

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

The forum is currently seeking submissions on this topic before reporting to the Ministers later this year. Submissions should be sent to alcohol@parliament.nz at www.parliament.nz.

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

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

For further information visit www.parliament.nz



Dear Ministerial Forum on Alcohol Advertising and Sponsorship,

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

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

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

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

This submission was completed by:

Name

Address

Email: †

Signature: †

Date:

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I do not give permission for my personal details to be released under the Official Information Act 1982.

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Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

28 April 2014

Mr Graham Lowe ONZM, QSM
Chair
Ministerial Forum on Alcohol Advertising and Sponsorship
alcoholadvertisingforum@moh.govt.nz

Thank you for the opportunity to provide comment on the Alcohol Advertising and Sponsorship review. I/We have elected not to complete the submission form provided, rather we make the following comments and recommendations for your consideration.

I have been a consultant eye surgeon , seeing the scale of alcohol harm in my hospital work for 30 years. I do not believe the onus should be on people to prove the need for stopping advertising and sponsorship, in the face of this continual damage. Stopping them will not substantially lessen liquor industry profits, nor prevent reasonable social drinking enjoyment. It will hinder their deliberate targetting of youth and low income groups and sports. In UK most sport sponsorship is from banks, so sports will not be disadvantaged.

Foetal damage can occur even before the result of a pregnancy test has come back.

The industry spends around \$100M pa to worsen the situation. There is no justification for allowing this.

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

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

I/We note that 2,281 out of 2,939 submissions to the Law Commission commented on the range of policy options presented on alcohol advertising and marketing. Of the 2,281 submissions **86% supported banning or restricting all advertising of all alcohol in all media.**

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

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

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

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

I/We recommend that the Review Forum support the immediate implementation of Stage 2 and 3 of the Law Commission recommendations on alcohol advertising and sponsorship as set out in their report *Alcohol in Our Lives – Curbing the Harm 2010*.¹ These being:

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

Stage 3: This stage would implement restrictions including:

- Messages and images may refer only to the qualities of products, such as origin, composition, means of production and patterns of consumption;
- The banning of images of drinkers or the depiction of a drinking atmosphere;
- Only allowing advertising in press with a majority readership over 20 years of age;
- No alcohol-related sponsorship of any cultural or sports events or activities.

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

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

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

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

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

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

These include:

- The establishment of an independent body to take over the management and regulation of alcohol advertising and sponsorship, and ending self-regulation.
- Setting out what is alcohol advertising is allowed (i.e. objective product information only), and ban all other advertising. This would apply to ALL broadcast, bill-board and outdoor

¹ 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.

advertising, all print media, and all website and social media content that is generated by New Zealand based companies/individuals.

- New Zealand companies/individuals are prohibited for promoting or contributing to any overseas based promotions in New Zealand.
- A fund is established from alcohol excise tax to support alternative funding options for alcohol sponsorship, and this is phased out over the next 1-2 years.

Conclusion

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

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

Signed

Name:

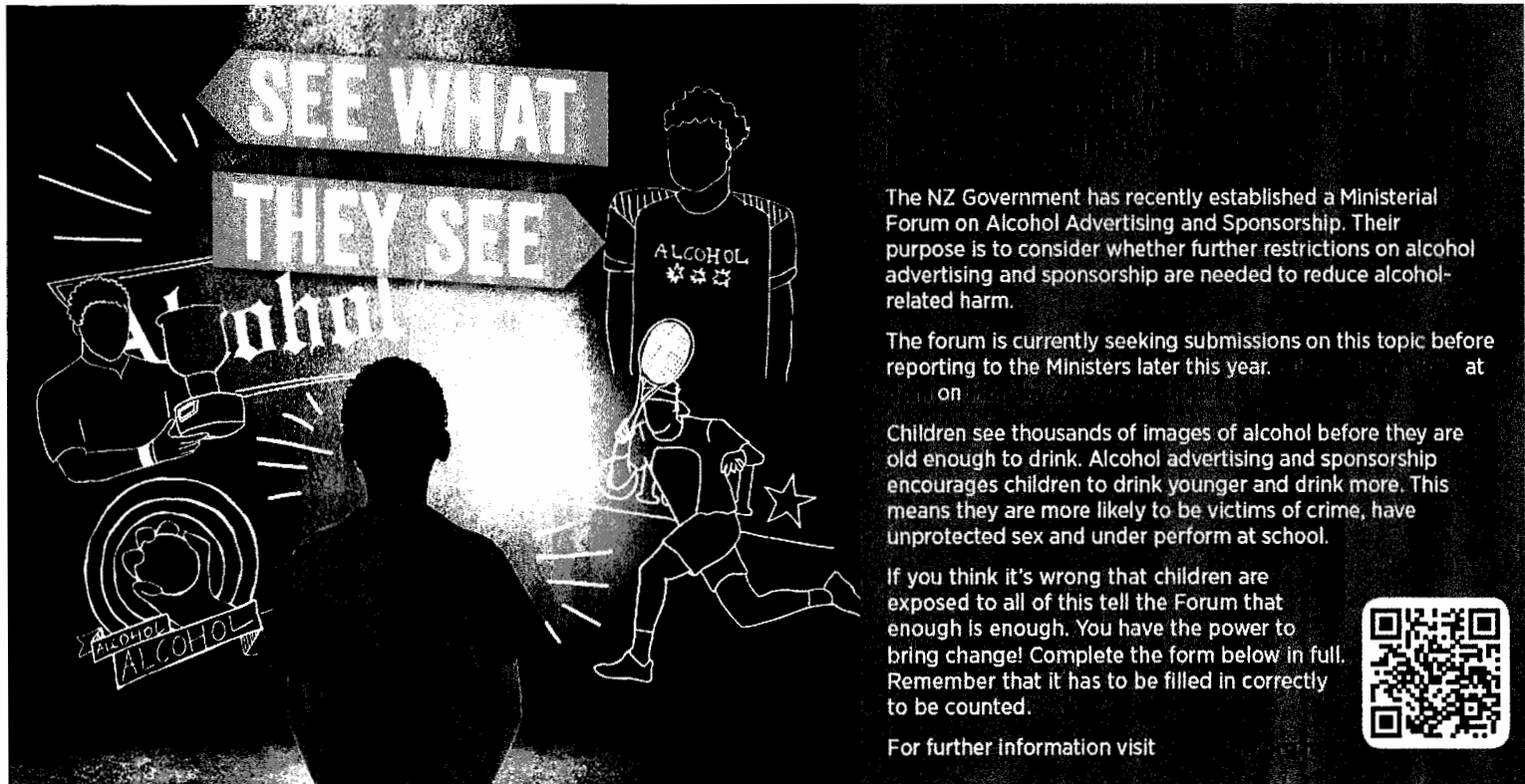
Address

Email:

Contact phone number.

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

44

This submission was completed by:

Name:

Address:

Email: '

Signature:

Date: 22 April 2014

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- I do not give permission for my personal details to be released under the Official Information Act 1982.
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Once completed save this file and email to alcoholadvertisingforum@moh.govt.nz by 5pm, Monday 28th April, 2014.





45
Alcohol marketing is recruiting our kids as the next generation of problem drinkers.

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

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Name:

Address:

Email:

Signature:

Date: 21/4/14

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SEE WHAT
THEY SEE

Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

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

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
- 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.
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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.

I started drinking at an age when I wasn't ready to make responsible decisions and it caused harm to myself and others. I now have two children and would like to think they don't feel pressured into drinking too young and potentially making life changing mistakes. There is plenty of time for them to enjoy alcohol in their later teenage and adult years – I strongly believe that advertising has an impact on this.

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.

See my comments above.

