



**Submission to the Ministerial Forum on Alcohol  
Advertising and Sponsorship**

**From PHD GROUP**

## TABLE OF CONTENTS

- 1.0 Introduction
- 2.0 Executive Summary
- 3.0 Our mature market doesn't increase consumption, it just changes market share
- 4.0 The current co-regulatory framework works
- 5.0 With the advent of the internet, a ban on alcohol related advertising and sponsorship would be expensive and difficult, if not impossible, to police
- 6.0 To date, there is no compelling evidence linking alcohol advertising or sponsorship with alcohol abuse
- 7.0 Alcohol brand experiences improve and build community and cultural enjoyment and influences
- 8.0 Overarching negative impact on affected industries
- 9.0 Summary

## 1.0 Introduction

- 1.1 This submission has been prepared by PHD GROUP NZ, comprising Spark PHD, Spark PR & Activate and Spark PHDIQ. PHD GROUP is a member of the Communication Agencies Association of New Zealand (CAANZ), the Public Relations Institute of New Zealand (PRINZ). Spark PR & Activate sits on the Marcomms Leadership Committee under the auspices of CAANZ. The contact person at PHD GROUP is Louise Bond, Chief Executive Officer: [louise.bond@sparkphd.co.nz](mailto:louise.bond@sparkphd.co.nz) | 021 875 650.
- 1.2 PHD GROUP is an expert in the combined fields of communications strategy, media planning and buying, public relations and activation included but not limited to; media relations, event management, sponsorship negotiation and leverage, product sampling and digital media including; paid digital media, content, social, mobile marketing and search.

## 2.0 Executive Summary

- 2.1 PHD GROUP currently represents 92 clients, including 40 food and beverage brands housed within companies such as DB Breweries Limited and Unilever. As experts in marketing communications, we wholly understand the important role that advertising, activation and sponsorship plays in society.
- 2.2 PHD GROUP prides itself on setting an industry benchmark for effective and responsible marketing communications for all its clients, including the alcohol brands it represents. The agency in no way supports any form of advertising or promotion that could be considered misleading, offensive or inappropriate. Furthermore, PHD GROUP is in full support of the Sale and Supply of Alcohol Act 2012 and its intentions, as well as the revised ASA Codes of Practice.
- 2.3 PHD GROUP believes the current industry self-regulation scheme best serves the interests of both the New Zealand public and advertisers. It provides a framework that ensures consumers are protected and their rights upheld via stringent industry codes of practice and a robust complaints process. It also allows alcohol advertisers to communicate in an appropriate manner to their target audience. Working in line with the current self-legislative framework and the ASA's Code of Advertising and Promotion of Alcohol, is fundamental to our client service function for DB Breweries Limited.
- 2.4 PHD GROUP strongly opposes any further restrictions being placed on alcohol advertising and sponsorship. We have arrived at this belief based on external factual evidence cited in numerous studies (covered throughout this submission), which has found no compelling national or international evidence linking alcohol advertising or sponsorship with alcohol consumption or alcohol related harm. We believe the imposition of further restrictions will not advance the objectives of the Act and may, in fact, work against them.
- 2.5 There are six key points, based on PHD GROUP's industry experience, which also support the above view:

- 2.5.1 Advertising and sponsorship can influence brand choice, but they do not increase overall consumption, let alone harmful consumption
- 2.5.2 The current co-regulatory framework works: we are firmly in support of this and feel strongly that this framework needs time to take full effect before it can be sensibly evaluated and undergoes full due diligence
- 2.5.3 With the advent and increased power of the internet, a ban on alcohol related advertising would be expensive and difficult, if not impossible, to police
- 2.5.4 To date, there is no compelling evidence linking alcohol advertising or sponsorship with alcohol abuse
- 2.5.5 Alcohol brand sponsored experiences and events can improve and build community and cultural enjoyment and influences
- 2.5.6 It is important to consider the overarching negative impact on affected industries should a ban be put in place

2.6 This submission will cover each of the above discussion points in further detail. It is our firm belief that further restrictions on alcohol advertising will not reduce alcohol-related harm and, with our integrated agency expertise, we argue that this also holds true for sponsorships and new digital media platforms.

Please note: PHD GROUP did not 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.

### **3.0 Our mature market doesn't increase consumption, it just changes market share**

- 3.1 New Zealand's alcohol market is categorised as a mature market. Advertising, PR and marketing campaigns that target the mature market do **not** seek to increase consumption, but rather, they influence brand choice. The purpose of communicating with consumers is to create brand awareness, competition and influence consumer choice not drive overall consumption.
- 3.2 Glen Wiggs' March 2014 Foundation for Advertising Research report looks in detail at the ban on alcohol advertisements across broadcast media removed in 1992 – annual consumption in the five years prior to this is higher than in any of the 22 years following. Why? A removal of the ban saw an increase in brand advertising and a move away from bulk buys. As brands grew in importance the trend shifted to quality consumption, not quantity.
- 3.3 As an agency PHD GROUP has 15 years of expertise, experience and learnings from being involved at the coal-face in the actual consumer out-takes of alcohol advertising and sponsorship. In today's market, we find that sponsorship is about leveraging a brand's credentials, aligning with synergistic products, borrowing their audience's

credentials, and raising brand awareness in new and previously uncharted territories.

- 3.3.1 Our most recent campaign, *Heineken Open Play*, an eight-week campaign promoting Heineken's sponsorship of The Heineken Open in Auckland, is a demonstration where sponsorship of sport by an alcohol brand does not encourage increased drinking or alcohol consumption by people who would otherwise abstain. In fact, in a recent report commissioned by the Health Promotion Agency ('The Culture of Alcohol Promotion and Consumption at Major Sports Events in New Zealand' August 2013), it was stated that this event, which featured the most alcohol brand visibility, also had the most responsible drinking culture.

#### **4.0 The current co-regulatory framework works**

- 4.1 There is currently a strict co-regulatory framework for alcohol advertising in place, which PHD GROUP and the broader industry adhere to.
- 4.2 ANZA administers a pre-vetting system on behalf of all member liquor advertisers. This involves an independent adjudicator pre-vetting advertisements prior to media receiving them and ultimately before they reach consumers. This compliments the ASA Codes by effectively ensuring compliance with them before the advertisement is published or broadcast.
- 4.3 We are firmly in support of both the pre-vetting system and the ASA Codes, and feel strongly that this framework needs time to reach its full gestation period before it can be sensibly evaluated.

#### **5.0 With the advent of the internet, a ban on alcohol related advertising and sponsorship would be expensive and difficult, if not impossible, to police**

- 5.1 The Ministerial Forum has acknowledged that regulating alcohol advertising is difficult and its effect uncertain with particular reference to new technologies and marketing techniques.
- 5.2 In the event that an alcohol advertising and sponsorship ban or further restrictions were to proceed, it would be time-intensive to police this policy and any impact on harmful consumption questionable.
- 5.3 With digital technology and highly targeted media solutions now in play, there are multiple messages being served to consumers every second of the day. Checking that brands have not violated these guidelines will require intensive resource and partnerships with key New Zealand media owners.
- 5.4 With ten years' experience in the new media space via our digital arm PHDIQ, we predict that an attempt to monitor this would require a forging of partnerships with the various media platforms (i.e Google and Facebook) and any associated ad-serving platforms.

5.4.1 As a recent and relevant example, Google has a policy around not advertising gambling in some advertising spaces (i.e Google Display Network). However, this is a manual process by Google and therefore advertisements do slip through from time to time.

5.5 With over 20 digital media platforms/owners in NZ, the process of consulting with all media partners, agreeing policy enforcement and then policing the policy would be no easy feat. Furthermore, this only applies to platforms with a New Zealand presence; it is highly questionable what could be done to control placement on internationally based websites and servers.

5.6 In totality, this will be a difficult and resource-heavy requirement. Funding this police taskforce could also be an extremely costly exercise.

## **6.0 To date, there is no compelling evidence linking alcohol advertising or sponsorship with alcohol abuse**

6.1 PHD GROUP supports the Ministerial Forum in their belief that public policy must be evidence based – as it stands there is currently no compelling evidence linking alcohol advertising or sponsorship with alcohol abuse.

6.2 Evidence from overseas has shown that bans on advertising do not materially impact consumption and, if anything, lead to greater reliance on price discounting and black market supply. Countries such as Norway and France (Berger, G. et al., 1999), which have heavy alcohol advertising restrictions, have actually found increases in harmful consumption; whereas NZ's harmful drinking levels (and overall consumption levels) have been decreasing without an advertising ban.

6.3 Beer volumes have been in decline for decades whilst total marketing spend (including advertising and sponsorship) has increased or remained stable.

6.4 Virtually all scientific evidence demonstrates that alcohol advertising bans have no impact on overall consumption – proof that advertising and sponsorship of alcohol does not impact negatively on creating a 'best drinking culture'.

## **7.0 Alcohol brand experiences improve and build community and cultural enjoyment and influences**

7.1 In 2013, PHD GROUP worked with DB to leverage Heineken's 15 year association with tennis tournament, The Heineken Open.

7.2 The campaign successfully elevated The Heineken Open from just another tennis tournament to a genuine festival of tennis, comparable with its global peers and igniting a blaze of public and media interest, set to rival major international sporting and

entertainment events.

- 7.3 The activity was about driving brand metrics, not sales or an increase in consumption, in fact there was no clear impact on sales directly attributable to the activity over the campaign period (18 November 2013 – 16 January 2014).
- 7.4 Anecdotally, our audience told us that they loved the entertainment component of the 2013 event, that this was the reason they attended the tennis. It gave them an experience they wouldn't have had without Heineken's sponsorship and support.
- 7.5 By removing the ability for alcohol brands to sponsor such events, we not only negatively affect our consumers, but also associated business and brand partners we align with; including, for this event, Tennis Auckland and other agency partners.
- 7.6 In removing the sponsorship and hence the social and entertainment basis of such events, we remove these controlled and monitored drinking environments, created by way of brand sponsorship.
- 7.7 Our experience is not limited to events alone. Other recent alcohol branded activity includes Tiger Fortune Avenue, a digital platform designed to deliver rewards to members; there is no link to purchase of Tiger and the campaign does not directly link or drive to its consumption. This campaign delivers tangible benefits to consumers, a multi-layered experience, and increases the overall quality of experience with the brand.

## **8.0 Overarching negative impact on affected industries**

### **8.1 Media/advertising**

- 8.1.1 The media industry relies on (approx.) \$20m of revenue per year (based on 2013 published SMI data of CAANZ members) this value reflects the total figure spent on combined alcohol advertising (excl. sponsorship funds). As a combined total, inclusive of advertising and sponsorship spend, it is estimated that this figure would be \$30 - \$35m – and would represent a significant loss for advertising agencies nationwide.

### **8.2 Recipients of alcohol sponsorship funds**

- 8.2.1 There is no evidence that sponsorship of sport by alcohol brands encourages binge drinking or alcohol consumption by people who would otherwise not. A SPARC report (*'Alcohol and Sport – What is the nature of the relationship and is there a problem' – August 2010*) found that there is no evidence of a higher level of misuse of alcohol in sport, including by virtue of alcohol sponsorship.

- 8.2.2 Furthermore, bans on advertising and sponsorship potentially threaten the ability to bring international events that have an international alcohol sponsor to New Zealand, as well as impacting international sports teams playing in NZ.

