

REVIEW OF THE REGULATION OF ALCOHOL ADVERTISING

MINUTES OF FIFTH STEERING GROUP MEETING 9 OCTOBER 2006

Present:

Steering Group

Ashley Bloomfield, Ministry of Health (Chair)
Hilary Souter, Advertising Standards Authority (ASA)
Phil Knipe, Ministry of Justice
Tim Rochford
Tim Harding
Alison Taylor
David Rea, Ministry of Youth Development (MYD)
Ruth Richards, Ministry of Social Development (MSD)
Jane Wrightson, Broadcasting Standards Authority (BSA)
Nonnita Rees, Ministry of Culture and Heritage (MCH)

Apologies: Mike Macavoy, Alcohol Advisory Council of NZ (ALAC)

Working Group

Chris Laursen, Ministry of Health
Megan Larken, ALAC
Jo Burgi, Ministry of Health
Wendy Moore, ALAC

1. Previous minutes, and matters arising (16 September)

The previous minutes were discussed and confirmed with minor changes.

The Chair updated members on the progress of the consultation. Submissions were starting to arrive. A report about the timeline had gone to the Minister and the Chair would discuss this with him when they next met.

The Chair informed members about the recent WHO Western Pacific Regional Committee meeting, which finalised the Regional Strategy for Reducing Alcohol-Related Harm. The strategy is intended to be norm-setting rather than prescriptive. It includes mention of alcohol marketing.

Phil Knipe reported that on 20 October the Select Committee is due to report to Parliament on the Sale of Liquor (Youth Harm Reduction) Bill. Copies will be provided to the Steering Group. Phil Knipe also said the Steering Group can be supplied with copies of the departmental report (containing advice from the Ministry of Justice and Ministry of Health).

Action:

- Working group to send Steering Group copies of the select committee's report-back on the Bill, and copies of the WHO regional strategy.

2. NZHTA research synthesis

NZHTA had finalised their report, having revised the initial version to include the selection criteria and a study by Stacey et al. Dr David Jernigan had been asked if he knew of any other longitudinal studies and he did not know of any. He is writing a literature review for WHO on recent alcohol advertising research, which is expected to be ready later this year.

The Steering Group discussed NZHTA's report and were satisfied with the findings. Taking into account the strengths and weaknesses of the studies, and the difficulties inherent in social research into advertising, NZHTA concluded: "the studies that were more robust provided some support for a positive association between exposure to alcohol advertisements and alcohol consumption" (pg 5).

NZHTA had also prepared an information package containing abstracts of additional studies uncovered by their search. This is a useful resource for the Working Group.

3. Alcohol Advertising Symposium

Several members had attended the symposium organised by Alcohol Healthwatch. Alison Taylor had supplied her notes from the Auckland seminar. Notes were also supplied from the meeting with Dr David Jernigan and Associate Professor Sandra Jones, which was attended by the Chair, Ruth Richards, Tim Rochford, some Working Group members, and Rebecca Williams (Alcohol Healthwatch).

Members discussed the meeting and symposium and the implications for the review. Point made by members include:

- The strong message to find ways to reduce exposure levels to young people, while not forgetting content
- Displacement is important to consider, but not an excuse to do nothing. Some types of advertising are difficult to regulate (eg websites), but TV and billboards are still the most visible form in relation to the younger ages.
- Need to future-proof the regulatory framework.
- Need for monitoring systems.
- The wider context of alcohol policy needs to be considered alongside advertising, for instance, price, access and availability.
- Because of the adaptable nature of marketing, non-regulatory solutions could include modifying people's response to ads through education and counter-advertising.

4. Presentation by Glen Wiggs

Glen Wiggs was formerly Executive Director of the ASA, and is currently Director of the Foundation for Advertising Research (FAR). Glen's presentation was about the theory and application of industry self-regulation, and his views on effective alcohol advertising regulation.

The presentation discussed the theory of self-regulation based on the book *Responsive Regulation*, by Ayres and Braithwaite. Variants of voluntary self-regulation are enforced self-regulation and co-regulation. Whatever regulatory

framework is in place, the role of Government is important. The New Zealand music industry was highlighted as an example of how self-regulation can be successful.

Focusing on alcohol advertising, Glen mentioned overseas developments that were pertinent, such as the significance of high-speed broadband, which will make websites like U-Tube, with its home-made video programmes, increasingly popular, especially with young people. Also, word-of-mouth marketing is becoming an increasingly important tool for marketers.

FAR is developing a best practice checklist for self-regulation. This will be supplied to the Steering Group when ready.

During discussion, Glen was asked his view on what needed to be done in New Zealand. The current framework is a tripartite system involving advertisers, media and consumers. His view is that alcohol marketers and retailers should have an active role in the regulatory framework.

Actions:

- Working Group to circulate paper summarising points from the book *Responsive Regulation*.
- Chair requested that all attendees read the Madelin report "Self-Regulation in the EU Advertising Sector".

5. Draft Structure of Steering Group Report

A draft outline of the final report was discussed. Several points were made and noted by the Working Group.

6. Consultation

The Steering Group was updated on the arrangements for the planned fono and hui. Tim Rochford indicated his desire to be involved in the hui.

ALAC is running three treatment forums early in November, in Palmerston North, Wellington and Christchurch. These are opportunities to gather input into the review from people who work with service users. The Wellington forum is a national leadership forum. Tim Harding and Peter Barnett (ALAC) will be speaking to other attendees about the review.

7. Sponsorship research project

The Steering Group was updated on the progress of the alcohol sponsorship research project. Research NZ had been selected for the contract and had begun work. The researchers will present draft findings at the next Steering Group meeting.

8. Next meeting

Next meeting will be 13 November and will start at 9.30 am.

The agenda will include:

- Next iteration of the draft report
- Presentation by Research NZ - sponsorship research
- Presentation by Professor Sally Casswell – data on alcohol harms, and the results of SHORE’s recent research on television and magazine advertising in New Zealand.
- Consultation update
- Noting paper on media use.