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

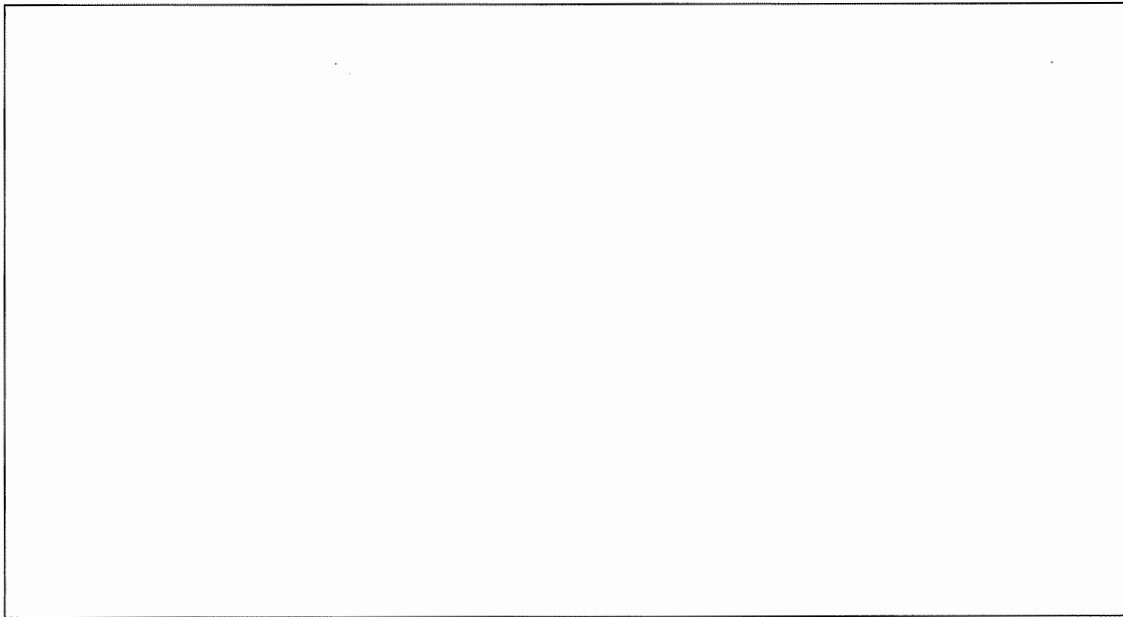
Yes

No

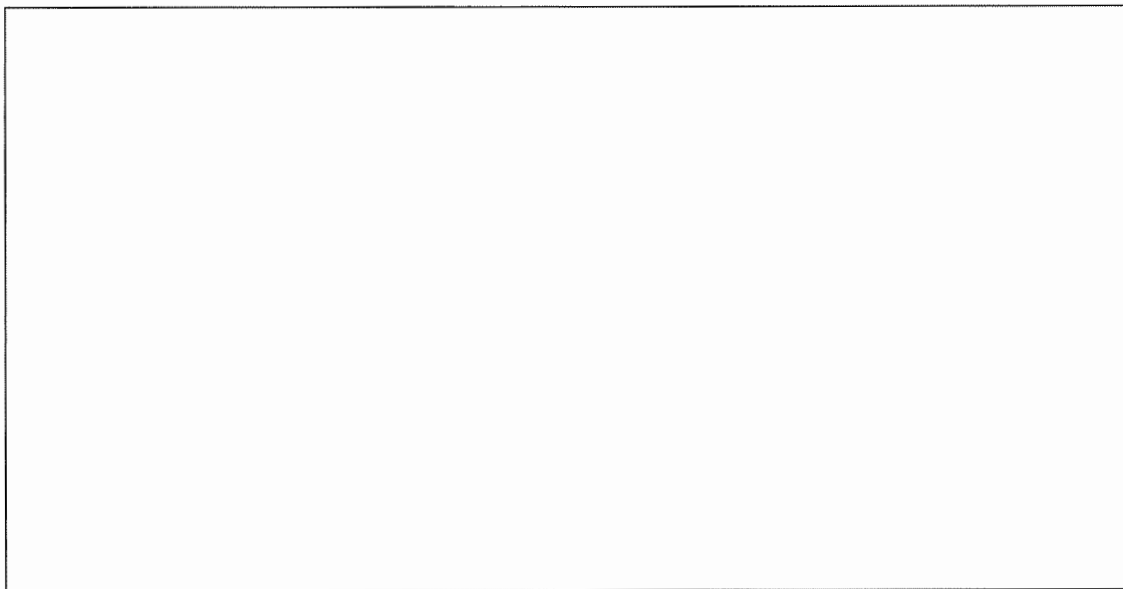
7. What reasons do you have for your view? Please include details.