## **9.0 Summary**

- 9.1 PHD GROUP is in full support of the Sale and Supply of Alcohol Act 2012 and its intentions and we are strongly opposed to any further restrictions being placed on alcohol advertising and sponsorship.
- 9.2 It is premature to conclude that, after such a short time, the legislation is not delivering on its objectives or that further measures should be introduced. The current Act should be given time to demonstrate its effectiveness.
- 9.3 Alcohol advertising in a mature market, such as NZ, doesn't increase consumption; it just attempts to change market share.
- 9.4 Any restriction or ban on advertising will not stop New Zealanders being exposed to alcohol advertising online or in international media.
- 9.5 Data clearly demonstrates that there is no link between advertising and alcohol consumption in this country.
- 9.6 The international academic research on the effect of actual ad bans in practice is overwhelming – ad bans do not reduce consumption.
- 9.7 Alcohol brand experiences improve and build community and cultural enjoyment and influences.
- 9.8 Any ban or further restrictions would undoubtedly have adverse economic consequences, including job losses in the advertising and related industries.



• Poverty • Action • Waikato •  
Te Whakatika Mahi Pohara i Waikato

*“Like slavery and apartheid, poverty is not natural.  
Poverty is human-made and it can be overcome and eradicated by the actions of human beings”  
(Nelson Mandela).*

## **Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship**

Date: 28 April 2014

Submission to: Mr Graham Lowe ONZM, QSM  
Chair  
Ministerial Forum on Alcohol Advertising and Sponsorship  
[alcoholadvertisingforum@moh.govt.nz](mailto:alcoholadvertisingforum@moh.govt.nz)

Submission from: Dr Rose Black and Anna Cox  
Researchers  
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Ph: 07 929 4814

Poverty Action Waikato gives permission for the details above to be released under the Official Information Act 1962.

Poverty Action Waikato also gives permission for our name to be listed in the published summary of submissions.

*Poverty Action Waikato researches issues and advocates on behalf of vulnerable members of the community who are marginalised and may not have the resources and opportunity to advocate for themselves. Alcohol exacerbates and contributes to the poverty that many people experience in their day to day lives. The easy accessibility of alcohol and the pervasive way in which it is marketed are of much concern to the people in communities we work with and advocate for.*

*Our group is affiliated with Alcohol Action Hamilton. We support the Alcohol Action 5+ solution, which includes reducing all alcohol advertising and marketing, as an evidence-based approach to reducing alcohol misuse in New Zealand.*

### **Introduction**

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

**Poverty Action Waikato supports further restrictions on alcohol advertising and sponsorship (over and above the measures currently undertaken) to reduce alcohol related harm.**

## Evidence of harm as a result of alcohol marketing

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.*

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.

Further weight is added with research carried out since the Law Commission's (2010) findings and recommendations, which back up the urgency for action. Since 2010 the impact of alcohol advertising on the drinking patterns of Australian adolescents has been studied and reported by Jones and Magee (2011<sup>1</sup>). Based on a their cross-sectional survey of 1113 Australian adolescents aged 12–17 years Jones and Magee (2011) concluded that exposure to alcohol advertisements through particular mediums was associated with increased alcohol consumption, with differences by age and gender.

The Australian Medical Association's (AMA, 2012<sup>2</sup>) report on alcohol marketing and young people, highlights the extensive and pervasive ways in which alcohol is marketed to young people, including through music, digital media, product placement, social media and mobile advertising. The AMA recommends that any developed regulations "need to be sufficient in scope to cover all forms of marketing and promotion. Regulations need to be expanded to incorporate point-of-sale promotions, branded merchandise, and new media and digital marketing, including through social media, viral campaigns and the use of data collections and behavioural profiling. Regulations need to be sufficiently flexible to adapt to new and evolving digital marketing activities" (p. 52). The reach and impact of alcohol marketing on young people in Aotearoa New Zealand through the constantly evolving media and communications landscape requires a flexible and adaptive approach to regulation.

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

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<sup>1</sup> Jones, S.C. & Magee1, C.A. (2011). Exposure to Alcohol Advertising and Alcohol Consumption among Australian Adolescents. *Alcohol and Alcoholism* Vol. 46, No. 5, pp. 630–637, doi: 10.1093/alcalc/agr080

<sup>2</sup> Australian Medical Association (2012). Alcohol marketing and young people: Time for a new policy agenda. Kingston, ACT, Australia: Australian Medical Association. Retrieved from [www.ama.com.au](http://www.ama.com.au)

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 not time for further review; rather it is time to act.

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)*<sup>3</sup>. 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.

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

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”*.

We wholeheartedly agree. Self-regulation 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.

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

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 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.

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<sup>3</sup> Law Commission (2010). *Alcohol in our lives: Curbing the harm. A report on the review of the regulatory framework for the sale and supply of liquor*. Report 114. Wellington: New Zealand.

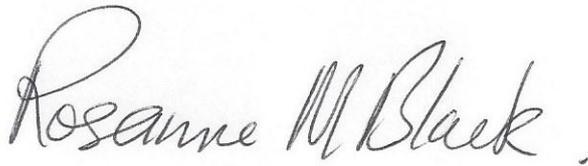
- A fund is established from alcohol excise tax to support alternative funding options for alcohol sponsorship. All alcohol sponsorship is phased out over the next 1-2 years.

## **Conclusion**

**We support further restrictions on alcohol advertising and sponsorship (over and above the measures currently undertaken) to reduce alcohol related harm.**

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.

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.

A handwritten signature in black ink that reads "Rosanne M Black". The signature is written in a cursive style with a large initial 'R' and a period at the end.

Dr Rose Black and Anna Cox

Poverty Action Waikato

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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](mailto:alcoholadvertisingforum@moh.govt.nz) and put 'Forum information' in the subject line.

Please detach and return.

Name:	Kate Porter
If this submission is made on behalf of an organisation, please name that organisation here:	Progressive Enterprises Ltd
Address/email:	<a href="mailto:kate.porter@countdown.co.nz">kate.porter@countdown.co.nz</a>
Please provide a brief description of your organisation (if applicable):	Supermarket retailer

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](mailto:alcoholadvertisingforum@moh.govt.nz)
- **Please put 'Forum Submission' in the subject line.**

Your 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, if you are submitting as an individual (rather than representing an organisation), your personal details will be removed from the submission if you check 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.

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# Questions to guide your submission

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.

Yes.

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.

Please see attached written submission.

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 see attached written submission.

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

Please see attached written submission.

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.

N/a – please see attached.

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.

N/a – please see attached.

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

N/a – please see attached.

*Types of possible restrictions (if supported)*

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

N/a – please see attached.

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

N/a – please see attached.

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

N/a – please see attached.

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

N/a – please see attached.

14. Why should these other interventions be considered?

N/a – please see attached.

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

N/a – please see attached.

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

N/a – please see attached.

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

N/a – please see attached.

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

N/a – please see attached.

19. Why should these other interventions be considered?

N/a – please see attached.

*Impacts of proposals*

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

N/a – please see attached.

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.

N/a – please see attached.

22. Who would be affected by your proposals to restrict **alcohol sponsorship** and how?

N/a – please see attached.

23. 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.

N/a – please see attached.

### *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?

Please see attached written submission.

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

Please see attached written submission.

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?

N/a – please see attached.

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

N/a – please see attached.

*Other comments*

28. Do you have any other comments?

Please see attached written submission.

28 April 2014



PROGRESSIVE

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Via email: [alcoholadvertisingforum@moh.govt.nz](mailto:alcoholadvertisingforum@moh.govt.nz)

## **Consultation on Alcohol Advertising and Sponsorship Written Submission from Progressive Enterprises**

Progressive Enterprises is one of New Zealand's leading supermarket operators and currently operates 168 Countdown supermarkets across New Zealand. We are also the franchisor of the SuperValue and FreshChoice grocery store and small supermarket brands, which represent a further 57 stores independently operated by franchisees.

Progressive's supermarkets are part of 160 communities throughout the country. We are one of New Zealand's largest employers with a team of 18,000 New Zealanders employed across our supermarkets, distribution centres, meat, seafood and produce plants.

We support the new Sale and Supply of Alcohol Act. Progressive fully acknowledges that the sale of alcoholic beverage products brings with it considerable responsibilities.

We have a long track record of working with the government, and more recently local councils, to provide information about the sale and purchase of alcoholic beverages in our stores to help in policy and decision making about how to reduce alcohol-related harm in our communities. Progressive made a submission to the 2010 Law Commission report *Alcohol in our Lives: Curbing the Harm*.

As a responsible retailer, we view the sale of alcohol as a privilege, not a right, and that is why Progressive has a number of industry-leading harm reduction policies and processes in place in our supermarkets, including ID25, a group sale policy, internal controls over the brands we stock, and comprehensive operating systems and training in relation to the sale of alcohol in our stores.

Progressive does not undertake any alcohol-related sponsorship and therefore we have focused our comments below on alcohol advertising only.

### **Responsible Retailing**

As background to our alcohol business, in Progressive's supermarkets, the sale of alcoholic beverages such as wine and beer makes up 10% of sales and 18% of customer visits. Just 1.7% of all transactions are customers purchasing alcohol-only. This means the vast majority of New Zealanders use our supermarkets as a place to buy a wide range of groceries, including alcoholic beverages. Across the country, supermarkets play a positive role in the economic and social life of many communities.

As a responsible retailer we are proud to go beyond regulatory compliance. We have a long-standing, stringent ID25 policy in every store; no ID no sale. In each of Progressive's supermarkets the purchase of any beer or wine requires a supervisor override so that our checkout operators are not left to use solely their discretion when it comes to alcohol sales. It is also Progressive's policy to ask for ID from a group of young people if one member of that group is purchasing wine or beer. The sale is refused if we reasonably believe that a customer is purchasing for anyone with them that looks under 25 and does not have approved ID.

We have a zero tolerance to breaches of these policies, meaning that if any of our team is found to be in breach, they could lose their job.

Our checkout and supervisor team has been trained to understand our collective responsibilities under the new Sale and Supply of Alcohol Act. Progressive is also enhancing our training to help the team identify intoxicated customers.

We have CCTV cameras operating in 100% of our stores to support our team and prevent and deter the few people in the community who choose to break the law. We work closely with the Police to provide any helpful or relevant footage on request.

As part of the Woolworths group of companies, Progressive abides by a strict company charter that governs all aspects of our alcohol operations. The charter includes nine principles that aim to avoid the sale of any product that appeals to minors, encourages inappropriate drinking practices or makes inappropriate associations. These practices send a strong message to the community and our suppliers that products targeting minors and/ or encouraging illicit drinking will not be ranged in our stores.

### **The Act: New Responsibilities**

The Sale and Supply of Alcohol Act has introduced the biggest set of changes to the way supermarkets sell alcohol that New Zealand has seen for many, many years. There are a number of restrictions which target supermarkets specifically, which Progressive supports and is implementing:

- Progressive's supermarkets will be reconfigured as needed so that all wine and beer is located in a single area on renewal of their licence. As a national retailer this equates to approximately one store per week for the next three years as licenses come up for renewal.
- From 18 December 2013, any of our stores that were previously licensed to sell beer or wine before 7am or after 11pm have reduced their hours to the national default.
- We are 100% compliant with the new advertising restrictions which introduce a limit on the percentage of discount promoted outside the store environment.
- There will be no alcohol advertising on the external windows and walls of our supermarkets once the single area restriction is in place as part of a store's alcohol licence.

Progressive agrees that children and minors mustn't be targeted with advertised alcohol. The new single area restriction, Progressive's own ID 25 policy and our internal controls over the brands we stock support this.

Progressive has a long-standing policy not to sell beer and wine below cost.

### **Regulating Advertising**

From 18 December 2013, the new Act introduced a number of specific measures which restrict supermarket advertising of alcohol. We support these measures and because we manage our advertising and promotion centrally from our head office, we have strong internal controls and sign-off processes to ensure compliance with the new law.

While the Act is less than six months old, according to statistics released by the Minister of Police Anne Tolley (23 April 2014), there are signs it is having a positive impact in reducing alcohol-related harm.

In Progressive's view, it would be premature to introduce further restrictions on alcohol advertising when the law is so new, and its effects are only just beginning to be seen.

