

**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](mailto:alcoholadvertisingforum@moh.govt.nz)

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

I am a concerned mother of three young adult sons who have been influenced by the heavy drinking culture in New Zealand. I am also a member of Alcohol Action NZ Inc, a grass-roots movement in New Zealand responding to the excessive presence of alcohol and the enormous social, medical and personal damage alcohol misuse is inflicting on our society.

I have elected not to complete the submission form provided but rather 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 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.**

I 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, I am 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*.<sup>1</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.

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:

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<sup>1</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.

- 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.
- 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 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 its 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. The forum's 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 do not give permission for my name to be listed in the published summary of submissions.

1

101



alcohol advertising

to:

'alcoholadvertisingforum@moh.govt.nz'

28/04/2014 12:06 p.m.

Hide Details

From:

To: "'alcoholadvertisingforum@moh.govt.nz'" &lt;alcoholadvertisingforum@moh.govt.nz&gt;.

## 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](mailto:alcoholadvertisingforum@moh.govt.nz)

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

I am a mother of four boys and hopefully soon to be a grandmother. I would like my children to be safe around alcohol and not be constantly exposed to advertising about alcohol. I would also like to have the availability of alcohol supplies minimised. It is far too easy to buy alcohol.

I have elected not to complete the submission form provided, rather I want to 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 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*

[1]

**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 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.
- 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 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.

*Signed*

Name: :

Address: ?

Email:

Contact phone number: |

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[1]

for the submission (2010) public report 0141 Wellington New Zealand report on the review of the regulatory framework







related harm.

A drop in alcohol consumption would be expected to be consequent upon reduced sales of alcoholic drinks – something of great relevance to drink manufacturers and associated industries. Such considerations are evidently part of the wider brief of this Forum: to explore the conflict between, on the one hand, the personal, social and economic harm to individuals and New Zealand collectively, and on the other hand, the business interests, levels of tax returned from sales and the monetary benefits to community groups seeking funding.

This conflict is implicit in some of the questions (eg 21 and 23) given in Forum's "Questions to guide your submission". The Forum's Terms of Reference also make it clear that the commercial considerations associated with the issue are important. By making such considerations part of the Forum's task it would seem to imply that the downstream harmful effects of alcohol advertising and sponsorship are already acknowledged. My concern here is that already in the Forum's brief there a strong opening to see the widespread harms related to the abuse of alcohol in New Zealand as being offset by or justified by the financial gains of some sections of New Zealand business.

In addressing this conflict directly, I submit that it is unacceptable for alcohol industries to promote or condone the excessive use of alcohol in certain situations or to sections of the community where it knows it is likely to cause harm. There are parallels here with tobacco-related harms and the responsibility that tobacco companies have been asked to face up to in recent years.

**2. Drinking culture.** The effectiveness of advertising, and its importance to the alcohol industry is clear from the sums spent (reportedly \$400,000/day in New Zealand). Whether or not advertising and sponsorship targets brand loyalties, specific opportunities (eg younger people, women ethnic groups) or more intensive drinking, the overall effect is one of expanding the sense of drinking being a normal activity. It thereby contributes fundamentally and powerfully to the culture we share as a community. Young people are especially vulnerable.

Alcohol advertising and sponsorship is, I submit, the primary agent in fostering a 'drinking culture'; and it is exactly the kind of environment that suits the commercial goals of the alcohol industry. This culture is further enhanced by the widespread use in recent years of mobile social media technologies whereby information and peer pressure reinforces and manipulates trends set in motion by creative public relations agencies. (Prof. Antonia Lyons reported on local research on this subject at the Alcohol Action Conference, 2013; presentation available on U-tube.)

*I strongly favour restrictions on the exposure of alcohol advertising and alcohol-promoting imagery in general and particularly favour restrictions on alcohol advertising that targets young people.*

**3. Sport and alcohol sponsorship.** In my opinion the association of sport and alcohol is a serious issue in New Zealand. The identification of physical prowess and skill with a substance that can be detrimental to physical and mental health is nothing short of bizarre. Fortunately the blatant lack of compatibility of sport with smoking is now recognized and has led to the ban of tobacco sponsorship in sport. Similarly, alcohol sponsorship of sport does not make good sense. A good summary of the clever entanglement of alcohol promotion and sports sponsorship was given by Dr Kerry O'Brien at the 2013 Alcohol Action Conference (Viewable on U-tube ).

Children and young people attend many sporting events in-person or view TV coverage of sporting events during the day. In such cases the guidelines intended limit the exposure of young people to

alcohol advertising and images to certain times of the day or evening break down. The guidelines are effectively by-passed.

