



Guiding principle for Alcohol Beverage Advertising

Members of the Publishers' Advertising Advisory Bureau believe it is of paramount importance to contribute in promoting a balanced approach to social and corporate responsibility in the role of advertising.

This Guiding Principle was developed by the Bureau to express its Members' overall obligations when accepting advertisements for alcohol beverages.

Publishers agree that this Principle also aims to maintain a cohesive approach, by supporting and encouraging the measures already existing in the regulatory and self-regulatory framework and to ensure that alcohol beverage advertising encourages the responsible consumption of alcohol, shall be adult-oriented and socially responsible.

REGULATORY SYSTEM

Legislation in each State and Territory provides the liquor licensing framework and also sets out licensee's obligations in relation to advertising. Liquor Licensing Offices in some States and Territories have also developed guidelines to assist licensees understand their responsibilities when advertising alcohol promotions within their venues. Under the legislation the Directors of Liquor Licensing have the power to ban inappropriate advertising or promotions.

SELF REGULATION

The Members of the Publishers' Advertising Advisory Bureau support the commitment by the Brewers Association of Australia and New Zealand, the Distilled Spirits Industry Council of Australia and the Winemakers Federation of Australia to ensure that all advertisements for alcohol beverages comply with the spirit and intent of the Alcohol Beverages Advertising Code (ABAC) which outlines the standards for alcohol advertising in Australia.

The ABAC is designed to ensure that alcohol advertising is conducted in a manner which neither conflicts with, nor detracts from, the need for responsibility and moderation in liquor merchandising and consumption, and which does not encourage consumption by underage persons.

The Distilled Spirits Industry Council of Australia (DSICA) is the national trade association representing producers and marketers of distilled spirits sold in Australia. DSICA have developed a Statement of Responsible Practices for Alcohol Advertising and Marketing for their Members which applies to all print advertisements placed by their members.

Together, these initiatives provide confidence in responsible marketing practices via clear expectations of the form, spirit and context, and a transparent process to monitor and review practices, the main premise being harm minimisation.

THE CORE PRINCIPLES TO FOLLOW IN ADVERTISING

Licensed Premises – under the respective *Liquor Act and Liquor Regulations*

Advertisements SHOULD NOT:

- provide incentives that could lead to rapid or excessive consumption of liquor;
- encourage the stockpiling of drinks by the consumer;
- involve the availability of non-standard sized drinks or the availability of liquor in receptacles that encourage rapid drinking;
- condone or encourage rapid or excessive drinking, drunkenness or anti-social behavior;

- suggest any association with risk taking, or with violent, aggressive, dangerous or antisocial behavior;
- have any association with, acceptance of, or allusion to, illicit drugs;
- encourage breaking the law;
- encourage under-age drinking.

Advertisements SHOULD:

- have reasonable limits and controls to minimise the risk of rapid, excessive or irresponsible consumption of liquor when advertising or promoting “happy hours”, free drinks or discounted drinks;
- not place free liquor as the primary focus where limited free liquor is advertised as ancillary to a product or service;
- be consistent with responsible serving of alcohol practices where advertising involves the inclusion of unlimited liquor within the entry price;
- avoid sexual, degrading, sexist or gratuitously offensive images, symbols, figures and innuendo.

DISTILLED SPIRITS INDUSTRY COUNCIL OF AUSTRALIA

Statement of Responsible Practices for Alcohol Advertising and Marketing

In part:

- advertisements should only be placed where at least 70% of the audience is reasonably to be expected to be above the legal purchase age (determined by using reliable, up-to-date audience or readership data);
- advertisements should not contain the name of, or depict Santa Claus, Easter Bunny, or any other culturally significant figure or character likely to appeal to a person below the legal purchase age;
- the use of the word “schoolies” is banned in print advertisements;
- alcohol products should not be advertised or marketed on the comic or youth pages of newspapers, magazines; and
- all paid advertisements should contain a responsibility message in a manner and location that a reasonable person would be aware of its presence.

ALCOHOL BEVERAGES ADVERTISING CODE

Brand Advertisements

- brand advertisements for alcohol beverages must comply with the intent and the spirit of the Code;
- brand advertisements must be cleared prior to publication or broadcast;
- publishers must request ABAC approval numbers from producers of beer and spirits who seek to place print advertisements in their publications; and
- publishers must report to the PAAB any producer who cannot provide a number in a reasonable time frame so that PAAB can advise the ABAC Administrator.

Retail Advertisements

Advertisements which contain the name of a retailer or retailers offering alcohol beverages for sale, contain information regarding their location and about the price or prices at which those beverages are offered for sale, and which contain no other material relating to or concerning the attributes or virtues of alcohol beverages must comply with the spirit and intent of the Code but are not subject to any process of prior clearance.

Promotion of alcohol at events

The ABAC recognises that alcoholic beverage companies play a valuable role in supporting many community events and activities. It acknowledges that they have the right to promote their products at events together with the right to promote their association with events and event participation. The Code outlines the protocols for those events.

Internet Advertisements

There are provisions under the ABAC which apply to internet sites primarily intended for advertising, developed by or for producers or importers of alcohol products available in Australia.