Additionally, the submission form asks submitters to focus on evidence post 2010. Given the overhaul of New Zealand's alcohol legislation in 2013, and the significant changes to alcohol marketing and promotion this has introduced, it is unclear whether evidence before this would be relevant.

However, we would support greater clarity around the new law's advertising and promotion restrictions as there are currently different interpretations of how these are applied - amongst councils, retailers, Medical Officers of Health and inspectors. We also support stronger enforcement of those retailers (or on-licence holders) who are not compliant with the law.

In summary, we believe there is an opportunity to increase the effectiveness of the existing policies through greater enforcement and the removal of inconsistencies in how the law is applied.

While the majority of New Zealanders drink safely and responsibly, Progressive recognises there are still a number of people who misuse or abuse alcohol. We take our responsibilities as one of New Zealand's largest retailers seriously, and we are proud that our policies and processes go beyond regulatory compliance.

We believe that New Zealand's new legislative framework is appropriate, and is already demonstrating signs of success towards reducing alcohol-related harm. In our view, it is more important at this current time to ensure the new law is adhered to rather than to introduce additional restrictions.

Thank you for the opportunity to provide comments on Alcohol Advertising and Sponsorship. If you have any questions please do not hesitate to contact myself on (09) 275 2575 or [kate.porter@countdown.co.nz](mailto:kate.porter@countdown.co.nz)

Yours sincerely

**Kate Porter**  
National Communications & Public Affairs Manager  
Progressive Enterprises Ltd



**RBA**

Radio Broadcasters Association

**SUBMISSION TO THE MINISTERIAL FORUM  
ON ALCOHOL ADVERTISING & SPONSORSHIP**

**FROM THE RADIO BROADCASTERS ASSOCIATION**

**23 April 2014**

Radio Broadcasters Association

C/O The Radio Bureau, Level 4, Textile Centre

Kenwyn St, Parnell, Auckland, NZ. P.O. Box 3762 Auckland

Ph (09) 378 0788 Fax (09) 378 8180 info@rba.co.nz www.rba.co.nz

## Submission to the Ministerial Forum on Alcohol Advertising & Sponsorship

1. This submission is made by Radio Broadcasters Association on behalf of its members, including The Radio Network, MediaWorks Radio and various independent members. The RBA represents the non-competing interests of these members.

Contact details for the RBA are:

P O Box 8049  
Symonds St  
Auckland 1150

This submission has been prepared by Bill Francis, Chief Executive of the Radio Broadcasters Association.

Contact Details.

[bill@rba.co.nz](mailto:bill@rba.co.nz)  
09 378-0788  
0274 729-847

2. The RBA last made a submission on the topic of alcohol advertising to the Law Commission's "Alcohol in our Lives: Curbing the Harm Report" in 2009, and subsequently to the Justice and Electoral Select Committee. As a constituent member of the Advertising Standards Authority, the RBA has also been involved in previous submissions in 1994, 1998 and 2003.
3. Liquor Advertising on Radio

\$000	2011	2012	2013	2014
Full Year	897	740	1,080	
YTD - Q1	400	292	407	131

- i) Radio provides a commensurate amount of targeted moderation advertising (see 7).
- ii) The YTD first quarter figure shows a considerable drop in radio advertising to coincide with the introduction of the Sale and Supply of Liquor Act 2012 enacted in December 2013.

4. The RBA is of the view that the existing regulatory regime governing alcohol advertising and sponsorship on radio is appropriate and robust.

These regimes were further tightened in December 2013 with the promulgation of the Sale and Supply of Alcohol Act 2012.

Alcohol Advertising is regulated under the Broadcasting Act by radio broadcasters and the Advertising Standards Authority. The ASA code for Advertising and Promotion of Alcohol requires that alcohol advertising always – “observes a high standard of social responsibility”; must always be consistent in the need for responsibility and moderation in alcohol consumption; and must only ever be directed at an adult audience.

Radio, also under the BSA’s Standard 9 – Liquor of the Radio Code of Broadcasting Practice, observes restrictions on the promotion of liquor.

The ASA’s code for Advertising and Promotion of Alcohol can be viewed online at [www.asa.co.nz](http://www.asa.co.nz).

The BSA’s code for Liquor can be viewed online at [www.bsa.govt.nz](http://www.bsa.govt.nz).

5. Evidence that the current regime is working, and that it is broadly in line with the public’s expectations comes from the almost non-existent complaints made to the Advertising Standards Authority about alcohol advertising on radio.

Year	Complaints	Complaint Outcome
2013	Nil	Nil
2012	Nil	Nil
2011	1	Complaint Settled
2010	1	Complaint Upheld

6. To our knowledge there are no new studies that establish a relationship between alcohol advertising in broadcasting and alcohol abuse.
7. Radio broadcasters recognise there are issues of alcohol abuse in New Zealand and strategies are required to deal with these issues.

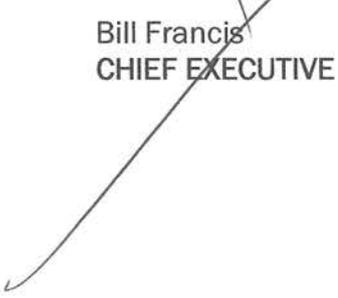
To that end, the radio industry since 1993 has provided gratis air time for the promotion of alcohol moderation messages and /or the non-alcohol option. This contribution for some years has stood at 1 million of advertising dollars per year to the Health Promotion Agency (part of which HPA allocates to the New Zealand Transport Authority).

The radio industry remains committed and willing to assist where solutions can be found that are practical, meaningful and can be shown to have an impact on the problem.

In the context of the current regime which both regulates and controls radio advertising, there is no evidence to suggest a further reduction in radio advertising will be effective to further reducing the harm alcohol abuse creates in our communities.

A handwritten signature in black ink, appearing to read "Bill Francis". The signature is fluid and cursive, with a long horizontal stroke at the end.

Bill Francis  
CHIEF EXECUTIVE



# Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

23 April 2014

Mr Graham Lowe ONZM, QSM  
Chair  
Ministerial Forum on Alcohol Advertising and Sponsorship  
[alcoholadvertisingforum@moh.govt.nz](mailto:alcoholadvertisingforum@moh.govt.nz)

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

## Raglan Community House

The Raglan Community House Society Inc was formed in 1987. We work to support and strengthen our community by providing budgeting assistance, counselling, advocacy and information on regional and local social services available to our community. Our services are available to anyone residing in the Whaingaroa (Raglan) district. We have developed strong regional and local networks to better support our community and our PR Advisor serves on the Executive of NZCOSS.

In 2012 (February and October) we initiated and supported the formation of two Steering Groups made up of a wide cross section of our community – the Suicide Prevention and Awareness Steering Group and the Community Violence Prevention and Awareness Steering Group. Since 2012 we have administered and supported the work of these steering groups as we work towards creating a safer and healthier environment for our community.

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

## Submission<sup>i</sup>

Alcohol is no ordinary commodity. Excessive consumption creates a significant burden of harm to all who consume it – and to the families and communities of those who misuse alcohol. As a community we are particularly concerned about the level of harm that occurs within families – violence, abuse and financial stress. Through the work of our Steering Groups we are very aware that alcohol abuse is a major contributing factor to both domestic and community violence and a significant factor in depression which can lead to suicide.

We are particularly concerned at the aggressive marketing of alcohol and its apparent focus on marketing to youth. There are unprecedented levels of exposure to sophisticated alcohol marketing across the world including New Zealand.

International evidence concludes that exposure to this marketing:

- Increases the uptake of drinking by young people, and reduces the age of onset of drinking.
- Increases the likelihood of regular and harmful patterns of drinking
- Maintains existing norms and promotes positive attitudes to drinking
- Makes it more difficult for those individuals wishing to quit or cut back their drinking, and for health promotion messages to be effective.

Marketing efforts are generally concentrated in 4 key areas (4 P's): Promotion (e.g. advertising, sponsorship), place (e.g. distribution channels such as retail shops), price (e.g. price promotions such as happy hours, loss leading techniques) and product design (e.g. innovative packaging and exotic flavours). These four marketing tools are used in careful combination to maximise impact.

In the contemporary media and communications setting, young people are exposed to alcohol marketing at unprecedented levels and from multiple sources. The introduction of digital technologies has opened up new platforms for marketing and promotion, with alcohol companies aggressively

harnessing the marketing potential of online video channels, mobile phones, interactive games, and social networks such as Facebook and Twitter. Marketing efforts are increasingly sophisticated and multidimensional, integrating online and offline promotions with the sponsorship of music and sporting events, the distribution of branded merchandise, and the proliferation of new alcoholic brands and flavours. And of course there is still the traditional media such as television and print vehicles.

The alcohol industry in New Zealand spends millions of dollars every year on alcohol advertising. Marketing not only serves to reinforce brand choice among committed drinkers, but also to recruit new, potentially heavy, drinkers from the groups of young people who enter the drinking market and replace those who are reducing their contribution to the alcohol market as they age or die. Any reduction in consumption among the heavier drinkers will impact significantly on the sales and therefore the profits of the industry. An extensive body of research indicates that alcohol marketing shapes young people's attitudes and behaviours, encouraging them to take up drinking, and to drink more once they do. Findings show that attitudes and assumptions about drinking are not only shaped by the content of advertising, but also by the sheer volume and variety of marketing. Based on the weight of this evidence, several international, systematic reviews conclude that alcohol marketing increases the likelihood that adolescents will start to use alcohol, and will drink more if they are already using alcohol.

Throughout the western world there is growing recognition of the need for governments to address the way alcohol is promoted to society through marketing, and to collaborate in doing so. Many governments worldwide 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. While children and adolescents are particularly vulnerable to alcohol marketing, young people aged up to their mid-20s are also highly susceptible and, as a prime target group for alcohol marketers, are at particular risk of alcohol-related harms

**International evidence also points to the spectacular failure of self-regulatory regimes for controlling alcohol. We therefore do not believe that asking the industry to take a self-regulatory approach will work. Government must impose restrictions on the way in which alcohol can be marketed if we are to have any chance of making any significant change to the drinking culture that exists in New Zealand. Within the Raglan community, through the work of our Steering Groups, we are starting to examine the impact that alcohol has on our community and will be working to find ways to minimise that impact. Whilst change can be effected at community/grassroots level, Government must play its part.**

New Zealand has historically, in social impact issues, led the world. In alcohol reform we seem to be sadly lagging behind. We urge Government to follow the lead of other western nations and cite the international restrictions which exist as examples:

- **Norway** - All alcohol marketing is prohibited.
- **Iceland** – All alcohol advertising and broadcasting is banned.
- **Sweden** - Swedish legislation prohibits advertising of alcohol over 2.25% abv in all media. The law allows only trade magazines to advertise alcohol. Alcohol ads are not permitted on radio or television, including satellite.
- **France** – bans the promotion of alcohol on TV and cinemas as well as alcohol sponsorship of cultural and sports events. Alcohol advertising is only allowed in press aimed at adults, on billboards, on radio channels (under precise conditions), and at special events or places like wine fairs and wine museums. When advertising is permitted, content is controlled: messages and images should refer only to the qualities of the products like ABV, origin, composition, means of production, patterns of consumption and health messages are required on each advertisement.
- **South Africa** – Cabinet approved a draft bill banning all alcohol advertising at the end of 2013.
- **Finland** – Prohibits advertising of mild alcoholic beverages in public places with the aim of reducing the situations where children and youth are exposed to alcohol advertising.
- **Australia's 'Be the Influence' strategy** – An increase in tax on Alcopops in Australia was ring-fenced to provide replacement government funding for 12 leading sporting organisations to end all existing and future alcohol sponsorship agreements.