***I strongly support the removal of alcohol sponsorship for all sports***

**3. Law Commission recommendations.** Stages 2 and 3 of the Law Commission report 2010 made recommendations on alcohol advertising and sponsorship. Stage 2 recommended working towards measures relating to the amount of exposure young people have to alcohol advertising; Stage 3 made specific suggestions limiting advertising and sponsorship.

***I strongly support the implementation of the measures set out in the Law Commission's report.***

**4. Self regulation.** Self regulation of alcohol advertising appears to be completely inadequate. This hardly surprising as the commercial interests of the alcohol industry have little incentive to limit sales; it is also evident that the avoidance of social and personal harm is not a priority for the industry.

***I recommend that self-regulation of alcohol advertising and sponsorship in New Zealand be terminated as soon as possible and that it be replaced with more effective measures.***

**5. Objective information.** Alcohol advertising and sponsorship often appeals to social stereotypes, humour and themes with strong emotional appeal. While it can be appreciated for its creativity and entertainment value, it lacks the balance of information related to the potential harm that can come from excessive or sustained drinking patterns.

***I recommend that any advertising of alcohol includes objective product information developed by public health experts.***

#### **Final comment**

I am surprised that this Forum includes a call for evidence that alcohol advertising and sponsorship is related to alcohol related harm. Such evidence has been available since the Law Commission report was released. There is strong public support in New Zealand for reducing alcohol advertising and sponsorship. Urgent action is needed.

Yours sincerely

Name: I

Address:

Email: ,

Contact phone number:

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

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[1]

for the Commission (2010), *Who Reports? A Review of the New Zealand report on the review of the regulatory framework*

[2]

problems associated with alcohol advertising and teenage alcohol-related



103  
103  
**Alcohol marketing is recruiting 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 28<sup>th</sup> April 2014.**

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

If you think it's wrong that children are exposed to all of this till 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.ahw.org.nz](http://www.ahw.org.nz)



Dear Ministerial Forum on Alcohol Advertising and Sponsorship,

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

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

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

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

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This submission was completed by:

Name:

Address:

Email:

Signature:

Date: 28 April 2014

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68



Fw: Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

to:  
alcoholadvertisingforum  
26/04/2014 08:28 p.m.  
Hide Details  
From:  
To: <alcoholadvertisingforum@moh.govt.nz>,

1 Attachment



Alcohol Action Hamilton Submission.docx

Dear Mr Lowe, I strongly support the submission in the attached document. Self regulating control by the liquor industry has had a negligible effect on the proliferation of media promotion of alcohol products.

The present arrangement should be scrapped as soon as possible.

Yours faithfully,

----- Original Message -----

**From:**  
**To:**  
**Sent:** Friday, April 25, 2014 6:10 PM  
**Subject:** Submission to the Ministerial Forum on Alcohol Advertising and Sponsorship

Greetings

Apologies that this is so close to the deadline for submissions. I hope you can action it over the weekend?

Kind regards

---

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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](mailto:alcoholadvertisingforum@moh.govt.nz)

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

**I am writing on behalf of the Hamilton Alcohol Action group. Our group is affiliated with Alcohol Action New Zealand. 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.**

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.*

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

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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>1</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;
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We understand that this means a ban on all forms of alcohol advertising and sponsorship in all media, other than objective product information.

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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.

**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:

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## Conclusion

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.

*Signed*

Name:

Address: ^

Email:!

Contact phone number: -

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69

# 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: 26/4/14

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

Name: \_\_\_\_\_

Address/email: \_\_\_\_\_

\_\_\_\_\_

## Submission:

### Introduction:

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*and* 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:

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27 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. I have chosen not to complete the submission form provided.

I am Mum to two teenage boys (aged 14 years and 18 years). I am concerned at the proliferation of alcohol advertising and sponsorship in our country. We are drowning in it. My older son has just turned 18 and there is increasing pressure on him from his friends and older adults to drink alcohol on a regular basis.

Please listen to the people of New Zealand and not just the alcohol industry and others who profit from alcohol.

As the government is doing with another psychoactive substance, synthetic cannabis, please take note of the concerns of the wider community and DO SOMETHING to reduce the harmful impacts of alcohol in our lives.

The Law Commission Review was completed in 2010. How much more evidence is needed? 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.**

What value do we place on the lives and wellbeing of our young people? Let our young people enjoy their childhood and not be pressured into using a substance that interferes with the growth and development of their brain.

I urge this committee to act now.

Please implement Stages 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***:

**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.

Please consider recommending a structure along the lines of what happened when Smokefree sponsorship came in to replace tobacco sponsorship.

Industry self-regulation of alcohol advertising and sponsorship in New Zealand is not working and should be ended immediately.

### **Conclusion**

There has been enough talk. This committee has all the evidence it needs. Please have the courage to do the right thing for New Zealanders and 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.