See my comments above

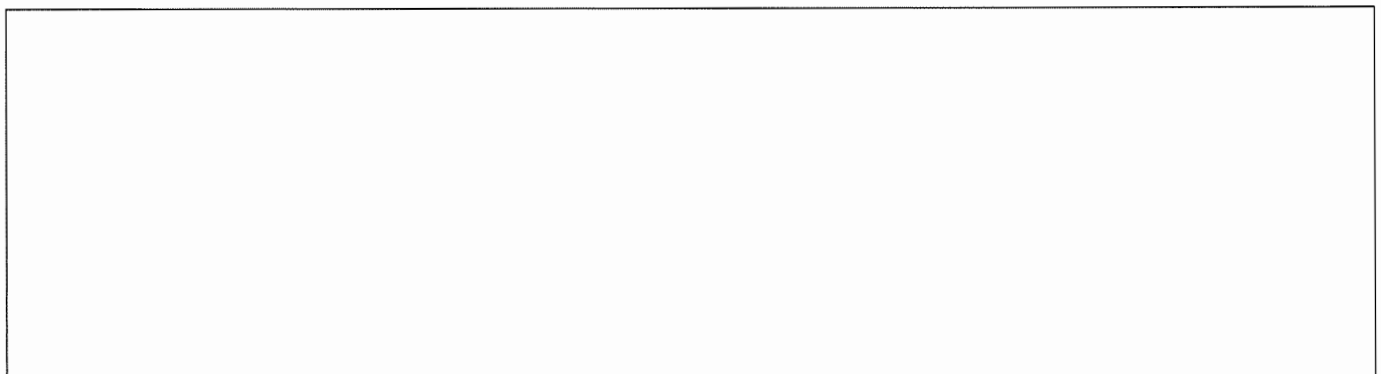
10. If further restrictions to **alcohol advertising** are necessary, what do you think should be done?



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



28. Any other comments



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

Name: _____

Address/email: _____

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Signed: _____ Date: 17/4/14

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Date: 17 / 04 / 2014

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Alcohol marketing is recruiting 53 our kids as the next generation of problem drinkers.

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For further information visit www.aahw.org.nz



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

This submission was completed by:

Name:

Address:

Email:

Signature:

Date: 23.4.2014

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

This submission was completed by:

Name:

Address:

Email:

Signature: by email

Date: 23/04/14

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Address: *

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Name: _____

Address: _____

Email: _____

Signature: _____

Date: 24.04.14

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

For further information visit: www.aahw.org.nz



Dear Ministerial Forum on Alcohol Advertising and Sponsorship,

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

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

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

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

This submission was completed by:

Name:

Address:

Email:

Signature:

Date: 24/4/14

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

I do not give permission for my personal details to be released under the Official Information Act 1982.

I do not give permission for my name to be listed in the published summary of submissions.

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

Protect our young people

Increase restrictions on alcohol advertising & sponsorship

The research says:

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

Our communities say:

Ban alcohol sponsorship and restrict advertising*

Our health agencies say:

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

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

What do you say?