## Recommendations:

For the sake of our communities and to improve the health of all New Zealanders, we strongly urge Government to take a stand against the alcohol industry and recommend that:

1. **That all alcohol advertising, other than that communicating objective product information, be restricted in all media in New Zealand, including alcohol promotion on social networking sites.**
2. **That all permitted alcohol advertising be accompanied by health advisory statements.**
3. **That alcohol sponsorship of sporting and cultural events is phased out as soon as possible.** We need to create a media and cultural environment for children in New Zealand that is alcohol-free. We acknowledge that this could have a detrimental impact on major sporting events and therefore further recommend that:
4. **A portion of the government alcohol excise tax be ring-fenced to provide alternative sponsorship for sport and cultural activities.** New Zealand's Health Sponsorship Council – The Health Sponsorship Council was established in 1990 following the enactment of the Smokefree Environments Act 1990. This was to provide an alternative to tobacco sponsorship in New Zealand. This could be strengthened to include alternatives to alcohol sponsorships.
5. **That industry self-regulation of alcohol marketing ends and an independent body is established to manage this process and monitor and enforce restrictions and.** Allowing the alcohol and advertising industries to draw up their own codes of conduct for business practices from which they profit financially is a clear conflict of interest. Regulation should be independent of alcohol and advertising industries to ensure its integrity and effectiveness.

*Signed*

Name: Chrissy Hodkinson, PR Advisor  
Address: Raglan Community House, 45 Bow St, Raglan 3225  
Email: r\_ch@xtra.co.nz  
Contact phone number: 07 825 8142

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 check/tick 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.

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<sup>i</sup> Information used in the preparation of this submission was taken Submission Toolkit for Ministerial Forum on Alcohol Advertising and Sponsorship prepared by Alcohol Healthwatch

# Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

Name:	Duncan Matthews
If this submission is made on behalf of an organisation, please name that organisation here:	Rainbow Youth
Address/email:	duncan@rainbowyouth.org.nz
Please provide a brief description of your organisation (if applicable):	Rainbow Youth is an Auckland-based organisation providing support, information, advocacy and education for queer and trans* young people (aged between 13 and 28), their friends and Whānau, and those who work with queer and trans* youth

There are two ways you can make a submission.

- Post to:  
Nick Goodwin, Secretariat for Ministerial Forum on Alcohol Advertising & Sponsorship  
  
Ministry of Health  
  
PO Box 5013  
  
Wellington 6145
- Electronically complete the submission form and email to:  
[alcoholadvertisingforum@moh.govt.nz](mailto:alcoholadvertisingforum@moh.govt.nz)
- Please put 'Forum Submission' in the subject line.

Your 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, if you are submitting as an individual (rather than representing an organisation), your personal details will be removed from the submission if you check 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.

# 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 as prescribed in the Law Commission recommendations.
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.

I include responses to specific questions from the forum in the following pages.

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.

As an organisation working with young people every day we understand the effect that alcohol can have on their lives and the choices they make. At Rainbow Youth we are a smoke, drug and alcohol free space and support our young people to make safe choices. Alcohol advertising makes alcohol and information about alcohol accessible to young people both over and under the legal drinking age and normalises excessive use of alcohol which puts them in situations where they are more likely to make unsafe/undesirable choices. While our space is alcohol, drug and smoke free the area in which we are situated (Karangahape Road in Auckland) has many places that openly sell alcohol and have forward facing alcohol advertisement which the young people visiting us must walk through to reach our drop in centre, normalising the presence of alcohol in day to day life for them.

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

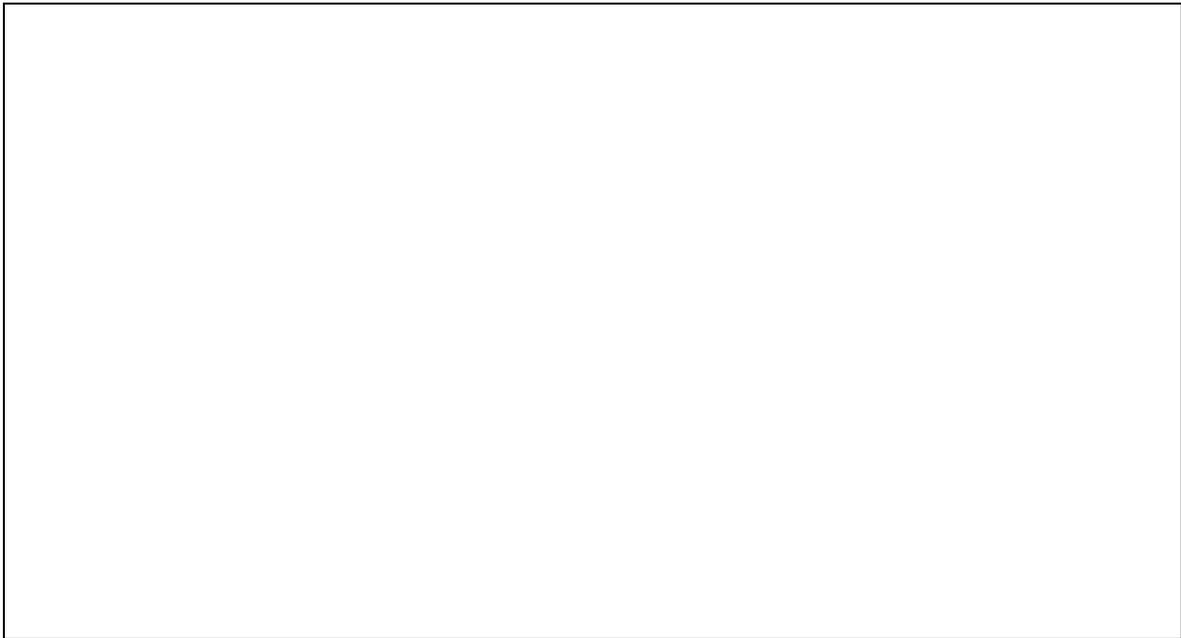
Yes

No

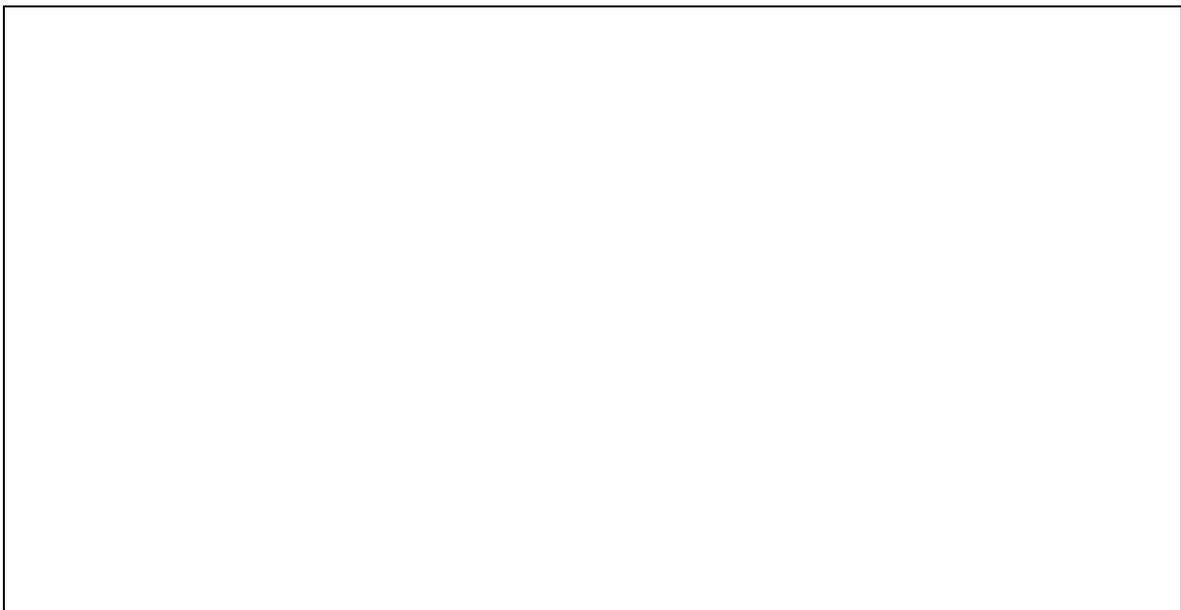
7. What reasons do you have for your view? Please include details.

Queer and trans\* young people are often over represented within statistics of alcohol abuse and other related incidents so any actions that can be taken to reduce the normalisation and accessibility of alcohol are welcomed to benefit our cohort. Many of the places our young people frequent and the hobbies that they engage in mean that they are often exposed to multiple services that are provided by the sponsorship of alcohol brands. With most of our cohort using social media in high volumes, alcohol advertising on websites like youtube, twitter, facebook and tumblr are incredibly influential on the way young people see alcohol and the role it plays in society. The removal of alcohol sponsorship in the places where our young people socialise will mean the positive reinforcement of the consumption of alcohol would be significantly reduced.

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



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



28. Any other comments



# 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](mailto:alcoholadvertisingforum@moh.govt.nz) and put 'Forum information' in the subject line.

Please detach and return.

Name:	Nadia Freeman
If this submission is made on behalf of an organisation, please name that organisation here:	Regional Public Health
Address/email:	<a href="mailto:nadia.freeman@huttvalleydhb.org.nz">nadia.freeman@huttvalleydhb.org.nz</a>
Please provide a brief description of your organisation (if applicable):	<p>Regional Public Health (RPH) serves the greater Wellington region, through its three district health boards (DHBs): Capital and Coast, Hutt Valley and Wairarapa. As a service, RPH is part of the Hutt Valley District Health Board.</p> <p>We work with our community to make it a healthier safer place to live. We promote good health, prevent disease, and improve the quality of life for our population, with a particular focus on children, Māori and working with primary care organisations. Our staff includes a range of occupations such as: medical officers of health, public health advisors, health protection officers, public health nurses, and public health analysts.</p>

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](mailto:alcoholadvertisingforum@moh.govt.nz)
- Please put 'Forum Submission' in the subject line.

Your 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, if you are submitting as an individual (rather than representing an organisation), your personal details will be removed from the submission if you check 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.

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# Submission

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.

Yes, Regional Public Health (RPH) made a submission to both the Alcohol in our Lives: Curbing the Harm Law Commission Review and the Justice and Electoral Select Committee.

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

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

The regulation of alcohol advertising has become progressively more liberal over the past 30 years<sup>1</sup>. Due to this liberalisation, coupled with advances in technology, alcohol advertising has become more accessible for all New Zealanders culminating in the drinking culture that exists today.

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. This includes the review of alcohol laws by the New Zealand Law Commission which concluded that the current self-regulatory body for alcohol marketing was inappropriate and a framework for change was recommended. Research post 2010 has further strengthened the evidence, particularly the marketing of alcohol on young people and requires an urgent policy response.

Marketing is an established commercial discipline; its processes are well documented and its fundamentals are closely adhered to by commercial entities such as the alcohol industry<sup>2</sup>. For the purpose of this submission it is imperative to note that marketing encompasses advertising, promotion and sponsorship. Some examples of the breadth of alcohol marketing include:

- print (billboards, post box flyers, ad shells, packaging)
- broadcast (television, radio, cinema)
- internet (social media, websites)
- mobile phone messages (texts), mobile phone applications (apps)

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<sup>1</sup> Law Commission Report. (2009). *Alcohol in our lives: Curbing the harm*. Chapter 19. Retrieved from [http://www.lawcom.govt.nz/sites/default/files/publications/2010/04/Publication\\_154\\_464\\_Part\\_36\\_Chapter%2019%20-%20Advertising,%20sponsorship%20and%20promotion%20of%20alcohol.pdf](http://www.lawcom.govt.nz/sites/default/files/publications/2010/04/Publication_154_464_Part_36_Chapter%2019%20-%20Advertising,%20sponsorship%20and%20promotion%20of%20alcohol.pdf)

<sup>2</sup> Health Sponsorship Council. (2010). *HSC Presentation to Maori Affairs Select Committee Enquiry on Tobacco*. Retrieved from [http://www.parliament.nz/NR/rdonlyres/3A43E7A8-8B40-413D-9918-6C227FE7E81F/136384/49SCMA\\_EVI\\_00DBSCH\\_INQ\\_9591\\_1\\_A44131\\_HealthSponsor.pdf](http://www.parliament.nz/NR/rdonlyres/3A43E7A8-8B40-413D-9918-6C227FE7E81F/136384/49SCMA_EVI_00DBSCH_INQ_9591_1_A44131_HealthSponsor.pdf)

- merchandise (t-shirts, key chains, sport equipment, underwear, radios, wallets, beach umbrellas, jandals)
- point-of-sale displays and product placement
- sponsorship of sport, cultural, music and social events
- give-a-ways and competitions.

