/We urge the forum to recommend an action plan which will implement the Law Commission's recommendations as put forward in their report in 2010. In particular our children and young people need to be protected from the negative impacts that alcohol advertising and sponsorship have on their lives. Your role must be one of creating an environment that promotes healthy choices, and not one where choices are influenced by the needs of the alcohol industry.

Signed

Name:

Address:

Email:

Contact:

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Alternate email:



Submission to the Alcohol Advertising Forum

to:

alcoholadvertisingforum@moh.govt.nz

18/04/2014 05:29 p.m.

[Hide Details](#)

From:

To: "alcoholadvertisingforum@mon.govt.nz" <alcoholadvertisingforum@moh.govt.nz>,

Please respond to: <alcoholadvertisingforum@moh.govt.nz>

I make this submission as a person who has campaigned against alcohol advertising for more than 30 years.. During the passage of the Alcohol Reform Bill Tim Macindoe M.P. paid a tribute in the House to my efforts.

I ask that a ban or strict controls be imposed on liquor advertising and that sponsorship by the liquor industry should be totally banned. There is a good precedent - tobacco advertising and sponsorship have been banned for several years. These bans have been supported by all political parties and are clear evidence that all recent New Zealand governments have been convinced that advertising and sponsorship influence per capita consumption. The government must now accept that if advertising and sponsorship bans affect tobacco consumption it must also accept that similar bans on liquor advertising and sponsorship would have the same effect.

It has been argued that there is a difference in the two products in that tobacco is intrinsically harmful whereas moderate consumption of alcohol is not. But most of the harm to smokers is self-inflicted; the lives of tens of thousands of New Zealanders are blighted by the alcohol-induced actions of other people.. This difference should be taken into account by the Forum.

It should also be noted alcohol is a major cause of crime (especially violent crime) and the consequent cost to the nation of maintaining prisons. I have never heard of a tobacco-fuelled crime.

3 mail

18.



Forum Submission

alcoholadvertisingforum@moh.govt.nz

21/04/2014 07:27 p.m.

I would like to make the following submission

I do not believe that stopping alcohol advertising in the form of branding will reduce any form of alcohol consumption, advertising has already being covered in the current alcohol law changes and the ministry should wait to see what effects that has before moving any further.

I also believe the continued attack on the alcohol industry is inappropriate and extremely unfair to one of our country's biggest employers.

Thank you



Forum Submission

to:
alcoholadvertisingforum
21/04/2014 09:05 p.m.
Hide Details
From:
To: alcoholadvertisingforum@moh.govt.nz,

Without a doubt advertising has glamourised and encouraged a culture of binge drinking in New Zealand. Media advertising with various liquor outlets showing their 'specials' pamphlets tucked into the daily newspaper seems to be a regular one, as well as numerous adverts for liquor by local supermarkets. The promotion of liquor and the magnitude of liquor outlets has never been so great.

Sport and liquor go hand in hand in N.Z. yet it is widely accepted we have a huge drinking culture and know one seems prepared to accept any responsibility for it. I say changes have to be made at the government grass roots level. Greed for tax revenue from liquor clouds any sense of social responsibility, until this is addressed, as well as reducing liquor outlets and banning advertising I cannot see much change in discouraging the availability of liquor in the long term.



Forum Submission

to: alcoholadvertisingforum

26/03/2014 11:19 a.m.

History:

This message has been replied to.

I wish to participate in the consultation for alcohol promotions review, contact phone number anytime

1. No
2. Yes i do support more restrictions on alcohol promotions
3. I believe that alcohol is just as harmful as tobacco and believe that we need to give alcohol marketing and promotions and sponsorships the same treatment as we gave tobacco companies by totally banning its promotions and increasing its taxes along with graphic warnings.
4. I don't have official evidence but I have been as young person through Facebook implemented warning labels on promotions and have found my friends do support me in this and have since stopped participating in all Facebook promotions for alcohol promotions. More on this can be found at <http://www.stuff.co.nz/stuff-nation/changing-the-kiwi-booze-culture/8217872/Changing-the-booze-culture-Warning-labels-will-work>
5. Yes I believe that if i can try through Facebook and found a lot of my friends had since started thinking about the way they drink and has helped reduced harm that this is enough evidence for me to support it. i also believe that if we did totally ban it outright like smoking we are preventing and helping change the binge drinking culture.
6. I do support the alcohol sponsorship restrictions.
7. I believe that alcohol is just as harmful as tobacco and believe that we need to give alcohol marketing and promotions and sponsorships the same treatment as we gave tobacco companies by totally banning its promotions and increasing its taxes along with graphic warnings.
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10. I beleive that to reduce alachol advertsing we should implement a total ban straight away to reduce its harm straight away.
11. Like smoking we see more see as drinking as uncool and not want to drink.
12. The smoke free law of 1990/1991 is how we saw the smoke free generation, my generation see smoking as uncool.
13. Higher taxes and total marketing bans should be tried as this will affect my generation who see binge drinking as cool and would see it reduce dramatically if not overnight.
14. It works on tobacco products.

Who would be affected by your proposals to restrict **alcohol advertising** and how? My age group (under 25's) who will no longer know what deals or see it as cool.

- Reduce alcohol consumption, particularly among young drinkers and heavy drinkers; drink less.
- Change the perception of alcohol as an everyday commodity, particularly among children and young people;
- Reduce alcohol-related harm; see it as a treat and no longer every day need.
- Regulate businesses, such as the alcohol and advertising industries; they will oppose as they lose their rights but may find ways to get around the law.
- Find new sources for alcohol sponsorship funds; new sources can be found instead of using alcohol companies' funds. It's what they said about tobacco and they found new sources.
- Target different populations – e.g. youth, children, Māori, Pasifika, lower socio-economic populations. Everyone will benefit by drinking less and increasing taxes will help by making it more expensive habit to maintain so it would be dropped.

Do you have any other comments? Yes the sooner restrictions and bans are in place alongside huge tax increases the faster alcohol harm will be reduced.

Thank you for contacting me,

Ph (mobile) (New Zealand)

or add/message me on Facebook

Twitter

Skype

Thank-you enjoy your day :)

Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

Post to: Nick Goodwin, Secretariat for Ministerial Forum on Alcohol Advertising & Sponsorship, PO Box 5013, Wellington 6145

Name: _____

Address/email: _____

Submission:

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Recommendations:

1. The Government should fully implement the recommendations on advertising and sponsorship made by the New Zealand Law Commission in *Alcohol In Our Lives* (Chapter 19) to ensure:
 - o no alcohol-related sponsorship of any cultural or sports events or activities
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Making a submission

Submissions close on **Monday 28 April 2014 at 5pm.**

- If you would like further information during the submission period please email alcoholadvertisingforum@moh.govt.nz and put 'Forum information' in the subject line.

Please detach and return.

Name:	
If this submission is made on behalf of an organisation, please name that organisation here:	FAMILY
Address/email:	
Please provide a brief description of your organisation (if applicable):	This is my entire extended family wanting to express our voice regarding the extensive harm caused by alcohol advertising and sponsorship.

There are two ways you can make a submission.

- Forward your comments, with the detachable submission form at the back of this document, to:
 Nick Goodwin
 Secretariat for Ministerial Forum on Alcohol Advertising & Sponsorship
 Ministry of Health
 PO Box 5013
 Wellington 6145
- Electronically complete the submission form available at the back of this document, add your comments and email to:
alcoholadvertisingforum@moh.govt.nz
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No I did not

2. Do you support further restrictions on **alcohol advertising** (over and above the measures currently undertaken) to reduce alcohol-related harm? **Yes or No.** [Tick box]
 Yes No
3. What reasons do you have for your view? Please include details.

1: Everyone sees the advertisement on the media regardless of their age, therefore young children are more likely to pick up the information and fancy attractiveness of the alcohol commercial and advertisement, and they are thinking this is a positive future for them as they grow up, they will follow this pathway without doubt.

2: The alcohol advertisement is a motivation calling to those who are not aware of the alcohol consumption harm, and those who are existing fans of alcohol, and there will be no inspiration to people to stay away from the harm caused by alcohol because the stimulus for drinking alcohol is appeared on the media either the radio, television, billboards, posters and flyers.

3: The mobile technology and media movement today is a disaster to all NZ communities especially Pasifika families and children, it's a blink of the eye. Using the media technology as a way to promote advertising especially for alcohol is totally devastating and putting more damage to our families. As for example, my nephew lost his daughter due to domestic violence on his lovely pregnant wife, because seeing and adopting what the alcohol advertising on TV is a positive challenging issue to others. This must stop right now.

4: Sponsorship using alcohol campaign to support any social, health, church, smaller groups events is adding up towards people's decision making from positive to false or unsure thinking about alcohol. It is not a positive way to sponsor a healthy group with a healthier mission using the alcohol consumption as a sponsor. It is conflicting the reality of all related harm caused by alcohol. I don't believe this will be allowing by the law to go ahead. It is conflicting the community people.

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.

I will comment on my own personal experience, as a solid ground to go against Alcohol advertisement and sponsorship. My own 17 years old son, told me that he wanted to drink alcohol in his 19years old because as he saw the alcohol campaign and advertisement on the media, it looked stunning to his eyes; as the example, this was happening on our way to Samoa on the plane, the magazines assigned for us to read on the plane was given varieties of wines, cost, romantic expressions with different brandies showcasing. Not only that but the TV commercial on the plane, with a couple swimming at the beach, by the hotel, with their champagne on their hands, enjoying the sunshine. All of a sudden, my son admitted this comment out of his mouth. Therefore this was motivating my son to drink, as he confirmed himself seeing the commercial related alcohol selection as a positive, luxurious, modern, romantic and professional way to enjoy and engage with others.