- *In my belief, sponsorship of sports and cultural events by alcohol industry undermines social values and intentions for such events. Also, it gives the message to public, especially the youth, that there is no genuine interest for government to advocate healthier life style and implementing restrictions it imposes on alcohol consumption, as they gain profit from massive alcohol industry advertising and sponsorship.*

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

Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

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

Name:

Address/email:

Submission:

Introduction:

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

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

Recommendations:

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

Signed: _____ **Date:** 24/04/2014

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Dear Ministerial Forum on Alcohol Advertising and Sponsorship,

We need further restrictions on alcohol advertising and sponsorship in New Zealand. I would like to see the Law

Commission's recommendations that were made in 2010 implemented now. This means that I support the following:

- ^ No alcohol advertising should be allowed in any media other than advertising that communicates only objective product information. Even better would be complete ban on alcohol advertising as for tobacco.
- ^ No alcohol sponsorship of cultural or sport events should be allowed.
- ^ There should be warning labels on all alcoholic drinks
- ^ Packaging that promotes alcohol should be closely controlled and monitored

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

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

This submission was completed by:

Name:

Address:

Email:

Signature:

Date: 27.4.14

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

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by 5pm, Monday 28th April, 2014.

SEE WHAT
THEY SEE



Alcohol marketing is recruiting 61 our kids as the next generation of problem drinkers.

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

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

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

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

This submission was completed by:

Name: _____

Address: _____

Email: _____

Signature: _____

Date: 24.4.14

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SEE WHAT
THEY SEE

Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

28 April 2014

Mr Graham Lowe ONZM, QSM
Chair
Ministerial Forum on Alcohol Advertising and Sponsorship
alcoholadvertisingforum@moh.govt.nz

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

I am a mother of a teenager who has permanent brain damage caused by prenatal alcohol exposure. I would like to share a little of what our life has been like due to effects of alcohol on our child.

I'm doing this for a couple of reasons.

First, I'd like to make you and the rest of the community aware of the significant harm that has been done to my child's brain as a direct result of alcohol.

And secondly, I'm hoping that by telling my story it might help prevent children being born with this disorder.

So what is Foetal Alcohol Syndrome?

FAS is part of the Foetal Alcohol Spectrum disorder which contributes to a range of mental and physical disabilities caused directly by drinking alcohol during pregnancy. Alcohol is the leading known preventable cause of mental retardation in developed countries. It is 100% preventable. No alcohol, no harm.

We adopted _____ and had never heard of FASD so it came as a huge shock when we were told by our paediatrician _____ that he had Foetal Alcohol Syndrome. There was no support after this diagnosis and for a whole year I buried my head in the sand and could not read the information as I felt we had been given a life sentence. The child that we had dreamed of was not the child we had. We grieved the loss of our dreams and our expectations for our beautiful son. Now to be told that he was brain damaged and would need support for the rest of his life was to say the least devastating. What did the future hold for him as the information was stark reading at that time – as it said, “girls get knocked up and boys get locked up”.

I tried to pretend that the Paediatrician had got it wrong and it was maybe ADHD which had better outcomes. However as the years unfolded and his learning and behaviour became more challenging at home and at school we realised that we needed to step up and increase our knowledge, change our parenting techniques and educate others. I am the biggest advocate for my son but there are times when my batteries run on empty. He can be a very loving and caring person and will give me a cuddle and tell me ‘he loves me’ and other times

he is oppositional, defiant and aggressive. The less structure in his environment the more likely he will struggle to self regulate his behaviour. The more complex the task or the rules the more likely he is to become disorganised and get 'stuck' with his thoughts.

We had a situation last year on a camping holiday where [redacted] lost control and was abusive to another camper who happened to be a policeman. [redacted] contacted me on his walkie talkie to come quickly as a man was being nasty to him. When I got there [redacted] lost control and punched this man who then retaliated and grabbed a hold of my son ripping his T-Shirt.