The aforementioned forms of marketing do not act independently. An alcohol brand's TV advertising, packaging, social/cultural/sport sponsorship, merchandise, internet presence and point-of-sale marketing all form the "integrated marketing communications mix" and place people, especially young people, into a complex, pro-drinking network and culture<sup>3</sup>. This network is even larger when indirect marketing (such as Shortland Street characters meeting in the IV Bar, radio DJs bragging about hangovers, and drinks referenced on birthday cards) is taken into consideration.

RPH want it to be recognised that harm is not limited to the drinker alone. A recent New Zealand study found more than 71% of New Zealanders experienced harm from a stranger drinking. This exposure to heavy drinkers is found to be associated with reduced personal wellbeing and poorer health status. In particular 17% of the respondents in this study claimed that their children experienced harms from others drinking<sup>4</sup>.

To change New Zealand's drinking culture the government needs to address ALL the influences that promote alcohol as a necessary commodity in our lives.

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.

Further to the evidence provided in question 3 from the British Medical Association (2009) and Anderson et al (2009), RPH would like to refer you to the following relevant research.

- Casswell's 2012 article on the Current Status of Alcohol Marketing Policy highlights the need for effective policy to restrict alcohol marketing. There is an urgent need to respond to the exposure of alcohol marketing to young people, and points to the The Framework Convention on Tobacco Control as a suitable model to respond to concerns of alcohol marketing<sup>5</sup>.
- Significant association has been found between the levels of exposure to alcohol marketing on alcohol initiation and drinking behaviour in Scottish youth. The researchers concluded that policy must be revised to limit youth exposure to marketing<sup>6</sup>.

<sup>3</sup> British Medical Association. (2009). *Under the influence: The damaging effect of alcohol marketing on young people*. Retrieved from [http://www.bma.org.uk/health\\_promotion\\_ethics/alcohol/undertheinfluence.jsp](http://www.bma.org.uk/health_promotion_ethics/alcohol/undertheinfluence.jsp)

<sup>4</sup> Casswell, S., Harding., You, R. Q., & Huckle, T. (2011). The range and magnitude of alcohol's harm to others: self reported harms experienced by a representative sample of New Zealand adults. *New Zealand Medical Journal*, 124 (1336).

<sup>5</sup> Casswell, S. (2012). Current Status of Alcohol Marketing Policy – an urgent challenge for global governance. *Addiction*, 107, 478-485. **A295**

<sup>6</sup> Gordon, R., Harris, F., Mackintosh, A. & Moodie, C. (2011). Assessing the cumulative impact of alcohol marketing on young people's drinking: Cross-sectional data findings. *Addiction Research and Theory*. 19(1): 66-75.

- In New Zealand cross-sectional studies have found that exposure to all forms of alcohol marketing is associated with early initiation and drinking by young people. It is also associated with the consumption of larger quantities of alcohol<sup>7</sup>.
- Youth are vulnerable to the effects of 'brand' only advertising. A study that compared brand specific consumption of youth and adults found that many branded products had a high proportion of youth drinkers. Whether measured by market share or prevalence, consumption patterns reflected influence on youth drinking more often than adult drinking<sup>8</sup>.
- Researchers have investigated the effects of online marketing, in particular via social media. More than 27 of the 40 leading alcohol brands hosting dedicated websites that use sports, music, games, downloads and competition to attract consumers. There is growing concern for this unmonitored platform of advertising that has a particular appeal to children<sup>9</sup>. There is currently no effective process to measure and regulate how many or how often minors are being exposed to online alcohol marketing<sup>10,11</sup>.
- Regional Public Health's study 'What's the Harm' investigated the prevalence of alcohol and drug abuse amongst adolescents in the Hutt Valley and its contributing factors. Among these were the culture of acceptance and normalisation of alcohol use, believed to be influenced by media and marketing<sup>12</sup>.

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

Yes, the harms from drinking in New Zealand and indicators of excessive drinking amongst New Zealanders are significant and place a significant burden on our health system. Emergency Department statistics from Wellington Hospital show that alcohol is a significant factor in admissions covering intoxication, injury and disease.

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

Yes

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

RPH has observed the liquor industry using sponsorship to target young people. Alcohol brands sold in New Zealand are increasingly being marketed via sponsorship of music and sporting events. This method of marketing helps embed alcohol brands and products into the everyday lives of young people.

<sup>7</sup> Lin, E-Y.J., Casswell, S., You, R.Q., Huckle, T. (2012). Engagement with alcohol marketing and early brand allegiance in relation to early years of drinking. *Addiction Research & Theory*. 20(4): p. 329-338.

<sup>8</sup> Siegel, M., Chen, K., DeJong, W., Naimi, T.S., Ostroff, J., Ross, C.S. & Jernigan, D.H. (2014). Differences in alcohol brand consumption between underage youth and adults – United States, 2012. *Substance Abuse*. Doi: 10.1080/08897077.2014.883344.

<sup>9</sup> Gordon, R. (2010). An Audit of Alcohol Brand Websites, *Australasian Professional Society on Alcohol and other Drugs*, 30, 6, 638-644.

<sup>10</sup> Brodmerkel, S & Carah, N. (2013). Alcohol brands on Facebook: the challenges of regulating brands on social media, *Journal of Public Affairs*, 13, 3, 272-281.

<sup>11</sup> Cohn, M. (2012). Review shows alcohol companies reach youth online, *The Baltimore Sun*, January 8, 2012.

<sup>12</sup> Regional Public Health. 2013. What's the harm? A study of drug and alcohol use and related harm for young people in the Hutt Valley. Wellington. Regional Public Health.

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.

RPH regularly sees major alcohol brands sponsoring social and cultural events; from large scale entertainment such as large music events, to branding on equipment and uniforms at local sports clubs. The table below is a snapshot of some of the 2014 summer events in New Zealand that are sponsored by alcohol companies:

2014 Summer Events	Sponsors
Big Day Out (Auckland)	Heineken
Laneways Festival (Auckland)	Becks, Smirnoff, Isaac's Cider
Jim Beam Homegrown (Wellington)	Jim Beam
NZI Wellington Sevens	Speight's
Rhythm and Vines (Gisborne)	Smirnoff, Coruba, Scrumpy, Jagermeister
Heineken Tennis Open	Heineken, Moet Chandon Champagne
Bay of Island Sailing Week	Heineken, Mt Gay Rum
Wellington Cup Racing Carnival	Mills Reef Winery
Auckland Seafood Festival	Monteith's, Villa Maria
New Zealand Open Golf	Moa Brewing Co.
Raggamuffin (Rotorua)	Coruba
Splore Festival (Tapapakanga)	Tiger, Peter Yealands Wines, Jagermeister

RPH attended and monitored the Jim Beam Homegrown event in Wellington on 15 February 2014. Homegrown is an annual music event held on the Wellington waterfront. This year it was sponsored by Jim Beam and attracted approximately 22,000 people aged 15 upwards. There were 62 acts over 8 stages.

RPH staff observed prolific alcohol brand marketing from Jim Beam. This presented on t-shirts, temporary tattoos, vehicles, chairs, bars, tickets and tents. Approximately 3300 people who attended this event were aged 15 to 17.

The following three photos demonstrate some of the marketing at this event. The temporary tattoos strap line #MAKEHISTORY is part of the Jim Beam global campaign to inspire:

*"... bourbon lovers to make their own history and create their own great stories that they will share with friends and family through the years." Kirsty Band, Jim Beam New Zealand Brand Manager<sup>13</sup>.*



<sup>13</sup> <http://www.scoop.co.nz/stories/BU1402/S00219/kiwis-makehistory-launch-jim-beams-latest-brand-campaign.htm> : retrieved 24 April 2014.

Clever by-lines were used to promote the story line, such as “Know your Roots” the Dub n Roots stage.



At this event 29 people were treated for alcohol related issues at the St Johns tent onsite. Two of the 29 people treated were referred to Wellington Emergency Department.

The Advertising Standards Authority code of advertising for advertising and promotion of alcohol states that:

*‘Alcohol producers, distributors or retailers should not engage in sponsorship where those under 18 years of age are likely to comprise more than 25% of the participants, or spectators’<sup>14</sup>.*

Below are photos taken in April 2014, of the Hastings Under 14s Rugby League Team, where the Lion Red logo is prominent on the goal post covers. This indicates that the Advertising Standards Authority code is not being adhered to.



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

Yes. The longer sponsorship is present as a normal facet of events, sports, arts and activities, the longer it will continue to support the current drinking culture.

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

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<sup>14</sup> [http://www.asa.co.nz/code\\_promo\\_advert\\_liquor.php](http://www.asa.co.nz/code_promo_advert_liquor.php) retrieved 24 April 2014

RPH recommends continuing with the implementation of stages two and three of the Law Commission three stage programme of advertising interventions<sup>15</sup>. RPH recommends the end of self-regulation and supports the establishment of an independent body to take over the management and regulation of alcohol advertising and sponsorship.

RPH recommends the following actions to complete stage three:

- messages and images may refer only to the qualities of products, such as origin, composition, means of production and other objective information
- the banning of images of drinkers or depiction of drinking atmosphere
- allowing only advertisements in the press/media with a majority readership/viewership of over 20 years of age
- no alcohol-related sponsorship of any cultural or sports events and activities.

### **Examples of inconsistencies within the Advertising Standards Authority Code for Advertising and Promotions**

RPH also recommends stronger clarification for alcohol advertising standards. Many of the guidelines for advertising alcohol are not being followed to a high standard including the requirements of alcohol advertisements to adhere to the following:

- neither conflict with nor detract from the need for responsibility and moderation in liquor consumption
- observe a high standard of social responsibility
- directed to adult audiences
- not be directed at minors nor have strong or evident appeal to minors in particular
- shall not use or refer to identifiable heroes or heroines of the young.

Below are examples of specific principles within the code that are not being adhered to under the current structure.

- *Principle 3 “Alcohol advertising and promotions shall be directed at adult audiences. Alcohol advertisements and promotions shall not be directed at minors nor have strong or evident appeal to minors in particular. This applies to both content and placement”*

RPH has observed the liquor industry using sponsorship to target young people. Alcohol brands sold in New Zealand are increasingly being marketed via sponsorship of music and sporting events. This method of marketing helps embed alcohol brands and products into the everyday lives of young people. Specifically, sponsorship and branding within student culture e.g. student orientation sponsorship and mid week student night culture.

Alcohol advertising can have a powerful effect on young people by influencing the onset, consumption and continuance of alcohol use<sup>16</sup>. Contemporary consumer study methods used by the alcohol industry have shown a consistent link between marketing communications and young people’s drinking. The most recent review of literature found television, press, billboards, sponsorship, merchandising and product placement all have an effect on both the onset of drinking and the amount of alcohol being consumed<sup>17</sup>.