Secondly I got my husband besides me, talking highly on different varieties of alcohol brands being available in the local area, which is supported by the ads, when it comes on TV every time we sit in front of the TV. I am the victim of my husband's false hope as he shares, though we argue and fight about this, he still sticks to his point because it confirms from the advertisement in front of him.

My best friend's family got separated with her partner related to alcohol related violence, and her three boys are all drinking alcohol, with the idea they share to their mum, dad was drinking, they also seen the positive sides of alcohol on the media, low cost related spirits, and also it will make themselves feel good without stress. However the boys are not fully aware of what suffrage their mother is going through.

If it happens to my family, it will be the same on some families with the same problem.

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

If you change the life of one person it will definitely change the lives of thousands of other victims who are speechless about alcohol harm related to advertising and sponsorship.

6. Do you support further restrictions on **alcohol sponsorship** to reduce alcohol-related harm? **Yes or No.** *[Tick box]*

Yes

No

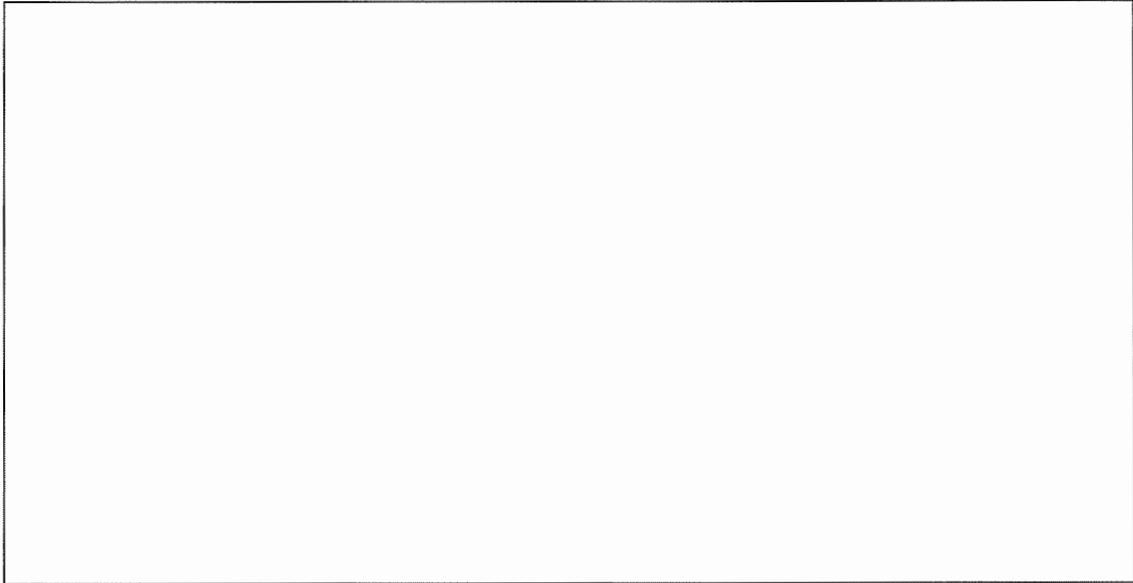
7. What reasons do you have for your view? Please include details.

- Too risky for the children as they are fond of the TV.
- Too risky for those children, teen ages, loyal and honest young people that their parents are strict enough to encourage their young ones to grow up in a very positive and very good citizens without drinking, gambling and involving with bad behaviours. Watching these ads will make them determine to touch, taste, see, and experience what it likes. It is a bad motivation to young people.
- Kids are like cameras at home, whatever ads appear, they think its cool and they wanted to know more, taste it, touch it and get some experience, it's the children's self-motivation towards determination to experience something very new, however they will end up in hell.
- Too risky for the future educational life of young people, if they drink and be motivated by the ads and advertisement every time and every day, urges and temptation will continue to heat up the young people's need.
- Too risky and vulnerable for pregnant mothers, women and their babies as their partners are somehow fond to drink for desirability and for romantic reasons, the more the greed is fed using the ads based on alcohol drinking motivations, the more the violence and suffer will be a burden to these women and children.

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.

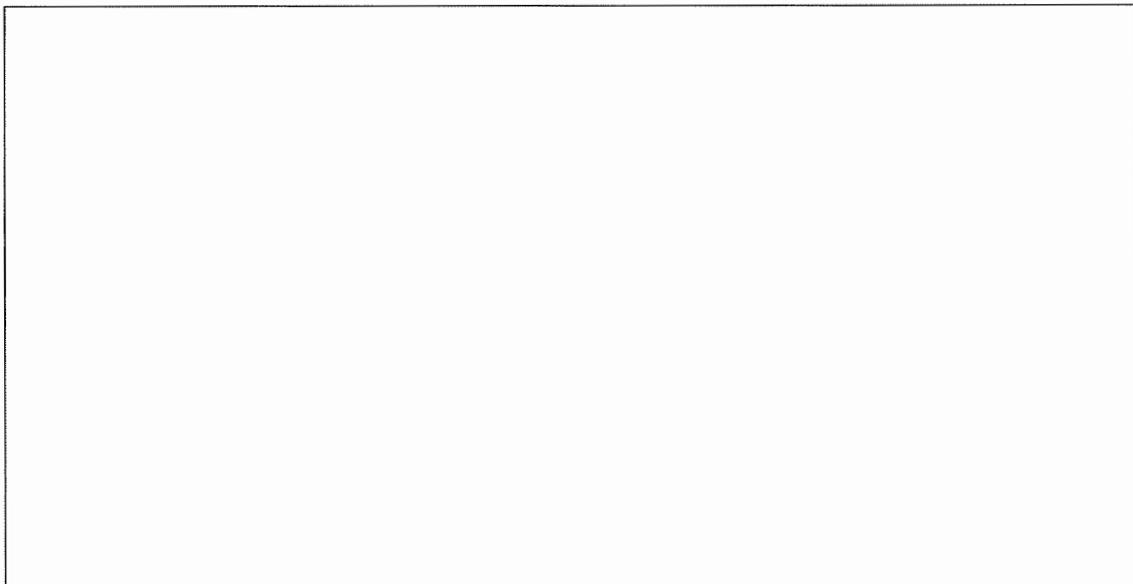
Refer to my personal story as expressed

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

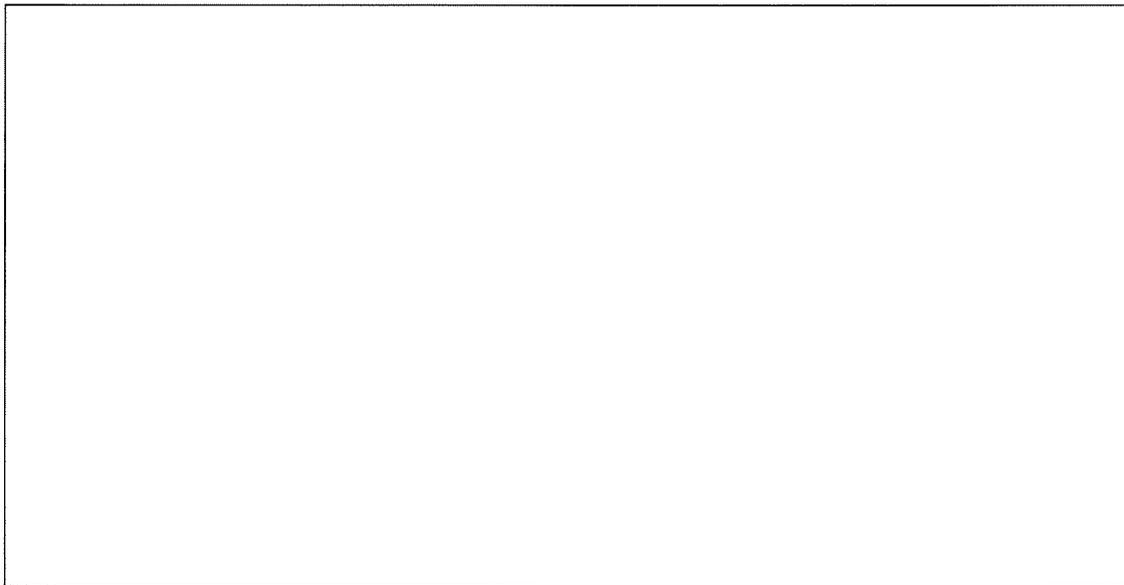


Types of possible restrictions (if supported)

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



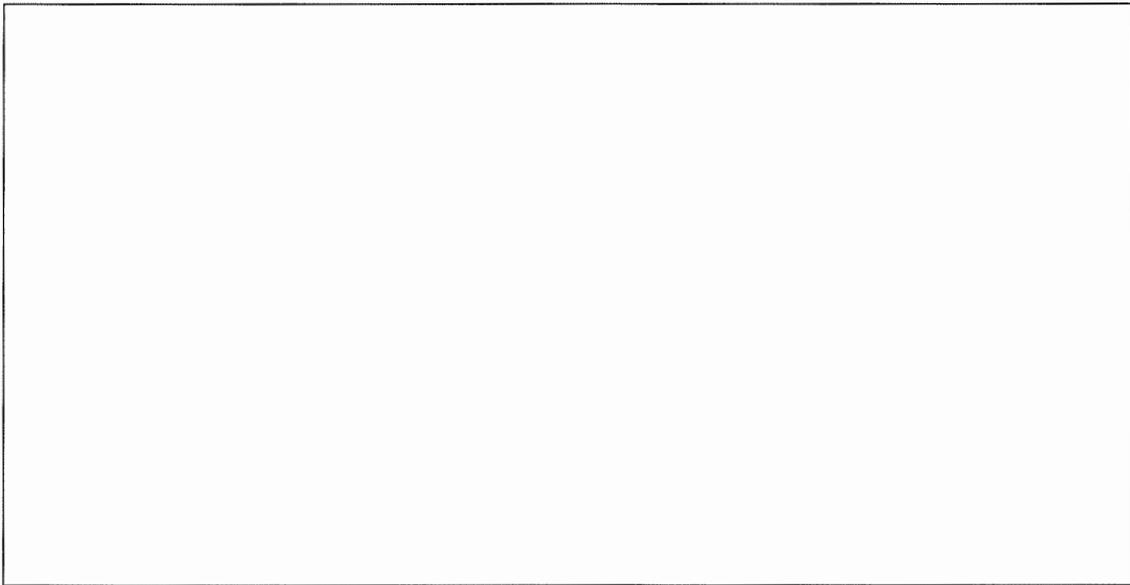
11. How would these proposed restrictions work in practice to reduce alcohol-related harm (e.g. crime, disorder, negative public health outcomes)?