I intervened and shouted "stop, back off! My son has brain injury, we all need to calm down!" Needless to say that information went absolutely nowhere and the man was shouting and saying "well you need to keep better control of him as he has been upsetting my daughter". [redacted] we tried to give him a bit of freedom by checking in regularly using the walkie talkies. Alas we realised it hadn't worked. The camp owners asked us to leave the campsite or this man was going to press charges for my son physically assaulting him.

We no longer go camping now as it is too difficult to ensure 24/7 supervision of a teenager. He cannot be left on his own for any length of time due to his disability. As he gets older it will get harder for us to keep him safe, supported and supervised as he will want his independence.

Often when [redacted] was at school I had to "drop and run" when I got the call that [redacted] was having a meltdown. They are frightening and I would drive there full of dread wondering what I would find. It was like he was having a seizure where he would hyperventilate, go blue and froth at the mouth due to his anger. He would throw anything, rip things off the wall and be yelling and swearing at the teachers. I have learned techniques to calm my son down.

One of the biggest supports for our family was the [redacted], based in [redacted] which catered specifically for children with special needs. My son started going there when he was eleven years old and he thrived in many ways emotionally and socially. Through the tough times when [redacted] had been stood down from school they stepped up and became our life line especially for us to be able to work and have a break as it made for a very long day having our son at home and not at school.

It was also [redacted] life line as it kept his self esteem intact when he had, had a bad day at school. Alas [redacted] had to close last year due to lack of support and funding. This was a huge loss to us because at this point [redacted] was not in school having been excluded from high school due to his challenging behaviour.

This was his main form of social interaction and he became a very lonely young lad for a while.

However I was able to employ a couple of the staff to be support people for our son whilst we were at work. This was a huge financial burden on us but we had no choice as the Education System was very slow in being able to provide us with anything suited to his educational needs. Every school we went to said "No funding, No [redacted]". He was denied an education due to his disability and lack of funding.

Eventually after about a year and a complaint to the Human Rights Commission and the chief executive for the Ministry of Education we now have an individual education programme fitted around our son [redacted]. He is homeschooled and is certainly in a much happier place for now.

There are times that I wish it would all go away and that we had an ordinary life and an ordinary kid who did not lose control and could learn from his mistakes. That we did not have to remember to give him medication four times per day to keep his 'brain in gear'. That we did not have meetings every week with the agencies. That we did not have to be his 'external brain' and constantly have to repeat the same things/routine every single day because he can't remember

There are days when I see kids heading off to school on their own and I wish that could have been like that. It is a chronic cycle of grief but thankfully I don't let myself wallow in this phase for too long now because I can very quickly see all the good stuff that has come from having [redacted] in our lives. His innocence and love. Every night he wants a kiss and a hug [redacted]. Through him I have become a better person, a better nurse and have come into contact with so many wonderful people who just want to do their very best to help us.

Most of these children look completely normal which is far from the reality. FASD is an invisible disability and as serious as a child in a wheelchair except the environment around them is not geared up to manage them like it is for the physically disabled. Our children have to try and make sense and function in the world around them with very little done to help support what I call 'The Wonky Brain'. They are put into mainstream schools where many flounder, become overwhelmed and then express this through behaviour which can be very challenging and frightening for the staff if they have to witness a major meltdown.

With my own son he has been in a number of different schools and initially things would go okay as the funding and the resources were put in for him to settle in. Then because he is doing fine, they take the support away.

No surprises as to what happens when these supports are taken away. Three times this has happened. It is not a happy place to be sitting in the Principal's office with the Board of Trustees making a decision to expel your child from school. You feel totally helpless, isolated and frightened for the future of your child. It is hard to fight the education system.

No one would take a wheelchair away from someone with quadriplegia so why take the supports away from our children?

