

REVIEW OF THE REGULATION OF ALCOHOL ADVERTISING

MINUTES OF SECOND STEERING GROUP MEETING 17 JULY 2006

Present:

Steering Group

Ashley Bloomfield, Ministry of Health (Chair)
Hilary Souter, Advertising Standards Authority (ASA)
Phil Knipe, Ministry of Justice
Tim Rochford
Alison Taylor, Ministry of Youth Development (MYD)
Tim Harding
Mike Macavoy, Alcohol Advisory Council of NZ (ALAC)
Ruth Richards, Ministry of Social Development (MSD)
Jane Wrightson, Broadcasting Standards Authority (BSA)

Apologies: Nonnita Rees, Ministry of Culture and Heritage (MCH)

Working Group

Chris Laursen, Ministry of Health
Wendy Moore, ALAC
Megan Larken, ALAC
Clare van der Lem, Ministry of Health
Jo Burgi, Ministry of Health

1. Matters arising from minutes of first meeting (12 June)

The meeting began with a welcome and introductions in view of it being Tim Harding's first meeting. This was followed by discussion of the minutes of the 12 June meeting, which were approved with minor amendments. It was agreed that minutes and presentation material be published on the National Drug Policy website (www.ndp.govt.nz).

Actions:

- Megan Larken to send template to Steering Group members so the register of interests can be completed, and send copies of the Dunedin Manager's Guide
- Hilary Souter to circulate the slides from her presentation on 12 June.

The Chair reported that he had discussed the review's progress with the Minister and the Minister had indicated approval of the proposed consultation approach.

The Chair had met with the Law and Order Select Committee (LOSC) to inform them about the review. The Chair circulated a thank-you letter from the LOSC Chair dated 29 June. The letter requested further information and asked to be kept up-to-date with the review's progress.

The Steering Group discussed the option of writing to submitters to the LOSC process letting them know about the review's consultation process and inviting their further comments. In regard to the question of the Steering Group gaining access to

advertising-related written submissions and departmental reports received by the LOSC, this matter will be raised by the Chair in his response to the LOSC's letter. Agreed that the Chair write back to the LOSC confirming that it would be kept informed of the review's progress, formally requesting the information useful to the review, and informing LOSC of the Steering Group's intention to write to submitters.

Actions:

- Chair to reply to LOSC letter as agreed above.

2. RFP for sponsorship research

The draft RFP was discussed and a number of suggestions were made and noted. A key consideration is that the results of the research project must be available in time to inform the Steering Group's deliberations. In view of the timeframe, it would be desirable to split the project into manageable portions, agreed as follows:

- (a) Literature review of research on the methods, effects, limitations and conditions of sponsorship, by reviewing:
 - New Zealand-based research on sponsorship of alcohol and other products
 - international research on alcohol sponsorship only.
- (b) A scoping of the size of the alcohol sponsorship "pie" in New Zealand, and distribution.
- (c) Summary of recent other evidence, including regulatory and non-regulatory options, codes of practice and best practice initiatives.

Research (a) and (c) should be undertaken by an independent reviewer with expertise in critical appraisal of literature. Research (b) may be suitable for a commercial market researcher to undertake.

The results from the research will be put alongside information gathered through consultation.

Action: Working Group to finalise RFP and circulate to Steering Group.

2. Literature review of evidence on advertising and youth drinking behaviour

The Steering Group had earlier been provided with copies of the WHO-commissioned 2002 systematic review by the University of Strathclyde (along with a summary by Wendy Moore). Hilary Souter noted that a review covering 2000-2005 had been done by the Sunshine Coast University, which was commissioned by the Foundation for Advertising Research (FAR) for industry purposes, and she would enquire about making this research available to the Steering Group.

The Steering Group discussed options for reviewing the evidence. Agreed approach is to obtain:

- (a) A summary/synthesis covering the 2002 WHO paper, plus the FAR paper, and an analysis of the handful of major studies since then.