*Signed*

Name:

Address:

Email:

Contact phone number:

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alcoholadvertisingforum  
27/04/2014 08:39 p.m.  
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From:  
To: alcoholadvertisingforum@moh.govt.nz,

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28 April 2014

Mr Graham Lowe ONZM, QSM  
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[alcoholadvertisingforum@moh.govt.nz](mailto:alcoholadvertisingforum@moh.govt.nz)

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

I am a semi-retired school teacher who spent the first 12 years from age 16 in the Merchant Navy. Married with four adult children, I am making submissions because I have seen the devastating effects of alcohol on young people and I fear for their future.

I have elected not to complete the submission form provided, rather 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 consulters 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 do not have a Teachers Council consisting only of teachers, on the contrary, it is mooted that we have one with no teachers. It would be a nonsense therefore to have a self-regulating body on alcohol advertising, especially considering the damage it does to young people. My involvement with education and Community Watch confirms this.

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.**

I 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.

Furthermore any advertising of alcohol must be subject to continuous regulation, and that needs to start NOW (in the matter of LAPs - Local Alcohol Policy supermarkets have shown themselves masters of prevarication).

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

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

**Stage 3:** This stage would implement restrictions including (these measures are similar to those in place in France, the land of civilised drinking... which has the same problems as us):

- 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 understand that this means a ban on all forms of alcohol advertising and sponsorship in all media, other than objective product information. (Sport is frequently sponsored by alcohol. Sport is big business; many non-alcohol industries will be happy to sponsor sport.)

I recommend that any permitted alcohol advertising is accompanied by health advisory messages developed by public health experts. (The number of youngsters born with Foetal Alcohol Syndrome is a national disgrace.)

I wholeheartedly agree with these restrictions being implemented. It serves no purpose 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 a truly independent body to take over the management and regulation of alcohol advertising and sponsorship, and ending self-regulation (I remember well the current forum chair's successful career in rugby league, a sport heavily sponsored by the liquor industry. He can hardly be called independent).
- Setting out what alcohol advertising is allowed (i.e. objective product information only) and a ban on 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 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. Cricket lost tobacco advertising and had no trouble finding high profile sponsors.

## **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.

It makes economic common sense for drinkers and tax payers. The former pay for liquor industry 's advertising (\$200,000 per day) and the latter foot the bill for collateral damage in the community (\$6 billion annually).

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.







## Alcohol marketing is recruiting 76 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 28<sup>th</sup> April 2014.**

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

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

For further information visit [www.ahw.org.nz](http://www.ahw.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: 27.04.14

*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](mailto:alcoholadvertisingforum@moh.govt.nz)  
by 5pm, Monday 28th April, 2014.





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

80

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For further information visit [www.alhw.org.nz](http://www.alhw.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: 28<sup>th</sup> April, 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:*

*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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SEE WHAT  
THEY SEE



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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: 28/04/14

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[alcoholadvertisingforum@moh.govt.nz](mailto:alcoholadvertisingforum@moh.govt.nz)  
by 5pm, Monday 28th April, 2014.

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](mailto:alcoholadvertisingforum@moh.govt.nz)

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

I am a neuropsychologist who works as part of a Fetal Alcohol Spectrum Disorder diagnostic team with children and young people who as a result of prenatal alcohol exposure have brain damage. I work with children in care and as an expert in the New Zealand Courts recognising and advising on FASD. I have been involved in the training of FASD diagnostic teams within our District Health Boards and present workshops on a regular basis on FASD within New Zealand and at International FASD conferences.

I 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 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*.<sup>1</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.

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.
- 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.

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<sup>1</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.

- 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 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.

*Signed*

Name:

Address:

Email:

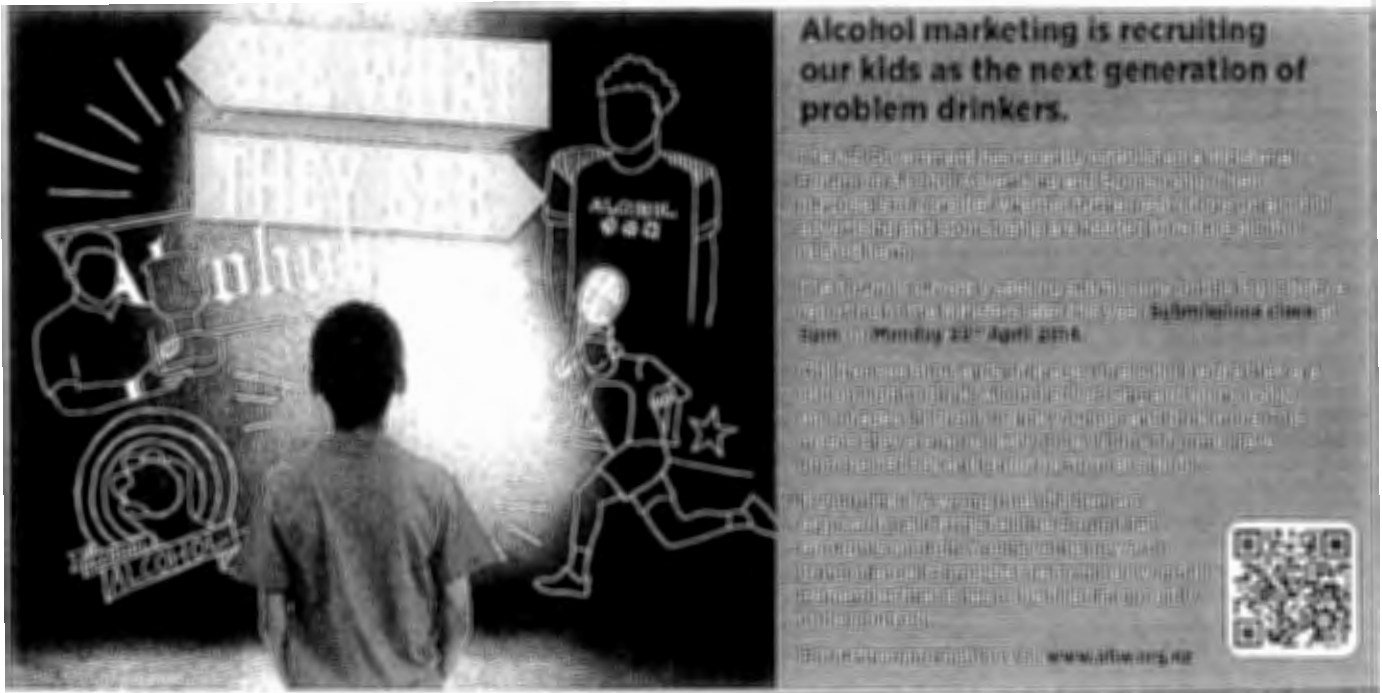
Contact phone number:

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.







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

The Minister of Health has recently announced a 10% increase in alcohol taxes and a ban on alcohol advertising and sponsorship. The Minister has also announced that the alcohol industry will be required to fund a new research programme to investigate the health impacts of alcohol.

The Minister is currently seeking submissions on the proposed changes to alcohol advertising and sponsorship. Submissions close at 5pm on Monday 22nd April 2014.

All submissions should be made in writing and should be sent to the Minister of Health, 141 Lambton Quay, Wellington. Submissions should be made in writing and should be sent to the Minister of Health, 141 Lambton Quay, Wellington. Submissions should be made in writing and should be sent to the Minister of Health, 141 Lambton Quay, Wellington.

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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.
- ^ 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: 28/4/14

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.





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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:

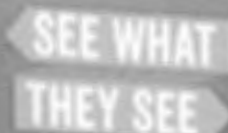
Date: 28/4/14

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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](mailto:alcoholadvertisingforum@moh.govt.nz) by 5pm, Monday 28th April, 2014.





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

86

The Ministry of Health has established the Alcohol Advertising Forum to advise on alcohol advertising and sponsorship. The forum will be made up of representatives from the alcohol industry, health professionals, and the public. The forum will be established in the next few weeks and will be held in the next few months.

The forum will be held in the next few weeks and will be held in the next few months. Submissions close 5pm on Monday 28th April 2014.

For more information on the forum, please visit the Alcohol Advertising Forum website at [www.alcoholadvertisingforum.govt.nz](http://www.alcoholadvertisingforum.govt.nz). The forum will be held in the next few weeks and will be held in the next few months.

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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:

Email:

Signature:

Date: 24.04.2014

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:

- 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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# 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

\* 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: 28.04.2014

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 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.



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

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

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

If you think it's wrong that children are exposed to all of this then 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.

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Dear Ministerial Forum on Alcohol Advertising and Sponsorship,

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- ^ No alcohol sponsorship of of cultural or sport events should be allowed.

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

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

This submission was completed by:

Name

Address:-

Email:

Signature:

Date:28/04/14

*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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75 / 93  
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Dear Ministerial Forum on Alcohol Advertising and Sponsorship,

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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 April 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:

- I do not give permission for my personal details to be released under the Official Information Act 1982.
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95  
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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 28<sup>th</sup> April 2014.**

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

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

For further information visit [www.ahw.org.nz](http://www.ahw.org.nz)



Dear Ministerial Forum on Alcohol Advertising and Sponsorship,

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

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



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



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

This submission was completed by:

Name:

Address: :

Email:

Signature:

Date: 28/4/14

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](mailto:alcoholadvertisingforum@moh.govt.nz)  
by 5pm, Monday 28th April, 2014.

