

## **Review of the Regulation of Alcohol Advertising Terms of Reference**

### **Goal of the Review**

1. The goal of the review is to assess whether or not the current regulatory framework for alcohol advertising is in harmony with the aims of the Government in regard to alcohol policy, and if not, what must be done to achieve this. New Zealand's regulatory framework for alcohol advertising should:
  - ensure alcohol advertising does not conflict with or detract from the need for responsibility and moderation in liquor consumption
  - support a change in cultural norms away from acceptance of binge drinking towards moderate drinking and a low tolerance of drunkenness
  - minimise overall exposure of alcohol advertising to children and young people under the minimum legal purchasing age.

### **Steering Group**

2. A Steering Group has been appointed to oversee the Review of the Regulation of Alcohol Advertising ('the Review') and develop recommendations for the lead Minister (Hon Damien O'Connor, Associate Minister of Health) as to how best to achieve the goal of the review.

### **Functions of Steering Group**

3. The functions of the Steering Group are to:
  - direct the work of the working group on the Review providing guidance and feedback as required
  - provide progress reports to the lead Minister, to the MCDP, and to the Interagency Committee on Drug Policy (IACD) on a regular basis.
  - provide a conduit for communication between the working group and other interested parties.

### **Membership of Steering Group**

4. The Steering Group membership is:
  - Dr Ashley Bloomfield (Chair), Chief Advisor Public Health, Ministry of Health
  - Dr Mike Macavoy, Chief Executive, Alcohol Advisory Council of New Zealand
  - Phil Knipe, Policy Manager (Commercial, Property and Regulatory), Public Law, Ministry of Justice
  - Nonnita Rees, Policy Manager, Ministry for Culture and Heritage
  - Alison Taylor, General Manager, Ministry of Youth Development
  - Ruth Richards, Principal Analyst, Strategic Social Policy Group, Ministry of Social Development
  - Hilary Souter, Executive Director, Advertising Standards Authority
  - Jane Wrightson, Chief Executive, Broadcasting Standards Authority
  - Tim Harding, consultant with alcohol and drug treatment and policy expertise
  - Tim Rochford, Lecturer in Maori Health, Wellington School of Medicine

## Scope of the Review

5. The following is a list of aspects of advertising that the review will consider:
  - the content of advertisements
  - the media for advertisements, eg broadcast advertising, print media, electronic and interactive media
  - placement, ie when and where the advertisements appear, (including the internet, magazines, cinema, bus stops and billboards) and under what limitations
  - methods, effects, limitations and conditions of sponsorship
  - packaging (as it relates to advertising)
  - point-of-sale promotions
  - point-of-sale material
  - competitions and give-aways, loyalty cards
  - product placement
  - liquor-branded merchandise
  - 'guerilla marketing' and 'viral marketing'<sup>1</sup>
  - health warnings in advertisements.
  
6. With regard to the regulatory framework for advertising, the scope of the review extends to:
  - the pre-vetting of advertisements
  - the Code for Advertising Liquor
  - areas of responsibility, accountability and enforcement
  - complaints and appeals
  - ongoing review, monitoring and evaluation
  - research/information needs
  - education of stakeholders and the public
  - relevant legislation
  - the relationship between alcohol advertising and broadcasting regulations about promotion.
  
7. Recommendations may be made in regard to processes, structures, organisations, specific rules about advertising, and any amendments to legislation.

## Consultation

8. The Steering Group will consult with community representatives, public health NGOs and researchers, industry stakeholders, and relevant government and non-government agencies.

## Timeframe

9. The review is expected to be completed by the end of 2006.

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<sup>1</sup> The terms "guerilla marketing" and "viral marketing" refer to the newer types of marketing that utilise inexpensive, non-traditional media, such as on-line competitions and text messages.