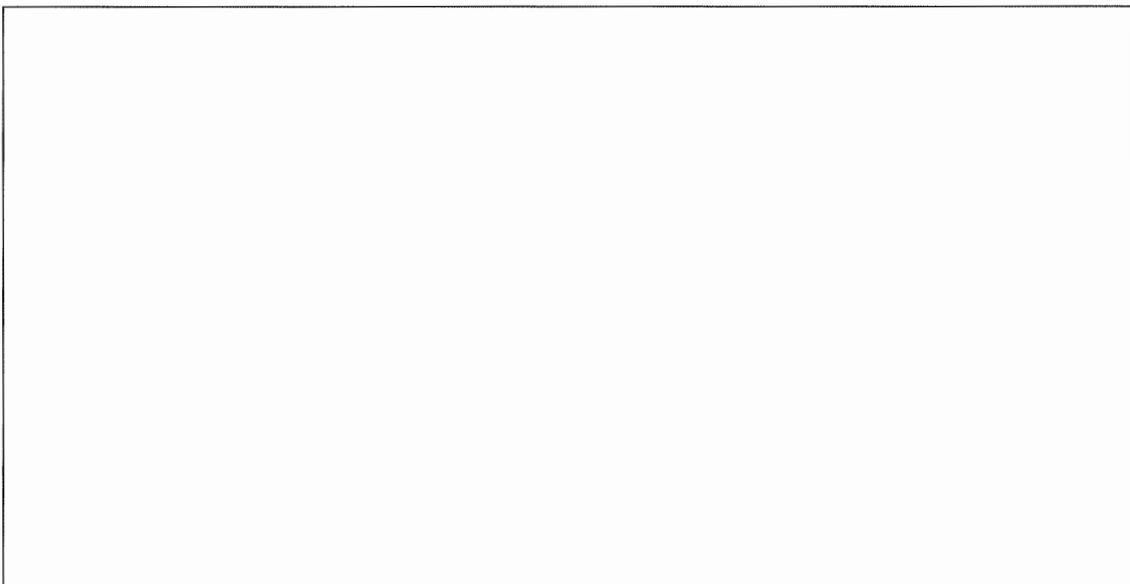
12. What evidence is available that your proposal(s) would work?



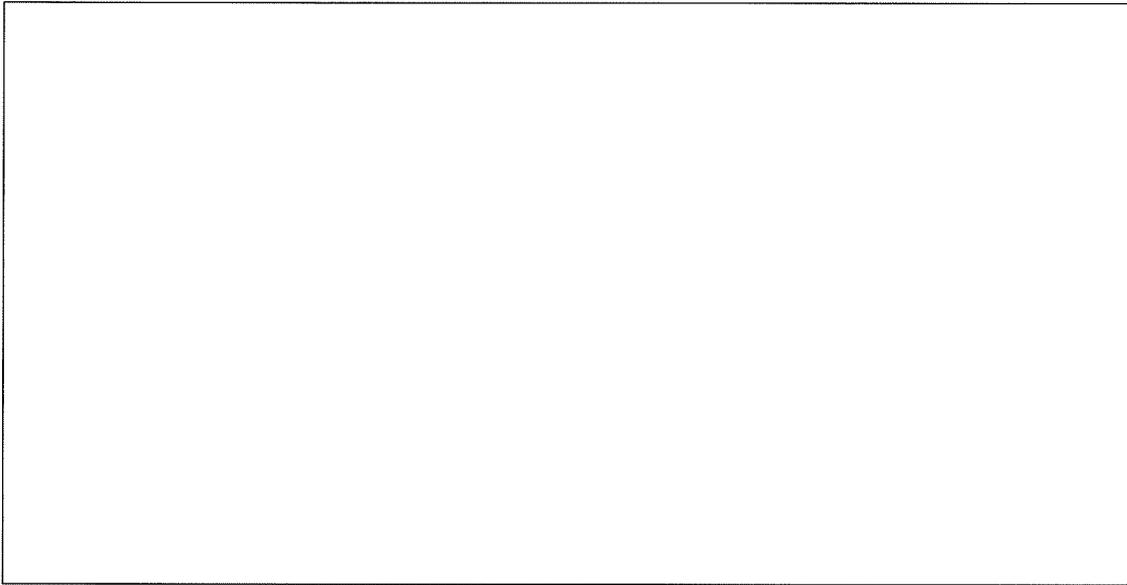
13. What other interventions could potentially be tried in future?



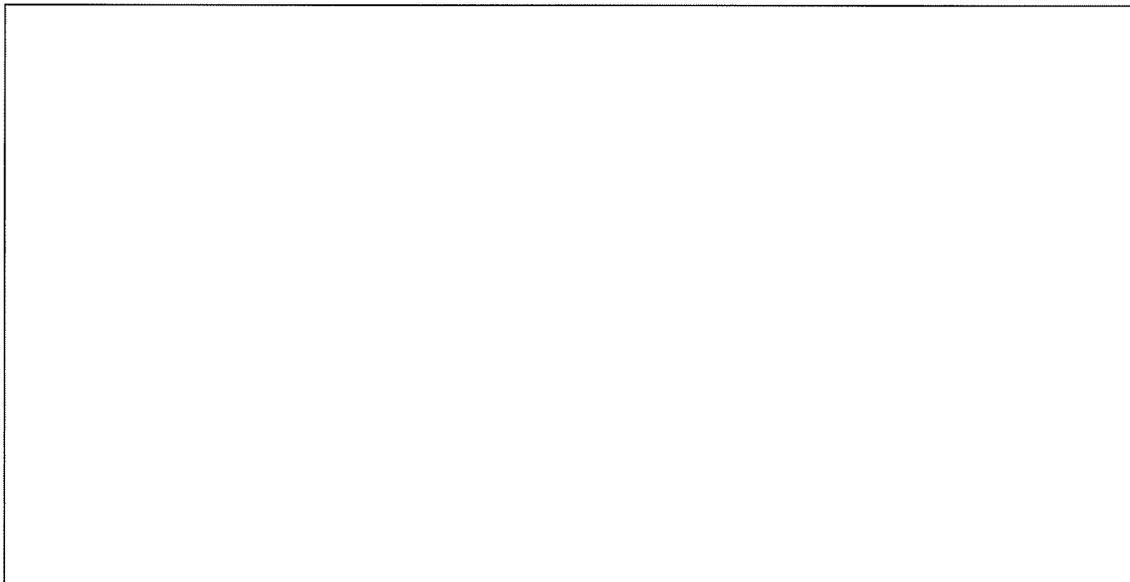
14. Why should these other interventions be considered?