- (b) New Zealand research on:
- Trends in drinking patterns and alcohol-related impacts
 - Trends in advertising practices and media, including price advertising
 - Youth exposure – how and what?

The literature review should also cover the aspects of alcohol advertising as set out in the review's Terms of Reference. It should include an analysis of ethnic, socio-economic and other factors relevant in the context of advertising and drinking, and what these factors mean in terms of interpreting findings.

At a later stage there will also need to be a full description of the current regulatory framework impacting on alcohol advertising, and alternative regulatory options from overseas.

Action:

- Hilary Souter to circulate FAR research (if available)
- Working Group to prepare a draft plan for literature review and send to Steering Group for finalising.

3. Consultation plan

The draft consultation plan was discussed. It was agreed that wide consultation will take place through the written submission process with the key stakeholder groupings, rather than establishing reference groups with limited membership. In addition, there will be targeted face-to-face meetings with youth, Pacific, Maori and Asian key stakeholders. This process will be followed up with further specific questions put to selected smaller groups if required.

Tim Harding noted that people with dependency problems may be another group to consult. It was agreed to explore this.

The timeframe for consultation was agreed as 12 weeks, that is, 6 weeks for stakeholders to make submissions and 6 weeks for analysis. Agreed to aim for the end of October as the due date for completion of the whole process.

The question of whether to analyse the submissions internally or externally will be decided at a later stage when the size of this work becomes clearer.

Alison Taylor noted that the consultation with young people may need a different mechanism from MYD's advisory groups, as they are very busy and have a 12-week turn-around for items on their agenda.

Actions:

- Working group to modify consultation plan as agreed and send to Steering Group for finalising.
- Working group to contact Alison Taylor to discuss mechanism for youth consultation
- Wendy Moore to follow up with Tim Harding on the option to consult with people with dependency problems as a group of stakeholders.

4. Consultation paper

The draft paper for consultation purposes (entitled 'Information for Stakeholder Engagement') was discussed. Steering Group members made some suggestions, especially in regard to style and tone. Agreed there would be one generic version of the paper. The Working Group will arrange for a professional editor to review the final-draft version of the document.

Action:

- Working Group to amend paper, get it edited, and circulate to Steering Group members for further comments before finalising.

5. Expert presentations

The afternoon session began with Bronwyn Dalley, Chief Historian, Ministry for Culture and Heritage, presenting "Lovely Booze – a history of alcohol in New Zealand". She focussed on the 19th century through to 1980. The presentation traced the roots of New Zealand's male-oriented, "hard-drinking" culture, the prohibition and temperance movement, and the development of alcohol regulations. The Powerpoint slides for the talk will be posted on the NDP website.

Phil Knipe was scheduled to give a presentation on advertising and the Bill of Rights Act, but he had to leave the meeting early. His notes will be circulated prior to the next meeting and the item will be discussed briefly at the next meeting.

Action: Working Group to circulate Phil Knipe's notes on the Bill of Rights.

6. Remaining business

Youth sector development meeting, 27 July 2006 – This is an opportunity to interact with NGOs that work with young people, as part of the consultation process. The Chair will be attending for the 1.5-hour session. Hilary Souter volunteered to accompany him. One or two members of the Working Group will also attend. Agreed that brief reading material, including the Terms of Reference, will be distributed to the meeting attendees, and a presentation given followed by questions.

Action:

- Chair, Hilary Souter and up to two Working Group members to attend meeting.
- Working Group to prepare presentation and accompanying material.

7. Next meeting

The next meeting is scheduled for 16 August and will be held at the ALAC boardroom.

Presentations planned are:

- Senior person from Clemenger BBDO regarding advertising methods

- Social researcher on alcohol advertising and youth.

Other agreed agenda items:

- Discussion about Bill of Rights implications
- Literature review project on evidence on advertising and youth drinking behaviour
- Finalise face-to-face meeting arrangements.