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<sup>15</sup> [http://www.lawcom.govt.nz/sites/default/files/publications/2010/04/Publication\\_154\\_464\\_Part\\_36\\_Chapter%2019%20-%20Advertising,%20sponsorship%20and%20promotion%20of%20alcohol.pdf](http://www.lawcom.govt.nz/sites/default/files/publications/2010/04/Publication_154_464_Part_36_Chapter%2019%20-%20Advertising,%20sponsorship%20and%20promotion%20of%20alcohol.pdf). Retrieved 24 April 2014.

<sup>16</sup> British Medical Association (2009). *Under the influence: The Damaging Effect of Alcohol Marketing on Young People*. British Medical Association, London

<sup>17</sup> Anderson, P et al (2009) Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol & Alcoholism*, 1-15.doi:10.1093/alcalc/agn115

Increasingly, marketed brands are becoming products themselves, such as alcohol-related merchandise (T-shirts, can openers, beach towels, etc.), which marketers can use as multifaceted tactics to promote their brands to youth.

Ready-to-drink (RTD) packaging, artwork, designs, motifs and other devices such as promotions can be particularly appealing to children and young people<sup>18</sup>. For example, the Purple Goanna can in the photo below uses the design of a cartoon figure which is likely to appeal predominantly to minors. Also, the pink Pulse can (vodka, ginseng and mixed berry) contains bright pink colours with a feminine motif in the background. Below is another photo of two drinks that Pulse this one shows a green can (vodka, soda & guarana) which has 7% alcohol by volume, the equivalent of 1.4 standard drinks and V, a non-alcoholic 'energy drink'.

RPH recommends higher standards for alcohol advertising to address this issue.

More marketing controls are needed with the labels, graphics, artwork, brand names, packaging and containers in which RTDs are marketed and sold. The picture below demonstrates how a drink containing alcohol can lead to confusion with confectionery or soft drinks. Since RTDs have a particular appeal to young people<sup>19,20</sup> marketing in this area should move towards containing factual product information only.



- *Principle 1, Guideline 1 (c) "Alcohol advertisements and promotions shall not suggest that alcohol can lead to sexual, social, sporting or business or popularity or is necessary to achieve social status with peers".*

Below are stills of screen shots from the Tui beer advert 'Sexy Girls'. The commercial features scantily clad women covered in steam, close-ups of various parts of their bodies and ends with the women showering together.

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<sup>18</sup> Alcohol Advisory Council of New Zealand. (2010). *ALAC's policy on ready-to-drinks (RTDs)*. Retrieved from <http://www.alcohol.org.nz/InpowerFiles%5CPoliciesAndSubmissions%5CDocument.Document.33180.aee93376-dd00-471a-8ae3-e683807e3376.pdf>

<sup>19</sup> Alcohol Advisory Council of New Zealand. (2010). *ALAC's policy on ready-to-drinks (RTDs)*. Retrieved from <http://www.alcohol.org.nz/InpowerFiles%5CPoliciesAndSubmissions%5CDocument.Document.33180.aee93376-dd00-471a-8ae3-e683807e3376.pdf>

<sup>20</sup> Drug Info Clearinghouse. (2010). *Ready-to-drink (RTD) alcohol products*. Retrieved from [http://www.druginfo.adf.org.au/downloads/fact\\_sheets/FS\\_6\\_RTD.pdf](http://www.druginfo.adf.org.au/downloads/fact_sheets/FS_6_RTD.pdf)



This appears to push the limits of this principal. A complaint about this advert in 2005 was not upheld. In this instance, the Complaints Board majority view was that the advertisement ‘observed the high standard of social responsibility required’<sup>21</sup>.

This is an example of the how the subjective nature of the guidelines under self regulation has not been effective in ensuring compliance with the code.

More recently, the medical officer of health at RPH laid a complaint with the Advertising Standards Authority regarding the franchise brand name “Thirsty Liquor” proposing that it was inappropriate to associate ‘thirst’ with ‘liquor’ and that this then breached the code for naming, labelling, packaging and promoting liquor. This he stated was an irresponsible name for a liquor store brand and its use is not consistent with the promotion of moderation and nor is it likely to contribute to the minimization of harm.”

A decision regarding the matter on 15 March 2012 stated the code only applied to marketing of individual beverages and specific promotions, not a brand name. Thus they had no jurisdiction to proceed with the complaint.

At the time of the complaint there were 35 stores in the country under this franchise, there are now 65. The name/brand is highly visible and is a promotional tool for the entire business model. This is clearly evidenced by inspection of the franchise website [www.thirstyliquor.co.nz](http://www.thirstyliquor.co.nz) which we encourage you to view.

*The picture below is of Thirsty Liquor Silverstream, Upper Hutt*



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

<sup>21</sup> Advertising Standards Authority. (2005). 05/352 – *Tui television advertisement*. Retrieved from: <http://203.152.114.11/decisions/05/05352.rtf>.

The purpose of the Code for Advertising and Promotion of Alcohol is to “... *ensure that alcohol advertising is consistent with the need for responsibility and moderation in merchandising and consumption, and does not encourage consumption by minors.*”

The regulation of alcohol promotion and advertising has become progressively more liberal over the past 30 years<sup>22</sup>. This liberalisation, coupled with advances in technology, has made alcohol marketing more visible for all New Zealanders. Attempts to control marketing using voluntary self regulation have not decreased the appeal of alcohol with numerous examples of marketing strategies that do not adhere to the standards set. Ensuring advertising meets these standards before being made public will aid in meeting the purpose of the code as stated above.

Furthermore clarifying the specific sections of the standards to reduce ambiguity in decisions around complaints will strengthen the capacity for the complaints board to meet these standards and therefore the intention of the standards.

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

RPH has supplied numerous examples of weaknesses within the current framework for monitoring adherence to the Code for Advertising for Advertising and Promotion of Alcohol. The recommendations provided are options that could be considered to address this issue.

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

RPH recommends taking initiatives from those used to curb tobacco harm, this includes:

- warnings on products and adverts of alcohol health and social harm
- disclaimers on television shows and movies that are sponsored by alcohol companies
- broadcaster guidelines to prevent unintentional encouragement of alcohol and excessive drinking.

14. Why should these other interventions be considered?

The health sector needs to have a multi-tiered approach in response to the multifaceted marketing applied by the alcohol industry. Methods used for the prevention of harm in similar products are excellent examples that could be used for the prevention of harm from alcohol.

- Warnings on products have become standard practice for the sale of numerous goods including tobacco, medications, and psychoactive substances
- There is a large movement towards encouraging disclaimers for tobacco sponsorship in movies and television
- Unintentional encouragement of excessive and frequent drinking by broadcasters has become common place in media and contributes to the normalisation of alcohol in society.

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

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<sup>22</sup> Law Commission Report. (2009). *Alcohol in our lives: Curbing the harm*. Chapter 19. Retrieved from [http://www.lawcom.govt.nz/sites/default/files/publications/2010/04/Publication\\_154\\_464\\_Part\\_36\\_Chapter%2019%20-%20Advertising,%20sponsorship%20and%20promotion%20of%20alcohol.pdf](http://www.lawcom.govt.nz/sites/default/files/publications/2010/04/Publication_154_464_Part_36_Chapter%2019%20-%20Advertising,%20sponsorship%20and%20promotion%20of%20alcohol.pdf)

RPH recommends alcohol sponsorship is removed, in particular from activities and events where minors may be present or able to view.

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

RPH referred to evidence demonstrating the link between alcohol and poor outcomes in health for not just those who drink, but their families and communities in question 4. Such evidence encouraged the frameworks used to curb the harms from tobacco. These became accepted as effective evidence based strategies that can be applied to reduce the harm caused by other addictive substances. The interventions recommended should be considered as components of a wider strategy to denormalise alcohol use and abuse in New Zealand.

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

The proposed initiatives work on the basis of attempting to remove drinking alcohol as a social norm from society. Social norm strategies attempt to influence behaviour through altering perceptions of what is socially acceptable<sup>23</sup>. Social norm strategies can include reducing the visibility of targeted behaviour, challenging views on social acceptability, prevention of early alcohol exposure, early intervention and using strategies to help to shape youth culture, including media and marketing<sup>24 25</sup>.

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

Not applicable

19. Why should these other interventions be considered?

Not applicable

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

Alcohol has an effect on the following groups of people in New Zealand:

- children and young people who are affected by the perception of alcohol as an attractive and an everyday commodity. For example alcohol advertising can have a powerful effect on young people by influencing the onset, consumption and continuance of alcohol use<sup>26</sup>. Contemporary consumer study methods have shown a consistent link between marketing communications and young people's drinking<sup>27</sup>
- heavy drinkers whose addictions are constantly re-enforced by the heavy presence of alcohol marketing

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<sup>23</sup> Voigt, K. (2011). "If you smoke, you stink." *Denormalisation strategies for the improvement of health-related behaviours: The case of tobacco*. Lancaster University.

<sup>24</sup> Department of Health Promotion and Protection. (2007). *Changing the culture of alcohol use in Nova Scotia*. (A. (Cape B. D. health A. Brown, S. (Addiction S. Cukier, E. (Cape B. H. A. Findlay, K. (Guysborough H. A. Finnigan, P. (Capital H. Hetuig, A. (Capital H. Hudson, T. (Addiction S. C. Leader, et al., Eds.). Nova Scotia.

<sup>25</sup> Schrans, T., Schellinck, T., & Yi, Z. (2009). *Child and youth drinking: The context of alcohol use among adolescents in Nova Scotia*. Focal Research Consultants Ltd. Halifax.

<sup>26</sup> Thomas Barbor et al. *Alcohol: No Ordinary Commodity* (OUP, New York, 2003)

<sup>27</sup> Anderson, P et al (2009) Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol & Alcoholism*, 1-15, doi:10.1093/alcalc/agn115

- Māori youth who are more likely to report consuming large quantities of alcohol at a time<sup>28</sup>
- families who are affected by domestic violence and poverty associated with alcohol.

21. How might these proposals impact on:

Not applicable

22. Who would be affected by your proposals to restrict **alcohol sponsorship** and how?

Sports/cultural teams and events sponsored by alcohol brands may initially be disadvantaged due to the financial support they receive through liquor industry sponsorship. However, the alcohol related harms that those involved with alcohol sponsored activities are exhibiting are a serious concern. For example numerous professional sports players including New Zealand Cricket players, members of the All Blacks and those that attend sporting events such as the Wellington Rugby Sevens have all been visible in the media for alcohol misuse and abuse<sup>29,30,31</sup>.

23. How might these proposals impact on:

Not applicable

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?

To reduce alcohol related harm New Zealand must work towards the 5+ Solution.

1. Raise alcohol prices
  2. Raise the purchase age
  3. Reduce alcohol accessibility
  4. Reduce marketing and advertising
  5. Increase drink-driving counter-measures
- PLUS:** Increase treatment opportunities for heavy drinkers

The 5+ Solution is a set of policy directives based on the internationally acclaimed, World Health Organisation sponsored, publication, “Alcohol: No Ordinary Commodity” written by fifteen of the top alcohol and public health scientists in the world. Reducing marketing and advertising is a key component of this solution.

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

Not applicable

<sup>28</sup> Clark, T. C., Robinson, E., Crengle, S., Sheridan, J., & Jackson, N. (2013). New Zealand perceptions of alcohol use. *Journal of New Zealand Medical Association*, 126(1370), 70–84. Retrieved from <http://journal.nzma.org.nz/journal/126-1370/5551/>

<sup>29</sup> Gregor Paul, “Rugby’s battle with booze”, *The New Zealand Herald*, March 24, 2013.

<sup>30</sup> Black Caps pair Jesse Ryder and Doug Bracewell fined by NZ Cricket, TV 3 News, February 11, 2014, <http://www.3news.co.nz/Black-Caps-pair-Jesse-Ryder-and-Doug-Bracewell-fined-by-NZ-Cricket-Story>

<sup>31</sup> Sevens behavior won’t be tolerated at Nines, Stuff, February 10, 2014, <http://www.stuff.co.nz/sport/league/9705271/Sevens-behaviour-won-t-be-tolerated-at-nines>

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?