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



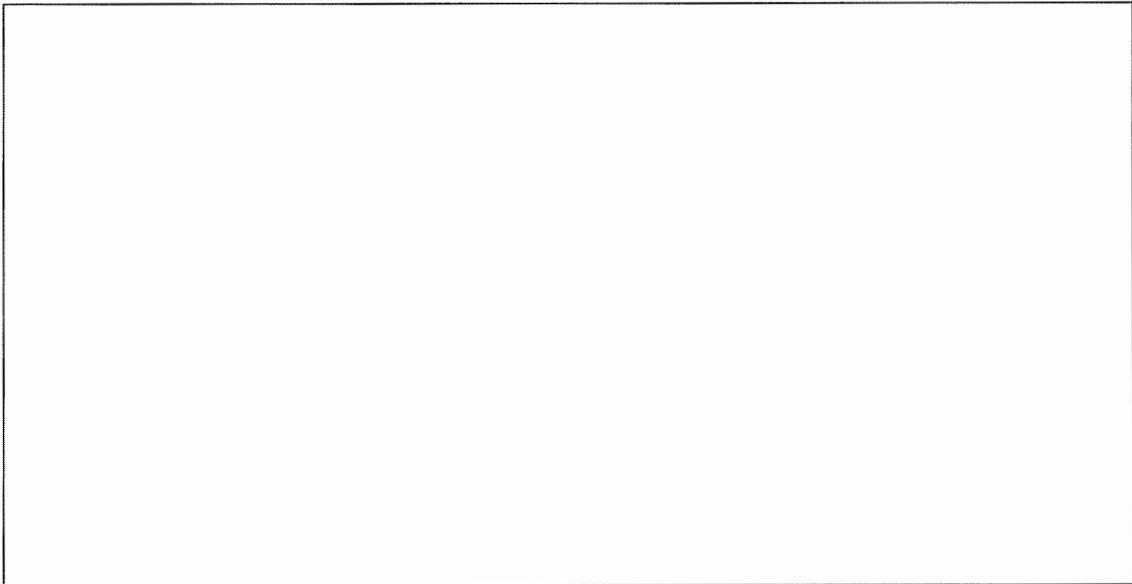
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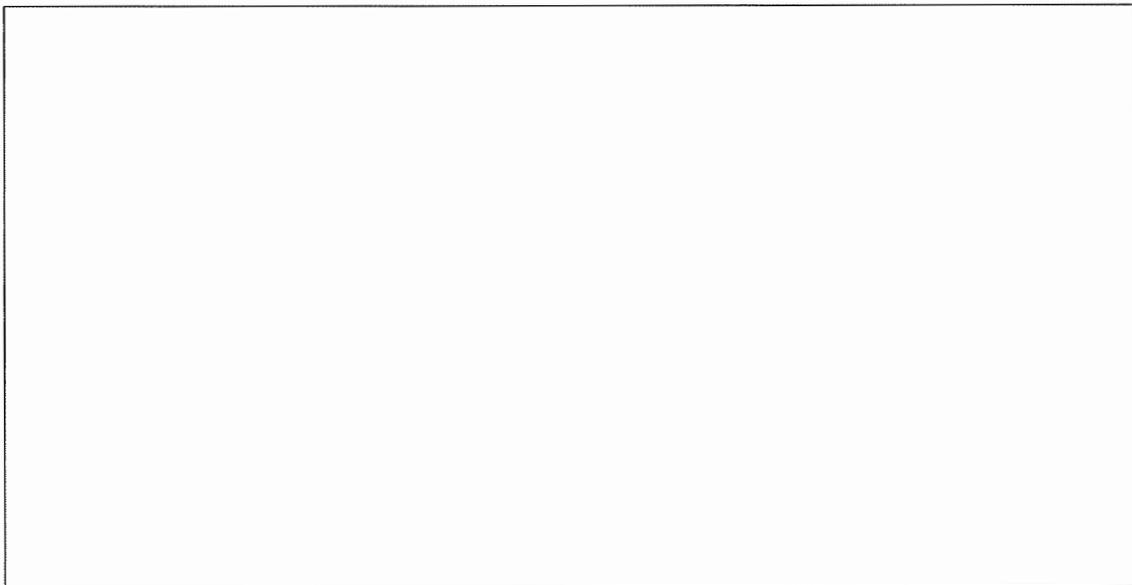
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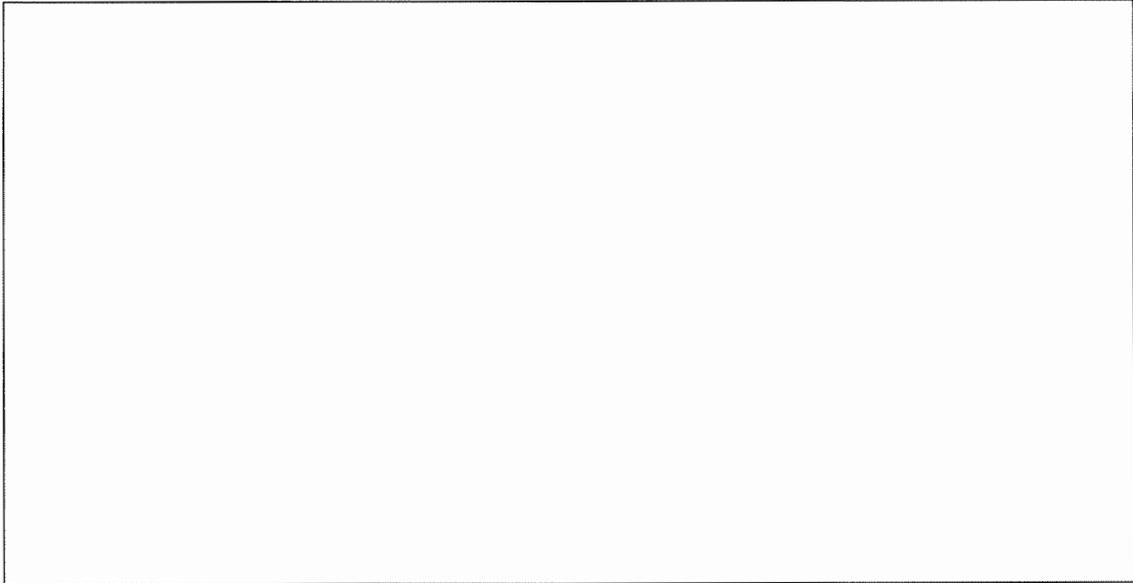
Impacts of proposals

20. Who would be affected by your proposals to restrict **alcohol advertising** and how?

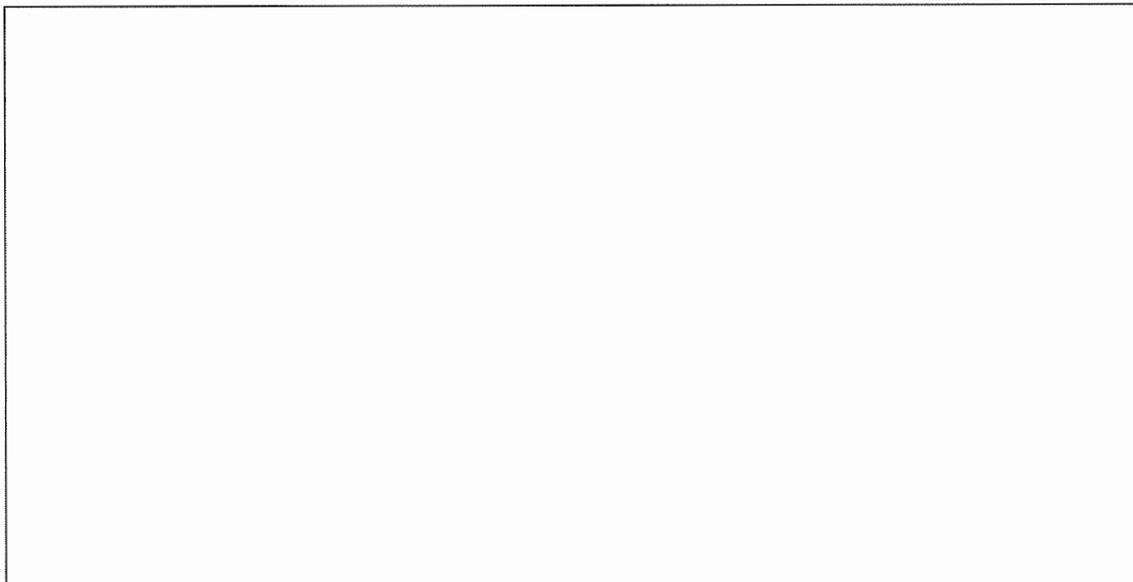


21. How might these proposals impact on:

- alcohol consumption, particularly among young drinkers and heavy drinkers;
- the perception of alcohol as an everyday commodity, particularly among children and young people;
- alcohol-related harm;
- businesses, such as the alcohol and advertising industries;
- the recipients of alcohol sponsorship funds; and
- different populations – e.g. youth, children, Māori, Pasifika, lower socio-economic populations.

