

REVIEW OF THE REGULATION OF ALCOHOL ADVERTISING

MINUTES OF FOURTH STEERING GROUP MEETING 11 SEPTEMBER 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
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)
Tim Harding

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 August)

David Rea was introduced to the group. He is Acting General Manager of MYD following Alison Taylor's departure. Alison is staying on in the Steering Group as an independent member.

The minutes of the last meeting were approved with a minor change, and it was agreed to post them on the NDP website.

The Chair had met with the Minister and discussed the impact of the Cabinet approval process on the time available for the end stages of the review.

The Law and Order Committee is due to report back to Parliament on the Sale of Liquor (Youth Harm Reduction) Amendment Bill in mid-October.

The Liquor Advertising (Television and Radio) Bill has been selected from the private members ballot. It is due for its first reading on 11th October.

Actions:

- Working Group to post minutes on NDP website.
- Working Group to resend the McCreanor research papers to Ruth Richards and Tim Rochford.

Sponsorship research project

The Working Group reported back on feedback following the request for (closed) tender being issued. It was agreed that the RFT should be re-circulated with a new price and timeframe, with a 5-day turnaround for proposals.

Action: Working Group to discuss and refine the new terms, and re-circulate revised RFT.

Consultation document

The Chair updated members on the progress of the consultation documents through Cabinet. The documents had been approved for public release, with small amendments, by Cabinet Policy Committee, and were on Cabinet's agenda today (11 September). Once Cabinet approval is official (Wednesday), a press release would be issued, and an email containing a website link to the documents would be sent to stakeholders.

Alcohol Healthwatch symposium

Alcohol Healthwatch are holding a symposium "Alcohol marketing – Beyond the glamour, fun and sex", in Auckland on 21 September and Wellington on 22 September. Also organised is a separate, closed meeting with David Jernigan for an hour on 25 September in Wellington, for Working Group staff and any Steering Group members interested.

Members discussed how best to engage with the symposium, and some expressed interest in attending. It was agreed that Steering Group members who attend should not express views.

Actions:

- Working Group to confirm details of symposium and meeting and arrange for Steering Group members to be registered.
- Chair to write to Alcohol Healthwatch to inform them of the Steering Group's interest in the symposium.
- Working Group to arrange for a report back (from both Auckland Wellington).

Consultation plan progress report

Members noted the changed timeline, which has changed somewhat from the original plan, and the plans for face-to-face meetings.

With regard to getting input from people with dependency problems, there may be opportunities for consultation to be held via upcoming treatment sector events.

The members discussed the processes for submissions analysis. Agreed that the analysis of the submissions using the youth form be analysed separately from the main one and integrated into the report.

Actions:

- Working Group to involve Tim Rochford in planning the hui
- Working Group to proceed with organising submissions analysis and report back next meeting.

Assessment by NZHTA of research on alcohol advertising and young people

NZHTA had assessed the research papers as instructed by the Working Group, however the assessor had qualified his analysis by noting that the selection criteria was not known to him. Members discussed what to do. It was agreed that the assessor be given a clear explanation of the selection criteria for the studies, asked to check if there are other relevant systematic reviews and key longitudinal studies that the Working Group may have missed, and that a revised assessment be undertaken on this basis. The assessment by NZHTA is intended to check for internal validity. In discussion it was noted that any new research on alcohol advertising is unlikely to produce a final word on the impacts.

Action: Working Group to re-contact NZHTA.

Structure of review report

Discussion turned to a draft “shell” of the structure of the final review report, provided by the Working Group. It was agreed that there was a lot of background and explanatory material that needed to go into the report, some in the foreground and some as appendices. Members made a number of suggestions that were noted.

There was much discussion about the criteria and process for decision-making. The Working Group are to have a “brainstorm” session on this and report back to the Steering Group.

Among the conclusions discussed by members were:

- Advertising plays a role in the culture of drinking
- A precautionary approach may be advisable when considering policies
- The review needed to move beyond broadcasting thresholds towards new ways of thinking about policy responses in view of the changing nature of media.

Some of the suggestions for further information needed, with the review report in mind, related to empirical data on the media habits of young people, the level of access to Pay TV, internet etc. It was noted that a lot of this data is likely to be available and could be pulled together through desk research.

It would also be necessary to have a report on the policies, regulatory frameworks and outcomes of other countries. Wendy Moore indicated that a report on these aspects had been done in 2003 and she would investigate if this needed updating.

Actions:

- Working Group to revise structure of report
- Working Group to have “brainstorm” session on criteria and decision-making framework

- Working Group to gather data on media use into a paper for Steering Group
- Working Group to follow up on paper about policies in other countries.

Next meeting (9 October)

October's meeting agenda will include the following items:

- follow up to NZHTA's paper
- Structure of report (revised document to be circulated prior to meeting)
- Progress on sponsorship research project
- Brainstorm of regulatory options

Presentations agreed:

- Working Group to invite Glen Wiggs to present about forms of regulation, for October
- Working Group to invite Sally Casswell to present on drinking patterns in November (she is unavailable for the October meeting).