Not applicable

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

RPH recommends increasing the capacity of Health Promotion Agency to aid and support events and activities currently supported by alcohol sponsorship in order to ease the transition for organisation's who have become reliant on financial support from the liquor industry.

27. Do you have any other comments?

Not applicable

New Zealand Society of  
Gastroenterology<sup>Inc</sup>



The Royal Australasian  
College of Physicians  
*New Zealand*

1 May 2014

Nick Goodwin  
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Ministry of Health  
PO Box 5013  
Wellington 6145  
(Submitted by email to: [alcoholadvertisingforum@moh.govt.nz](mailto:alcoholadvertisingforum@moh.govt.nz))

To whom it may concern

**Re: Ministerial Forum on Alcohol Advertising & Sponsorship**

Thank you for the opportunity to contribute to the Ministry of Health's Ministerial Forum on Alcohol Advertising & Sponsorship.

The Royal Australasian College of Physicians (the College), represents more than 32 medical specialties including paediatrics & child health, cardiology, respiratory medicine, neurology, oncology and public health medicine, occupational & environmental medicine, palliative medicine, sexual health medicine, rehabilitation medicine and addiction medicine.

The New Zealand Society of Gastroenterology (the Society)'s members are physicians, surgeons and scientists who research, diagnose and treat disorders of the gastrointestinal tract and liver.

Extensive research has documented the wide-ranging and serious nature of injury and disease associated with alcohol consumption. Some of the morbidities associated with alcohol consumption are cumulative. This fact is not widely articulated or well understood by the public, thus, the community at large is unaware of the insidious nature of alcohol and its long-term effects upon the physiology of the body. Alcohol-related hospital admissions place a significant burden on the public health system. Most importantly, this burden is avoidable.

From a public health perspective, the economic, social and cultural harms associated with alcohol are significant, from life-long teratogenic effects, to addiction and ongoing societal damage.

Physicians frequently deal with the impacts of alcohol abuse; treating patients for acute and chronic, physiological and psychological consequences of alcohol abuse, whilst endeavouring to prevent the ongoing social and economic harm alcohol abuse causes New Zealand society.

The College's addiction medicine specialists are experts in the field of clinical treatment for patients with a wide range of addiction disorders, including alcohol. Addiction medicine specialists undergo several years of intensive clinical and theoretical training prior to gaining their Fellowship. In addition, the College has developed several professional development training modules for physicians to improve clinical treatment and services for patients presenting with alcohol issues in the community, particularly in the area of pharmacotherapy<sup>1</sup>.

In this context, the College is well positioned to comment on this forum. The College and the Society have previously submitted on the 2010 Law Commission's report *Alcohol in our Lives: Curbing the Harm*. (Appendix 1 outlines the College and the Society's recommendations made regarding the advertising of alcohol.)

The College has developed extensive policies on alcohol, tobacco and illicit drugs. The policies clearly articulate the College's evidence-based position and recommendations on drug harm minimisation. These policies are available on the College's website<sup>2</sup>. In the College's view, it is essential that the policy process, resultant decisions and action plans that drive the Ministerial Forum on Alcohol Advertising & Sponsorship are supported by an evidence-based paradigm. The current submission expands on these policies and identifies the relevant evidence.

#### **Key points about the Ministerial Forum on Alcohol Advertising & Sponsorship**

The College and the Society strongly support further regulation on the advertising of alcohol and notes that the evidence<sup>3</sup> indicates that the voluntary nature of the Advertising Standards Authority is not always responsible in promoting alcohol consumption<sup>4</sup>. Alcohol industry self-regulation has been shown to be ineffective<sup>5</sup>. In the College's view, an independent regulatory body should be established to supervise the management of alcohol advertising and sponsorship.

Recent research conducted in the United Kingdom elaborated on the weaknesses inherent in voluntary regulation; for example, regulatory controls are only implemented once a complaint has been made; no attention is given to the volume of advertising and the use of images and merchandising cannot be adequately controlled<sup>6</sup>.

The World Health Organization-sponsored publication *Alcohol: No Ordinary Commodity*<sup>7</sup> provides some of the best scientific evidence available about ways alcohol damage can be reduced in a society. In particular, it emphasises the importance of gradual legislative change to bring alcohol-related harm under control, in a similar way that tobacco has been addressed. The publication resulted in the development of the acclaimed 5+ Solution to alcohol-related harm; a multifaceted set of policy directives providing an international, evidence based direction to alcohol harm-minimisation. *Reducing marketing and advertising* is one of the five policy directives. Restricting advertising is consistently shown to be an effective and cost-effective mechanism to reduce the harms associated with alcohol.

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<sup>1</sup> Available from: <http://www.racp.edu.au/page/australasian-chapter-of-addiction-medicine-acham-/addiction-medicine-online-education-modules/>

<sup>2</sup> The RACP's policies are available from: <http://www.racp.edu.au/page/policy-and-advocacy/public-health-and-social-policy>

<sup>3</sup> The Royal Australasian College of Physicians. 2009. *Marketing of Alcohol: a position statement*. Australia.

<sup>4</sup> New Zealand Drug Foundation. 2006. *Alcohol advertising policy in New Zealand: an experiment in industry self-regulation*. New Zealand.

<sup>5</sup> Hastings, G et al. 2010. Failure of self-regulation of UK alcohol advertising. *British Medical Journal*; 340 b5650

<sup>6</sup> British Medical Association. 2009. *Under the influence: the damaging effect of alcohol marketing on young people*. United Kingdom.

<sup>7</sup> Babor T, Caetano R, Casswell S, Edwards G, Giesbacht N, Graham K et al. 2010. *Alcohol: No Ordinary Commodity: Research and Public Policy* (2<sup>nd</sup> Ed). Oxford: Oxford University Press.

The College and the Society view sponsorship as essentially advertising, which can be seen as increasing alcohol consumption and reducing the age at which adolescents are likely to drink. It normalises a relationship between sport and alcohol. It means a broad audience are exposed to alcohol advertising without restriction of underage drinkers. This is a strategy to recruit below-age drinkers<sup>8, 9</sup>. Advertising should certainly be restricted to adult times or environments, and be illegal if conducted on social media, because of youth exposure.

There have been several recent articles published in *Addiction*<sup>10</sup> addressing the role of alcohol marketing and closer examination of these materials may inform the government's policy on future directions and research regarding the advertising of alcohol. One of the key themes inherent is that governments need to provide funding to support longitudinal studies on alcohol marketing to ascertain how exposure to alcohol advertising impacts on drinking behaviours and attitudes.

The alcohol industry has the ability to influence consumer behaviour and yield significant lobbying power. This influence will need to be addressed at both a national and international level within trade obligations and impending international agreements<sup>11</sup>. Caswell<sup>12</sup> has also identified the many diverse communication channels that the alcohol industry is using to promote alcohol in a range of settings, e.g. stakeholder marketing.

*The engagement of producers and their front organizations in disaster relief (distributing water in bottles labelled with company name and logo), international political events (Diageo's sponsorship of the G8 Summit held at Gleneagles, Scotland in July 2005), strategically ambiguous Drinking Responsibly campaigns, conference sponsorship, publications and policy development is beginning to be documented*<sup>13</sup>.

The College notes that the following society-wide trends and pressures will be a concern in the future:

1. Social media as a marketing medium, with the relatively unfettered ability to advertise products to young people.
2. The alcohol industry's ability to influence consumer behaviour and yield significant lobbying power. This influence will need to be addressed at both a national and international level within trade obligations and impending international agreements<sup>14</sup>. Learning from the advancements in tobacco policy and ascertaining the appropriate degree of government intervention will be important initial steps in this process.

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<sup>8</sup> 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.

<sup>9</sup> Hastings G, Sheron N. 2011. Alcohol marketing to children. *British Medical Journal*; 342: 1767.

<sup>10</sup> Meier, P. 2011. Alcohol marketing research: the need for a new agenda, and Jones, S. It's not just researchers who need a new agenda. *Addiction*, 106.

<sup>11</sup> For example, the Trans Pacific Partnership Agreement.

<sup>12</sup> Caswell, Sally. 2011. Alcohol marketing research agenda – let us look at how the industry maintains its hegemony. *Addiction* 106.

<sup>13</sup> Ibid.

<sup>14</sup> For example, the Trans Pacific Partnership Agreement.

### **Conclusion**

Thank you for the opportunity to contribute to the Ministerial Forum on Alcohol Advertising & Sponsorship. The College trusts this feedback is beneficial and looks forward to ongoing engagement with the Ministerial forum. If you would like to discuss any points made within the submission please contact Rosemary Matthews, Senior Executive Officer, who supports Associate Professor Peter Gow, Chair of the New Zealand Policy and Advocacy Committee, on (04) 460 8124 or [rosemary.matthews@racp.org.nz](mailto:rosemary.matthews@racp.org.nz).

Yours sincerely

Dr John O'Donnell Dip Obst FRACP FRCPA GAICD  
New Zealand President  
**The Royal Australasian College of Physicians**

Associate Professor Allan Fraser FRACP  
President  
**The New Zealand Society of Gastroenterology**

### **Appendix 1: "Alcohol in our Lives: Curbing the Harm"**

The College and the New Zealand Society of Gastroenterology made the following recommendations in their submission on liquor law reform:

1. That all alcohol advertisements be reviewed prior to display or broadcasting by a body independent of the industry.
2. That a transparent advertising complaints system, which encourages people to complain if they regard the alcohol advertising as an infringement of the agreed guidelines, be established and broadly promoted to the public.
3. That code violation by industry be widely disseminated.
4. That ethical guidelines regarding all marketing of alcohol and alcohol promotional products be developed by the New Zealand government.
5. That an incremental system be introduced whereby alcohol advertising and sponsorship is phased out.
6. That a prevention investment mechanism be introduced to fund targeted and well-evaluated awareness programs.

The RANZCP New Zealand National Committee wishes to thank the Ministry of Health for the opportunity to comment on the consultation on alcohol advertising and sponsorship.

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The RANZCP is the principal organisation representing the medical specialty of psychiatry in New Zealand and Australia and has responsibility for training, examining and awarding the qualification of Fellowship of the RANZCP to medical practitioners.

Currently there are approximately 3500 Fellows of the College who account for around 85 percent of all practicing psychiatrists in Australia and over 50 percent of psychiatrists in New Zealand. New Zealand also has a significant number of Overseas Trained Psychiatrists who are Affiliate members of the College.

The vision of the RANZCP is: A fellowship of psychiatrists leading the achievement of quality psychiatric care and mental health for our community.

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The RANZCP strongly supports further restrictions on alcohol advertising and sponsorship in New Zealand. We note that the Law Commission report *Alcohol in our lives: Curbing harm* systematically reviewed available evidence, and set out a number of excellent recommendations, and encourage prompt action on this issue.

### Responses to the consultation questions

#### 1. Submission on the 2010 Law Commission report *Alcohol in our Lives: Curbing harm*.

The RANZCP New Zealand National Committee made a submission on the *Alcohol in our Lives Issues Paper*. Our submission was made to the Law Commission in November 2009.

#### 2. Do you support further restrictions on alcohol advertising (over and above those currently undertaken) to reduce alcohol-related harm?

Yes. The RANZCP strongly supports further restrictions on alcohol advertising.

#### 3. What reasons do you have for your views?

The promotion and advertising of alcohol has been shown to lead to an earlier onset of consumption for adolescents and increase the amount for those who are already drinking. Restrictions on alcohol promotion and advertising are viewed as one of the most effective mechanisms to reduce the harms associated with alcohol.