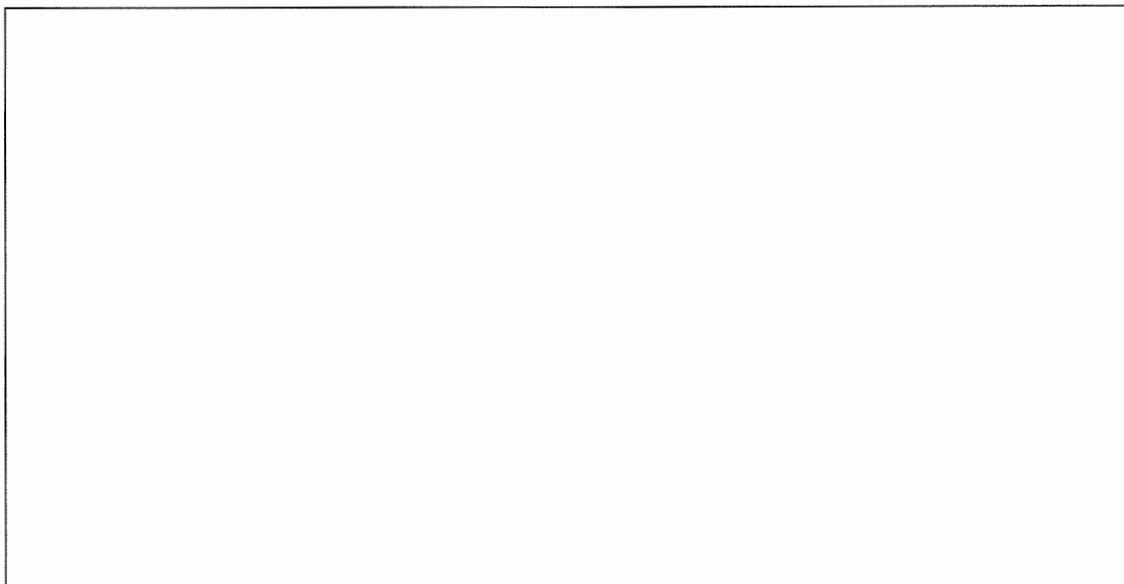


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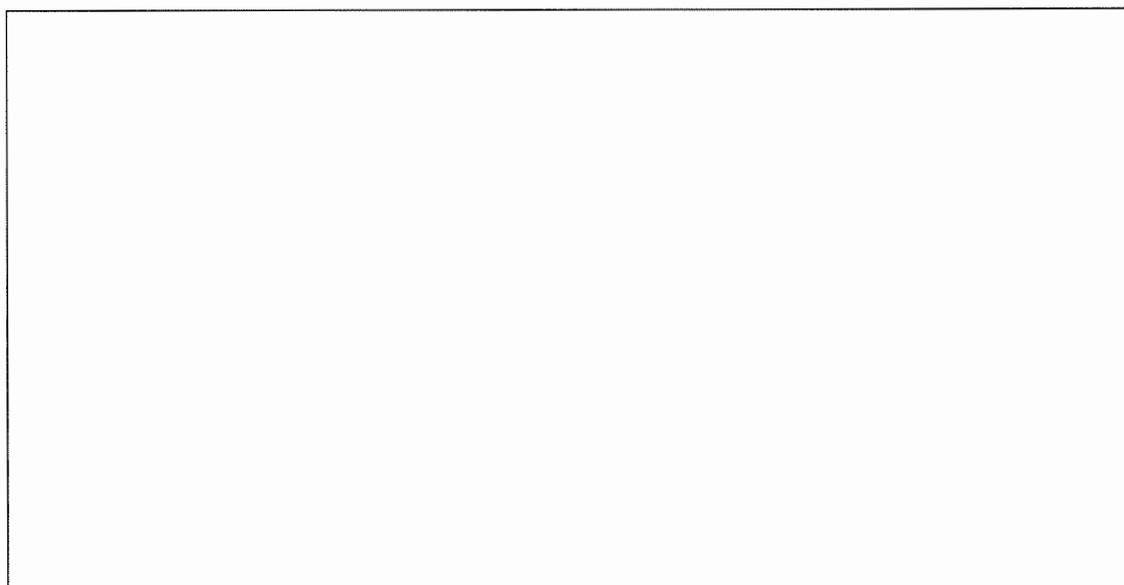
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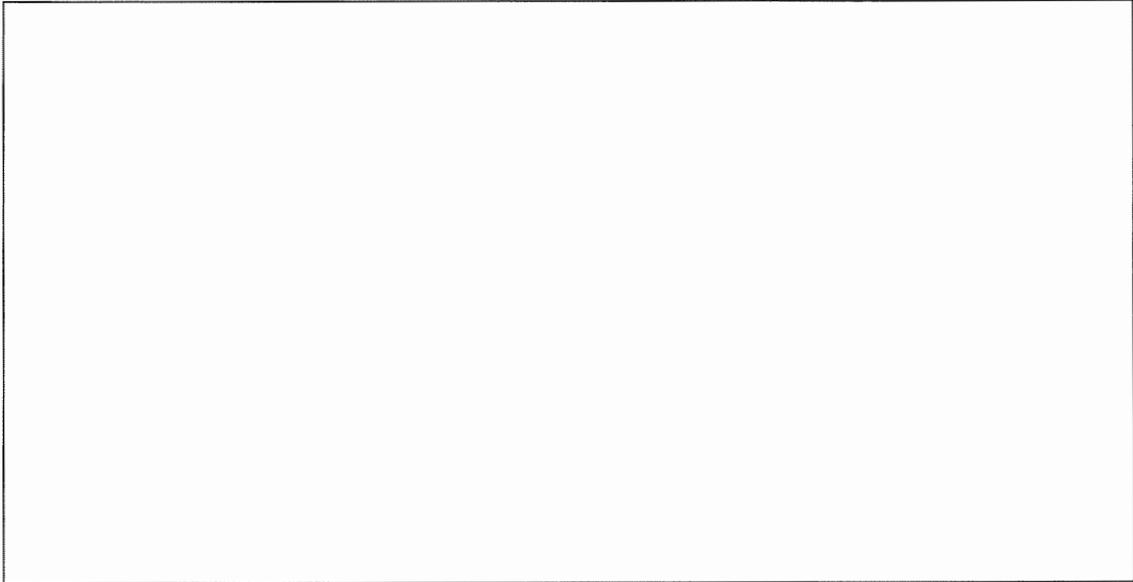


Ongoing and new challenges

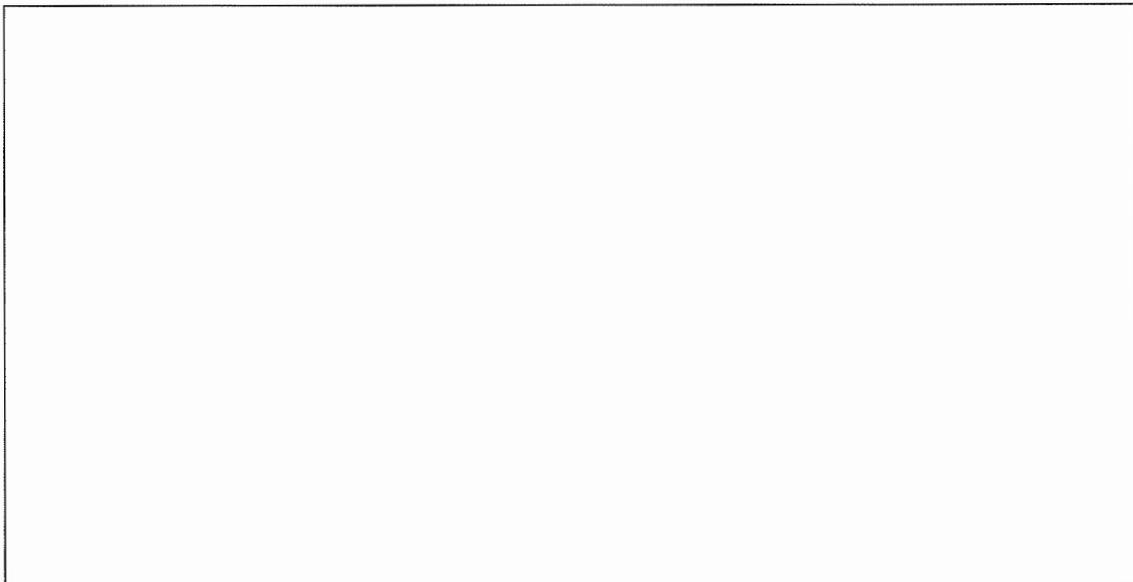
24. What ongoing and emerging challenges does the Forum need to take into account when considering whether further restrictions on **alcohol advertising** are necessary to reduce alcohol-related harm?



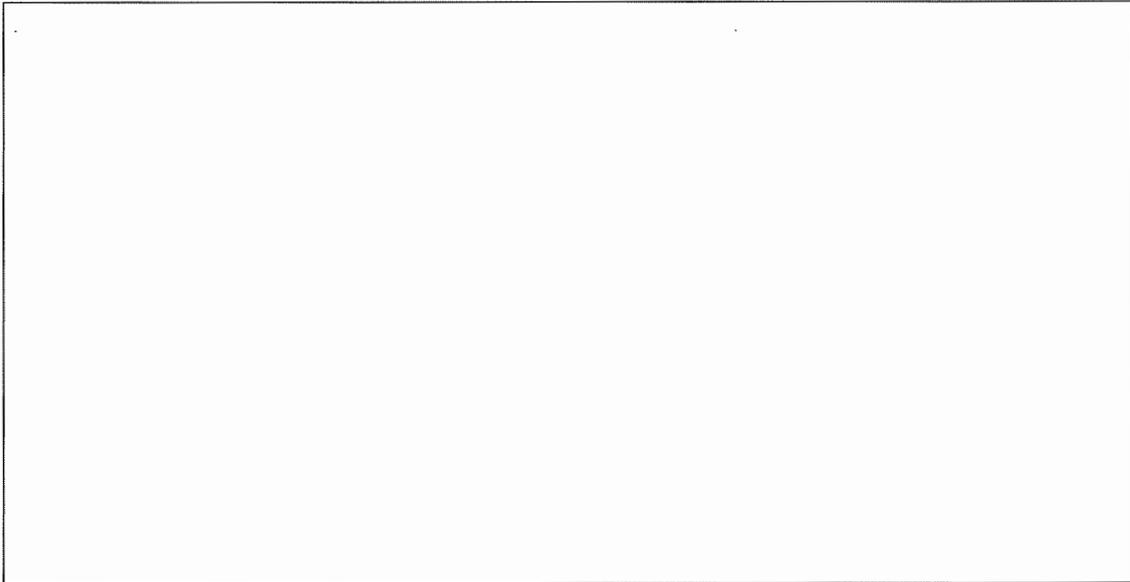
25. What action, if any, could be taken to address these matters?



26. What ongoing and emerging challenges does the Forum need to take into account when considering whether further restrictions on **alcohol sponsorship** (e.g. of sporting, cultural and other events) are necessary to reduce alcohol-related harm?



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



Other comments

28. Do you have any other comments?





The NZ Government has recently established a Ministerial Forum on Alcohol Advertising and Sponsorship. Their purpose is to consider whether further restrictions on alcohol advertising and sponsorship are needed to reduce alcohol-related harm.

The forum is currently seeking submissions on this topic before reporting to the Ministers later this year. **Submissions close at 5pm on Tuesday 28th April 2014.**

Children see the sorts of images of alcohol before they are old enough to drink. Alcohol advertising and sponsorship encourages children to drink younger and drink more. This means they are more likely to be victims of crime, have unprotected sex and under-perform at school.

If you think it's wrong that children are exposed to all of this till the Forum that enough is enough, you have the power to bring change! Complete the form below to tell Ministers that it has to be fixed as quickly as possible.

For further information visit www.aahw.org.nz



Dear Ministerial Forum on Alcohol Advertising and Sponsorship,

We need further restrictions on alcohol advertising and sponsorship in New Zealand. I would like to see the Law Commission's recommendations that were made in 2010 implemented now. This means that I support the following:

- No alcohol advertising should be allowed in any media other than advertising that communicates only objective product information.
- No alcohol sponsorship of of cultural or sport events should be allowed.
- I support a portion of the government alcohol levy should be ring-fenced to provide alternative sponsorship for sport and cultural activities e.g. similar to the Health Sponsorship Council model for Smokefree, or the RTD tax that provides alternative sponsorship for 12 leading sports in Australia (*mark the box if you agree*).

Yes I want to make an oral submission (*please mark the box*).

This submission was completed by:

Name:

Address:

Email:

Signature:

Date:

16/4/14

Note: This submission may be requested under the Official Information Act 1982. If this happens, it will normally be released to the person who requested it. However, your personal details will be removed from the submission if you mark the following boxes:

- I do not give permission for my personal details to be released under the Official Information Act 1982.
- I do not give permission for my name to be listed in the published summary of submissions.