These children have irreversible and lifelong brain damage which has been caused by prenatal alcohol exposure. It is not their fault in the way they behave.

We need to put FASD on the radar// so that we get a bigger share of the cake. Schools need to have the skilled staff and resources to manage these children. It is about thinking differently and using strategies that have been successful in many parts of Canada and the USA for years.

Many families are scared to come out of the closet and talk about their child's disability as others are too quick to blame the parents. As a result our country is still 'burying it's head in the sand' as to the extent of the problem.

Why is the rate of behavioural problems in schools becoming more prevalent? They are likely to be children with undiagnosed Foetal Alcohol Spectrum Disorder. These children are served with a life sentence which is preventable.

How many women have a drink during pregnancy? Pregnancy by accident increases the chance that alcohol will have been consumed. We live in a pro-alcohol society. This alcohol driven culture makes this a problem of our society and greater recognition and action is critical for the sake of this very vulnerable group of children who will grow up in an unforgiving society.

Blaming is a useless activity and will not help my child or others to succeed. With my own situation we adopted _____ and even now I do not blame his birth mother. She was not brought up in a stable, loving home and did not have the opportunities to try and break out of the environment she found herself born into.

As a caring community we need to do something now to prevent further harm caused by alcohol. Reducing alcohol advertising will be a step in the right direction. As we label the dangers of smoking so we need to label the dangers of alcohol especially around pregnancy.

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

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

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

I/We note that 2,281 out of 2,939 submissions to the Law Commission commented on the range of policy options presented on alcohol advertising and marketing. Of the 2,281 submissions **86% supported banning or restricting all advertising of all alcohol in all media.**

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

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

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

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

I/We recommend that the Review Forum support the immediate implementation of Stage 2 and 3 of the Law Commission recommendations on alcohol advertising and sponsorship as set out in their report *Alcohol in Our Lives – Curbing the Harm 2010*.¹ These being:

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

Stage 3: This stage would implement restrictions including:

- Messages and images may refer only to the qualities of products, such as origin, composition, means of production and patterns of consumption;
- The banning of images of drinkers or the depiction of a drinking atmosphere;
- Only allowing advertising in press with a majority readership over 20 years of age;
- No alcohol-related sponsorship of any cultural or sports events or activities.

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

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

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

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

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

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

These include:

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

Conclusion

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

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

Signed

Name:

Address:

Email:

Contact phone number:

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

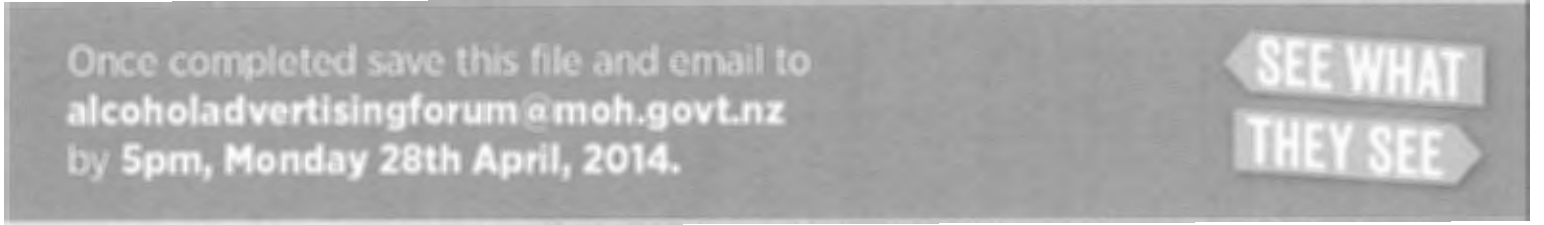
Yes I want to make an oral submission (**please mark the box**).