Binge drinking particularly affects the developing brain of a child or adolescent. Attention must be paid to the co-existence of alcohol abuse, physical and mental health issues in youth where the majority of substance abuse disorders develop. New Zealand surveys have indicated that alcohol use disorders are common in young adults with prevalence rates of 16.7% for alcohol abuse and 6.5% for alcohol dependence in the age group 16-24 years. Alcohol use, when initiated at a young age, will elevate risk of mental health and social problems. Young people with co-existing mental health and who abuse alcohol are more likely to exhibit risky behaviours, complex mental health problems, suffer from further harm and could potentially commit suicide than their non-alcohol abusing counterparts.

#### 4. Evidence available to support your views

The RANZCP New Zealand National Committee wishes to highlight that a wealth of evidence has already been submitted to the Select Committee/s and to the Law Commission on this issue. We are concerned that there has been a failure to act on the evidence provided in the systematic summaries of evidence provided in the Law

Commission report *Alcohol in our lives: curbing the harm* and publications such as *Alcohol: no ordinary commodity*. Requesting further information in this context suggests attempts to delay rather than enact appropriate changes.

However, our views are supported by a range of evidence, including:

- Anderson P, Chisholm D, Fuhr D. Effectiveness and cost-effectiveness of policies and programmes to reduce the harm caused by alcohol. *Lancet* 2009; **373**: 2234-46.
- The Law Commission. *Alcohol in our lives: curbing the harm*. Law Commission Report No. 114. 2010 Wellington, New Zealand.
- Babor T. *Alcohol: no ordinary commodity : research and public policy [Second Ed.]*. Oxford University Press. 2010. Oxford, UK.

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

Yes, the available evidence supports immediate changes. Restricting alcohol advertising is consistently shown to be an effective and cost-effective mechanism to reduce the harms associated with alcohol. This has been shown consistently in meta-analysis (i.e. Babor, 2010; Anderson et al., 2009). This action was recommended by the Law commission report following their extensive review.

#### 6. Do you support stronger restrictions on alcohol sponsorship to reduce alcohol related harm?

Yes, the RANZCP supports stronger restrictions.

#### 7. What reasons do you have for your views?

Reasons for these views are well summarised in the recent paper *The culture of alcohol promotion and consumption at major sports events in New Zealand* [Gee S, Jackson S, & Sam M, 2013]. This paper notes that “Overall, these results serve to highlight the perception that there is an entrenched, naturalised culture of alcohol promotion and consumption at some sports events in New Zealand, most strongly exhibited in the results from the Wellington Sevens.”

In this regard sponsorship can be viewed as normalising a relationship between sport (and other similar events) and alcohol. Sponsorship can be viewed as carrying the same risks as advertising whilst avoiding some of the restrictions in place to prevent exposure to underage drinkers.

#### 8. What evidence is available to support your view?

The available evidence includes the comprehensive New Zealand based research by Gee et al., 2013 mentioned above. The Law Commission report clearly sets out key evidence.

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

Yes, the available evidence supports immediate action.

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

A useful strategy could be similar to that undertaken by the French, ‘Loi Evin’, implemented some time ago. This strategy was centred on legislation that allowed alcohol advertising in media that was aimed at adults and required that promotional messages be factual and verifiable [Hastings G, Sheron N, 2011]. Loi Evin protects children by ensuring that their media and wider culture is free from alcohol advertising/promotion, and is one of the reasons why the French rate of alcohol consumption is falling. As a minimum standard, alcohol advertising should be restricted to adult times or environments, and be not allowed at all on social media.

The RANZCP wishes to highlight the importance of not allowing the alcohol industry to self regulate. Such an approach has been shown to be ineffective. (Anderson et al., 2009).

#### 11. How would these restrictions work in practice to reduce alcohol-related harm?

As above.

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

- Hastings G, Sheron N. (2011) Alcohol Marketing to Children. *BMJ* 2011; **342**: d767 doi:10.1136/bmj.d1767.
- Kypri K, McElduff P, Miller P. (2014) Restrictions in pub closing times and lockouts in Newcastle, Australia five years on. *Drug Alcohol Rev* 2014; **33** 323-326 (2014) doi: 10.1111/dar.12123
- Miller, P et al. (2012). *Dealing with Alcohol and the Night Time Economy* (DANTE). Final report. National Drug Law Enforcement Research Fund: Australia.
- Miller, P et al. (2013). *Patron Offending and Intoxication in Night-Time Entertainment Districts* (POINTED). Final report. National Drug Law Enforcement Research Fund: Australia

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

No response to this question.

14. Why should these other interventions be considered?

Alcohol misuse is extremely hazardous, and significant cultural change is required to reduce alcohol-related harm.

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

See response to question 10. Attention should be directed specifically to preventing alcohol advertising and sponsorship of social media and youth-accessible sponsorship.

16. How would these restrictions work in practice to reduce alcohol-related harm?

Alcohol advertising and sponsorship increases the rate of alcohol consumption, which is of course the reason why the alcohol industry invests significant funds into these activities. In addition to increasing consumption, alcohol advertising and sponsorship is associated with earlier onset of drinking.

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

Please see responses to previous questions.

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

Pooled, or anonymous sponsorship.

19. Why should these other interventions be considered?

Please see responses to previous questions.

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

It is likely that as with restriction of cigarette advertising, the alcohol industry will object to any restrictions. It is also possible that some sports (or other community) events will complain about these proposals and claim that they will be unviable without funding from the alcohol industry. However, it is important to note that in the case of restrictions on cigarette advertising and sponsorship, alternative solutions were found, which indicates that the same will be true in this instance. In this regard consideration should be given to raising the excise tax of alcohol and using associated income to offset any loss to sports and other organisations whilst they adapt.

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 alcohol and advertising industries;
- the recipients of alcohol sponsorship funds; and
- different populations — e.g. youth, children, Māori, Pasifika, lower socio-economic populations.

Restrictions on alcohol advertising and sponsorship will support reduction in consumption of alcohol, and limit the exposure of children and young people to advertising and promotion of alcohol. See the response to

question 20. It is essential that these impacts need to be balanced against the harms associated with alcohol. The 2009 Berl report to the Ministry of Health and ACC on the *Costs of harmful alcohol and other drug use*, alcohol has been conservatively calculated at costing NZ 4.4 billion.

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

Please see responses to questions 20 and 21.

23. 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 alcohol and advertising industries;
- the recipients of alcohol sponsorship funds; and
- different populations — e.g. youth, children, Māori, Pasifika, lower socio-economic populations.

As above. In particular, these proposals could preferentially benefit Māori and Pacific communities, helping fulfil our obligations to equitable health outcomes.

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?

It is important that consideration is given to the manner in which advertising is expanding into new media such as twitter, video games, social media etc. The RANZCP wishes to highlight attempts by the alcohol industry to disguise advertising. A recent example was seen during the 2013/14 cricket one day series in which an alcohol company promoted a competition to catch sixes. This competition received widespread publicity outside of usual regulations on alcohol advertising despite clearly being a means of promoting an alcohol brand.

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

The law will therefore need to be as explicit as possible, as with Loi Evin.

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?

No response to this question.

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

No response to this question

28. Other comments.

The RANZCP New Zealand National Committee strongly suggests that the Law Commission have covered this material in their extensive review of alcohol in New Zealand, and have made appropriate recommendations. Therefore, the present consultation risks delaying important action.

Dr Rosie Edwards, Chair  
RANZCP New Zealand National Committee

Dr Sam McBride,  
RANZCP Section of Addiction Psychiatry.



28<sup>th</sup> April 2014

## Ministerial Forum on Alcohol Advertising and Sponsorship

### Background

Rugby Southland is pleased to make the following submission to the Ministerial Forum on Alcohol Advertising and Sponsorship concerning whether further alcohol advertising and sponsorship restrictions are necessary in addition to Section 237 of the Sale and Supply of Alcohol Act 2012.

This submission is further to and in support of NZ Rugby's submission to the Alcohol Reform Bill in February 2011.

### Submission

The New Zealand Rugby's submission specifically relates to advertising and sponsorship in sport.

NZR encourages efforts to promote responsible drinking and tackle the issue of binge drinking especially among young people in New Zealand and supports the appropriate regulation of the sale, supply and consumption of alcohol.

Along with our partners, NZR is committed to ensuring current advertising and sponsorship associated with our game adheres to the stringent laws already in place.

NZR also works closely with Provincial Unions, sporting associations and other stakeholders to identify ways in which rugby can play a role in educational and community initiatives to promote responsible drinking, whether this is on a national or local level.

In addressing question 2 of 'Questions to guide your submission', NZR does not support further restrictions on alcohol advertising or sponsorship (over and above the measures currently undertaken) to reduce alcohol-related harm, particularly where changes could be detrimental to the viability of the wider rugby community, which includes 26 Provincial Unions and 560 community rugby clubs.

As with many other sports and events in New Zealand, sponsorship by alcohol brands provides valuable funding streams at all levels of the game, whether direct through the alcohol industry or

local community bars, restaurants or clubs. This in turn allows those organisations to provide significant benefits back to the communities they are located in.

NZR also notes the finding of Sport New Zealand's 2010 study, 'Alcohol and Sport' which says *'hard evidence is limited and insufficient to describe the full extent and nature of the problem in sport in New Zealand. Research to date does not provide evidence that sports have more of a problem with the misuse of alcohol than New Zealand society in general. Feedback from this study suggests that what happens in sport, particularly in relation to harmful alcohol behaviours, is a reflection of what is happening in New Zealand society and reflects trends in how New Zealanders are drinking generally'*.

### **National and international events**

New Zealand must remain competitive and attractive as a host destination to international sporting events. The appropriate and responsible use of alcohol sponsorship and advertising is essential to New Zealand's ability to stage domestic or international rugby events by providing a valuable revenue source to offset the costs of hosting international events.

NZR recognises New Zealanders have always enjoyed a drink when watching or attending rugby and many other sports. Providing a safe and responsible environment for alcohol consumption is a priority and we work closely with our partners to provide a wider degree of beverage and food choice, while also adhering to strict licensing laws. We have also worked closely with partners, including the Health Promotion Agency, NZ Police and others to encourage good player and team cultures and responsible management of sports clubs and facilities.

### **Community Rugby**

Clubs fulfilling the needs of communities is a key priority in NZR's Community Rugby Strategy. In many New Zealand towns and cities, the rugby club is the social hub of the community, providing sport and socialisation for young and old. Commercially strong and community-centric clubs are fundamental to keeping the game and the local community connected and fulfilling the needs of those involved.

NZR would be gravely concerned should any proposed changes affect the viability of these clubs by stripping them of essential investment.

### **Opportunities for positive messaging**

Sporting stars, including rugby personalities are important influencers, particularly to young people. It would be concerning if any additional restrictions to advertising and sponsorship removed the opportunity to engage sports people in promotions that encouraged a responsible approach to alcohol consumption.

## International experience

NZR is aware of a small number of international examples where advertising and sponsorship restrictions have been put in place in relation to alcohol in a sporting environment, however we have seen no evidence that such restrictions have had the desired effect of reducing problem drinking, but instead put significant costs onto the tax payer to replace the funding stream.

## Conclusion

In conclusion, rugby provides significant benefits to New Zealand on an international and community level. NZR would be concerned about the impact on the future of our game should restrictions remove an important funding stream.

Sport New Zealand's Alcohol and Sport study concludes that 'based on the actions that responsible clubs and sports organisations are already taking, it is evident that sports and sports clubs are already part of the solution to managing harmful alcohol behaviours in New Zealand, and there is potential to strengthen this role in future'.

Rather than interventions which will disadvantage sport, New Zealand Rugby welcomes solutions that target and address the particular harms caused by alcohol in society. NZR remains committed to playing its part in initiatives that promote responsible drinking across the community.

Yours sincerely,



Brian Hopley  
General Manager