Once completed save this file and email to
alcoholadvertisingforum@moh.govt.nz
 by 5pm, Monday 28th April, 2014.

SEE WHAT
 THEY SEE

Making a submission

Submissions close on **Monday 28 April 2014 at 5pm.**

- If you would like further information during the submission period please email alcoholadvertisingforum@moh.govt.nz and put 'Forum information' in the subject line.

Please detach and return.

Name:	
If this submission is made on behalf of an organisation, please name that organisation here:	
Address/email:	
Please provide a brief description of your organisation (if applicable):	

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No

2. Do you support further restrictions on **alcohol advertising** (over and above the measures currently undertaken) to reduce alcohol-related harm? **Yes or No.** [Tick box]

Tick No

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

When cigarette and alcohol sponsorship was removed from the NZ sporting arena, it was the competitors that failed to raise money and the NZ local sports clubs declined in their ability to keep up with the world stage – we have now almost successfully banned tobacco advertising, and increased the revenue stream by making cigarettes nearly unobtainable – but nothing has been achieved with Alcohol, so let's allow alcohol back into main stream sponsorship.

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.

Please supply me with the current cigarette and alcohol guidelines.

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

6. Do you support further restrictions on **alcohol sponsorship** to reduce alcohol-related harm? **Yes or No.** *[Tick box]*

Yes

forms?

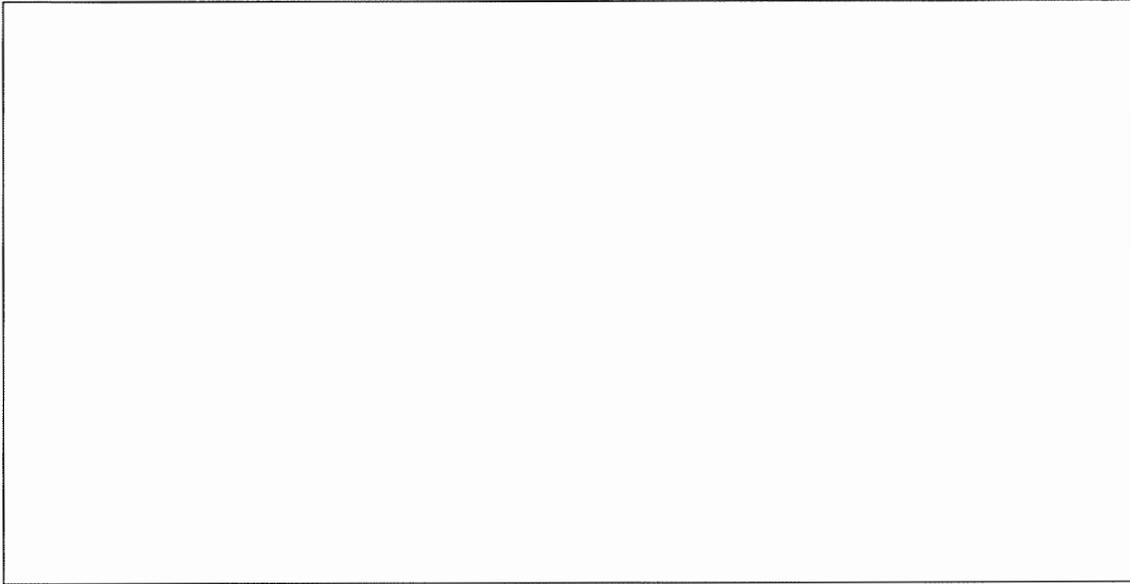
Tick for no (who did your

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

Actually now I am of the opinion if you can't make your forms work, what chance do we have of being heard?

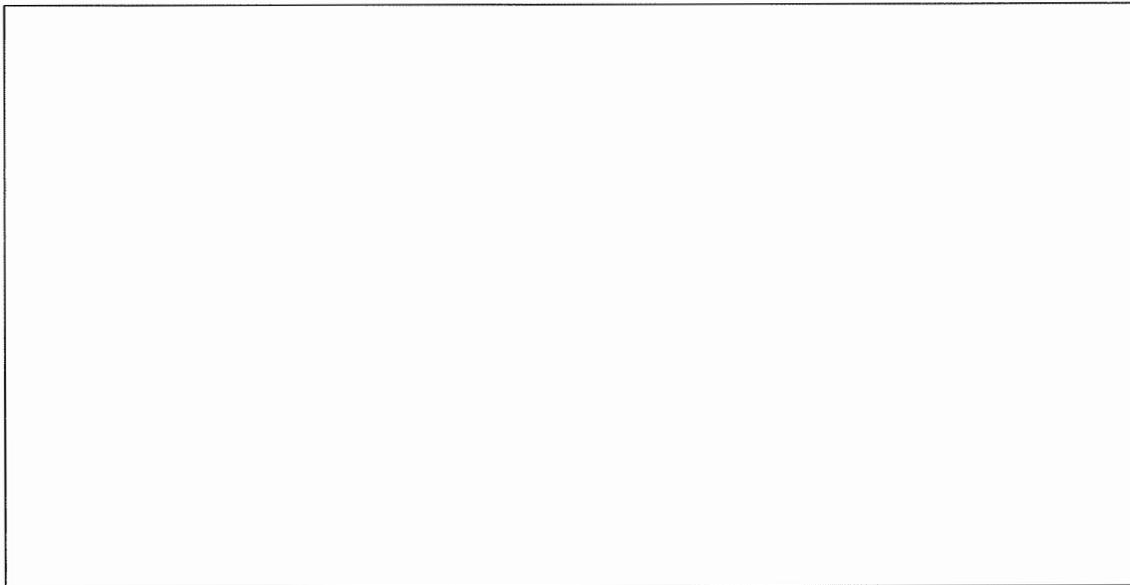
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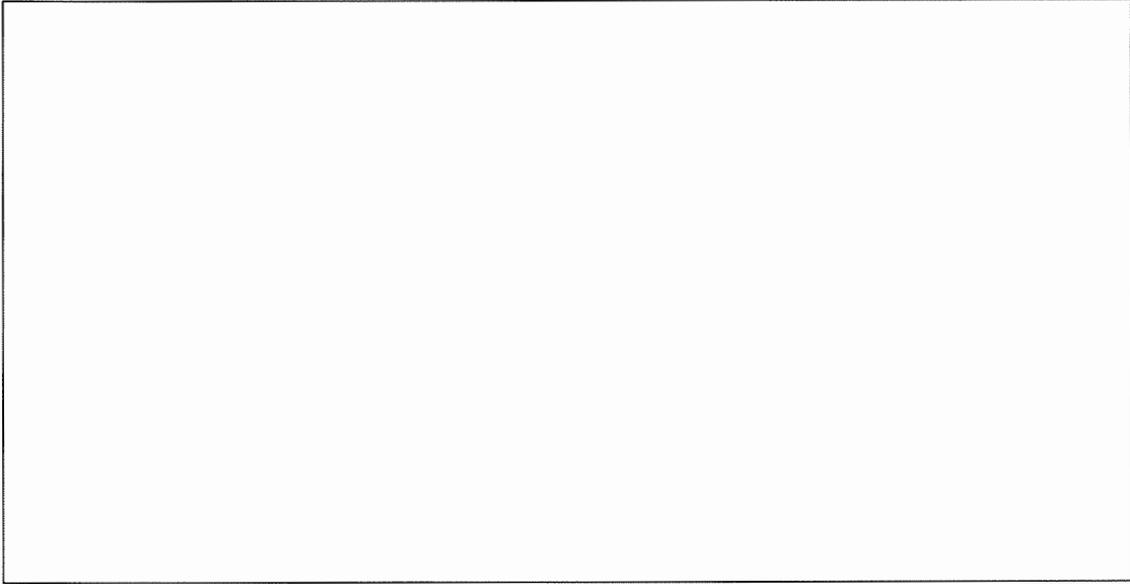


Types of possible restrictions (if supported)