This submission was completed by:

Name: _____
 Address: _____ 2
 Email: _____
 Signature: _____
 Date: 25/04/2014

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

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Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

28 April 2014

Mr Graham Lowe ONZM, QSM

Chair

Ministerial Forum on Alcohol Advertising and Sponsorship

alcoholadvertisingforum@moh.govt.nz

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

I am a concerned citizen of New Zealand, time after time I am sadly witnessing the effects of excessive drinking by particularly young people. As a result of the excessive drinking many people suffer subsequently in different ways, which often affects whole communities.

I have elected not to complete the submission form provided, rather I am providing the following comments and recommendations for your consideration.

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

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

I note that 2,281 out of 2,939 submissions to the Law Commission commented on the range of policy options presented on alcohol advertising and marketing. Of the 2,281 submissions **86% supported banning or restricting all advertising of all alcohol in all media.**

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

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

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

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

I **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*.¹ These being:

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

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

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

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

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

I 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.
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1

¹ 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.

Conclusion

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

Name

Address:

Email:

Contact phone number:

M.B., Ch.B. (Otago), D.A. (London), FRNZCGP

26 April 2014

Mr G Lowe ONZM, QSM,
Chairman,
Ministerial Forum on Alcohol Advertising and Sponsorship

I appreciate the opportunity to comment to this forum.

I am a medical professional who practiced as a family doctor for the latter part of my career. In 1993 I became chairperson of the Group Against Liquor Advertising (GALA), a non-profit nationwide organization. I held this position for 19 years until the group closed down. Since then I have participated in Alcohol Action NZ.

During this time alcopops (now called RTDs) were introduced, brand name advertising was permitted on TV, the drinking age was lowered, the internet and social media became prominent and the teenage drinking culture became embedded. There were several reviews of alcohol advertising, including a Ministerial review to which GALA submitted.

The International Perspective

The Global Alcohol Conference, an international organization of alcohol researchers and advocates recommended in their 2013 action programme

“Establishing the strongest possible statutory restrictions on alcohol marketing of all kinds, in recognition of the growing body of literature linking youth exposure to alcohol marketing with increased likelihood of early initiation of alcohol use, which in turn is linked to greater likelihood of adverse consequences of alcohol use including injury and dependence.”

The national perspective

The Law Commission, with the support of the majority of its submitters, made the same recommendation.

The following are a few examples of events and trends since the Law Commission report in 2010:

1. Liquor companies are increasingly using social media to promote their products to young people. An Australian study found that one company, Budweiser, sent 286 tweets on Twitter to 15,000 followers. These messages were retweeted by those followers 13,000 times, providing huge exposure for minimum outlay. The age of recipients is not controlled. Thus companies are engaging people to do their advertising.

“The internet makes it absurdly easy for marketers to harness the tiniest twinges of boredom or loneliness or desire, channelling them into sales.” Oliver Burkeman in Guardian Weekly.

2. A study of alcohol promotion and consumption at major sports events in New Zealand found that alcohol was heavily promoted. This has a multiplier effect with broadcasts showing billboards etc but also depicting alcohol being consumed by patrons.

3. The cricket 'Catch a Million' promotion by Tui produced 10.3 million hits on line and 6 million comments on Facebook. Tui sales in central Auckland rose by 77% over the same period the previous year. (Mediawatch Radio NZ 16 March 2014)

4. The continued focus on marketing to women is producing a steady increase in drinking by women of child-bearing age, many of whom are unable or unwilling to stop drinking during pregnancy. The estimated incidence of fetal alcohol disorders (brain damage) is 5% of births.

Conclusions

Alcohol marketing is one of the main drivers of heavy and harmful drinking.

Self-regulation of alcohol advertising by the industry is ineffective.

There is sufficient evidence of the effects of marketing on drinking behaviour.

The subject has been reviewed and discussed ad nauseum. It is time for action.

This forum will be failing in its duty to the public if it does not recommend that Government rapidly implement the restrictions outlined in the Law Commission report.

Signed

Email:

Phone

I do not give permission for personal details to be released.

I wish to make an oral submission to the forum.