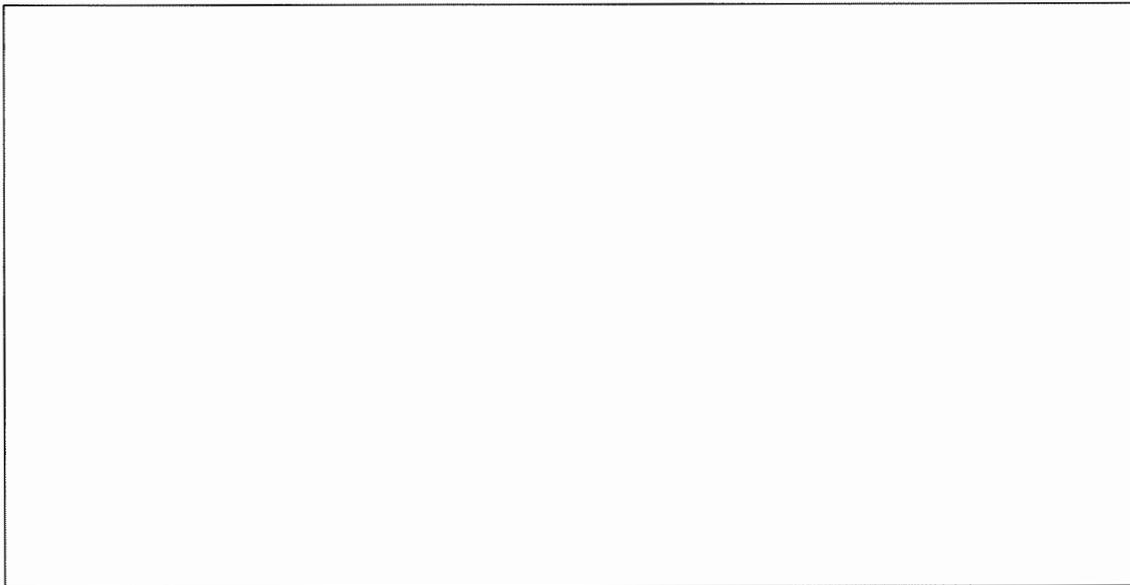
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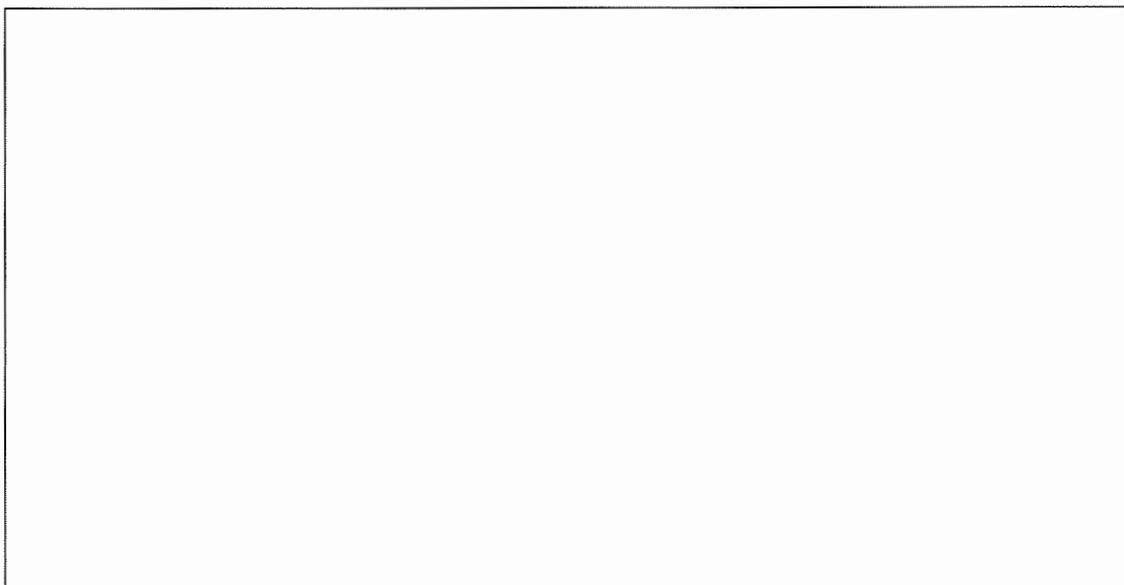
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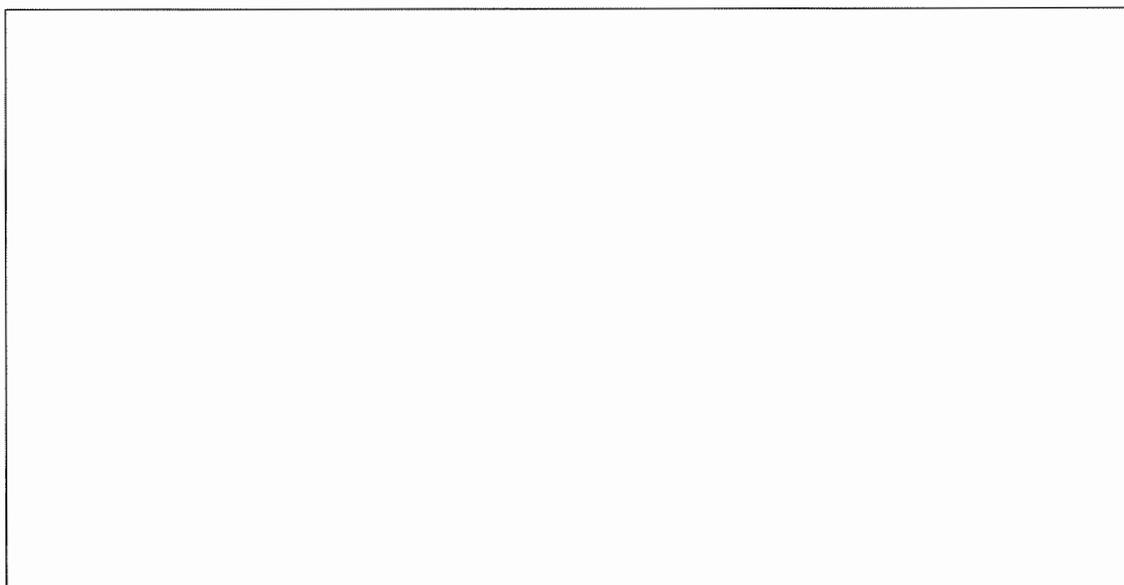
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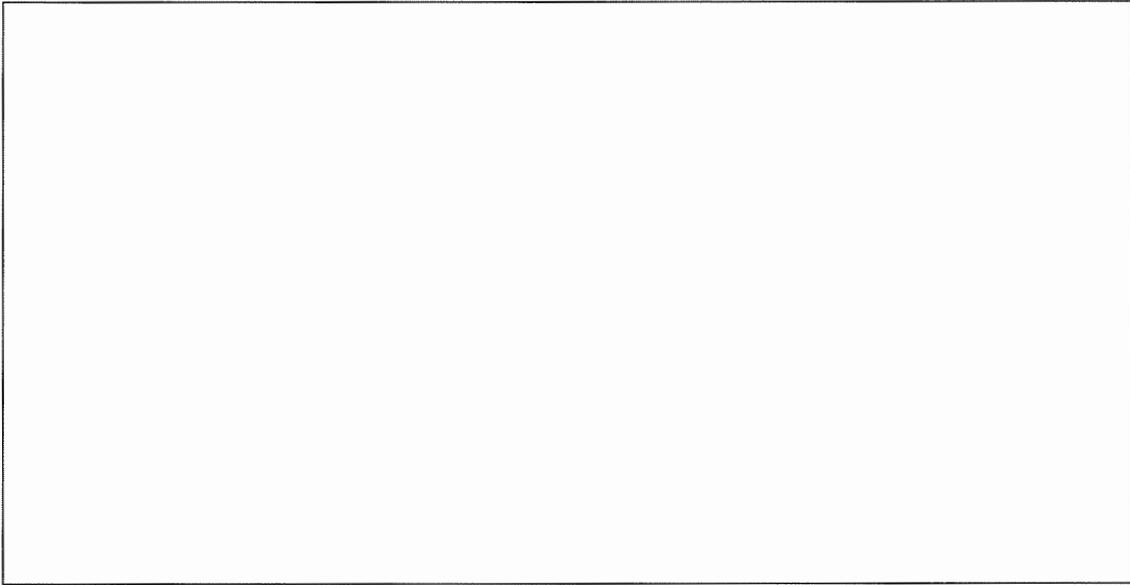
14. Why should these other interventions be considered?



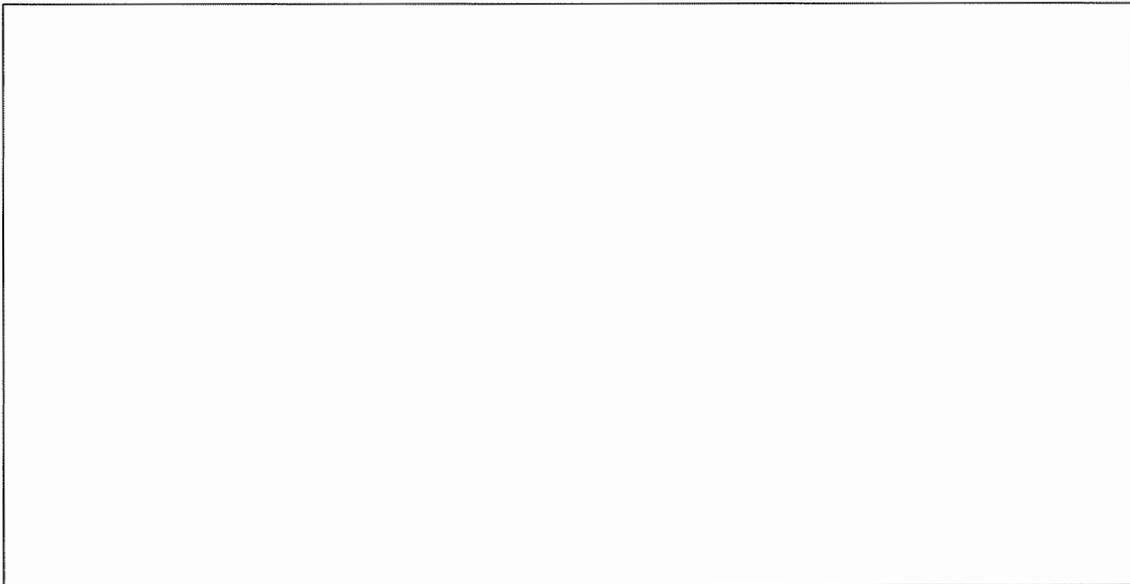
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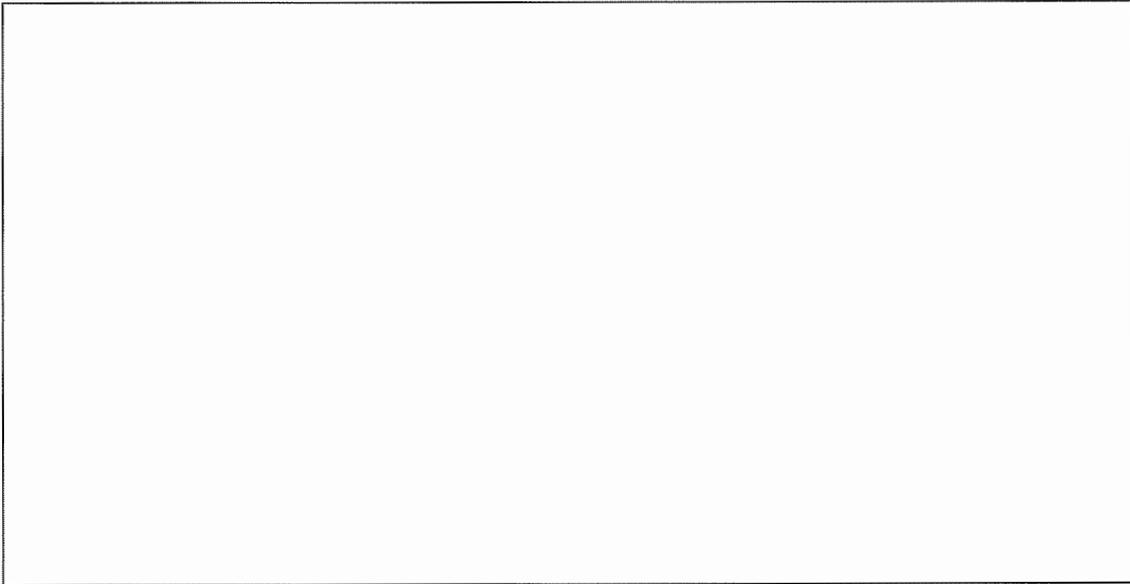
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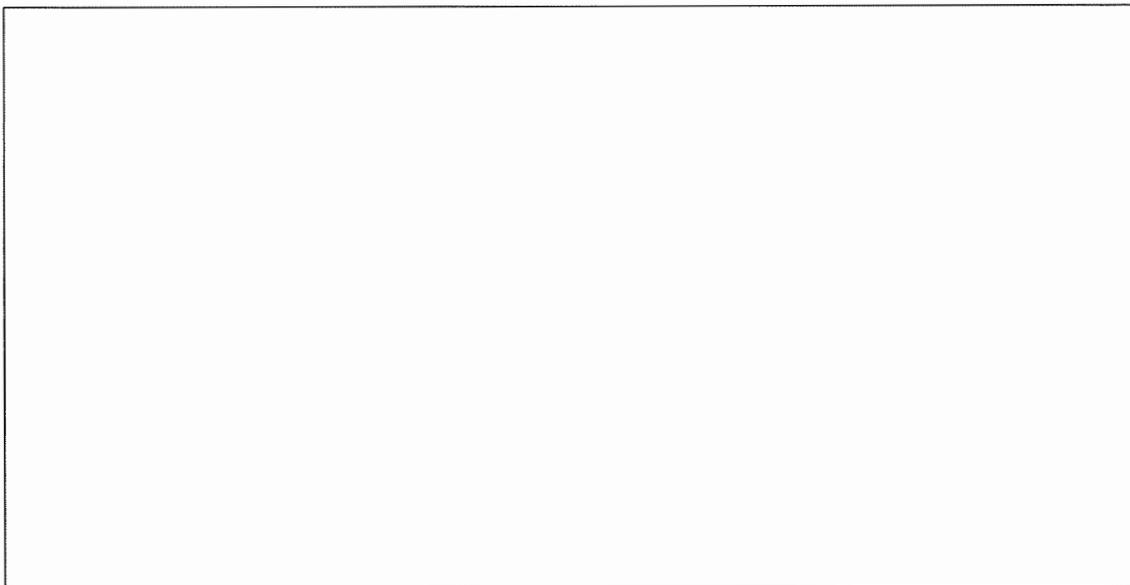


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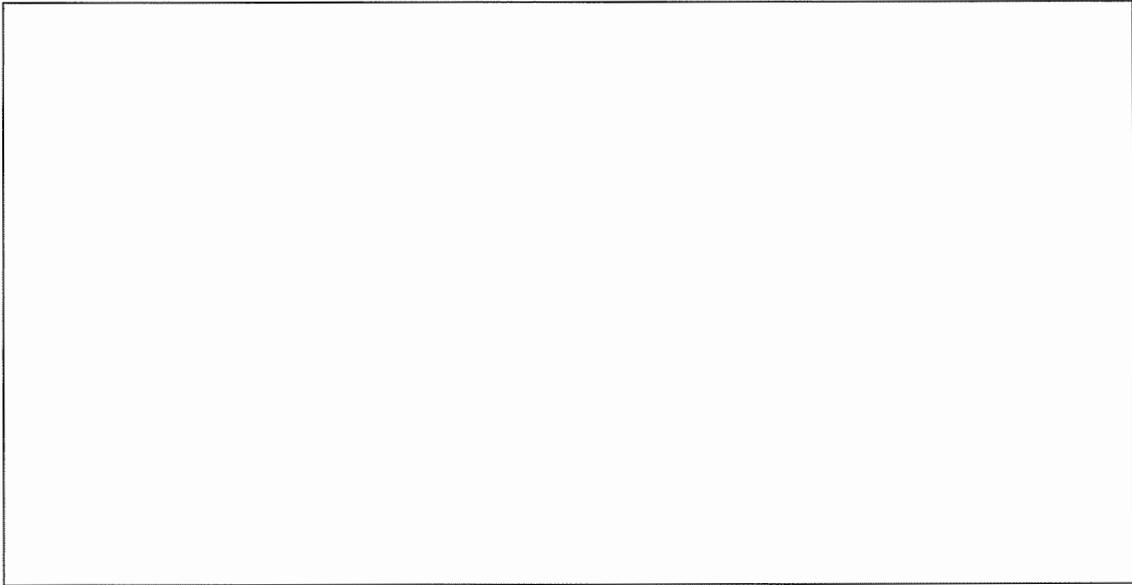
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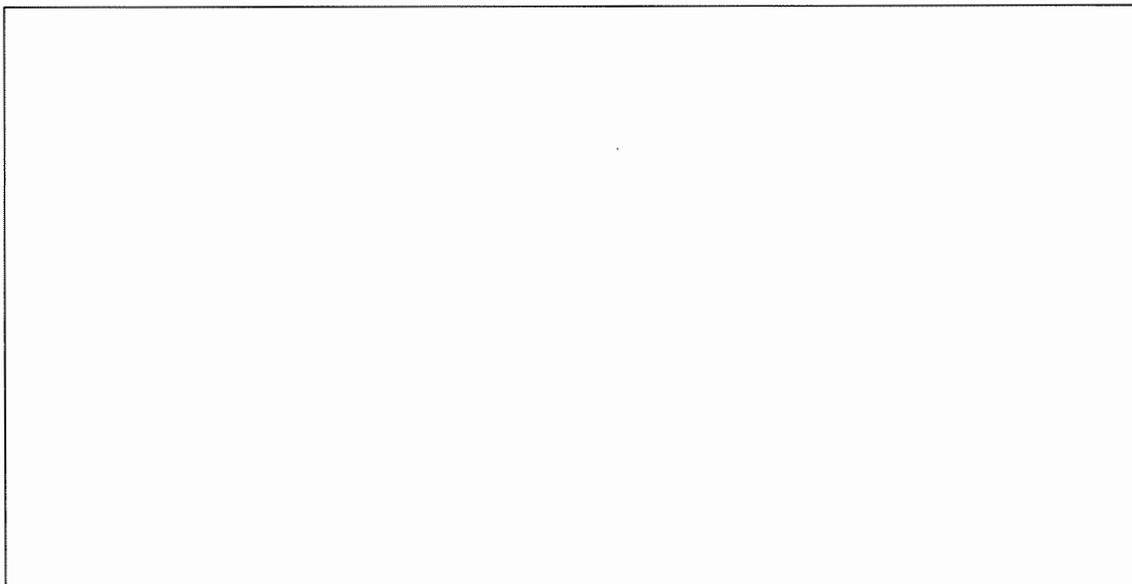


21. How might these proposals impact on:

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Ongoing and new challenges

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?

Alcohol related advertising and alcohol related harm – is that like saying the person reading this, is somebody's child? Or is it like saying the person reading this is not capable of monitoring their own intake and their subsequent actions?

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

Clearly you wish to bring back prohibition.

26. What ongoing and emerging challenges does the Forum need to take into account when considering whether further restrictions on **alcohol sponsorship** (e.g. of sporting, cultural and other events) are necessary to reduce alcohol-related harm?

Take the tax from the product you are restricting sponsorship, and hand it back to the sporting bodies.
A direct schedule, no dilution for administration. Then and only then can you be a nanny state that is bordering on communism but will still allow for our sports teams to flourish.
They have wilted under the current legislation; most have become so pathetic they aren't worth watching at a local level. Take International NZ Motorsports teams 1988 vrs motorsports 2014 – take crowd numbers and laptimes and you will find yourself with an unworthy competitor field.

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

When you took away cigarette sponsorship you effectively cancelled many events, promising them Lotto money and underdelivering.

Readdress this situation, remember coffee is also an addictive substance, without it, people can be aggressive, inhumane and downright nasty. Where do you see this ending?

Some substances we like, and have been able to make since predawn of time: fermented drinks, pipes, and a good old fashioned bonfire. Essentially you wish us to pay tax on these things, and we've allowed it.

Essentially we may change our minds.

Other comments

28. Do you have any other comments?

These questions are very targeted – it is not a given that if a person sees an advert they will revert to a savage upon taking a harmful substance that is legally available given certain conditions of sale.

Would it not be best to target dead beat parents than blame legally obtainable substances? Bring back the moral obligations into society's consciousness, not make the decision for us, but make us culpable.



Sent by:
s

11/04/2014 03:43 p.m.

To: <alcoholadvertisingforum@moh.govt.nz>,
cc:
bcc:

Subject: Forum Submission

Not knowing the best way to word this but I want to give my opinion on Alcohol Advertising.

I believe alcohol is the biggest drain on health resources in New Zealand.

It is far too easily accessible, both in terms of price and availability.

I believe that such a dangerous substance should not be advertised at all and should carry health warnings on all packaging.
