

REVIEW OF THE REGULATION OF ALCOHOL ADVERTISING

MINUTES OF SIXTH STEERING GROUP MEETING 13 NOVEMBER 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
Ruth Richards, Ministry of Social Development (MSD)
Nonnita Rees, Ministry of Culture and Heritage (MCH)

Apologies: Mike Macavoy, Alcohol Advisory Council of NZ (ALAC)
David Rea, Ministry of Youth Development (MYD)
Jane Wrightson, Broadcasting Standards Authority (BSA)

Working Group

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

1. Previous minutes, and matters arising (9 October)

The previous minutes were approved with a minor change. The Chair circulated copies of the WHO Western Pacific Region's Regional Strategy to Reduce Alcohol-related Harm.

Actions:

- Working Group to send Steering Group copies of the Law and Order Select Committee's report to Parliament on the Sale of Liquor (Youth Harm Reduction) Amendment Bill
- Working group to circulate notes on the book *Responsive Regulation*.

2. Chair's report back

The Chair reported that Minister O'Connor had agreed to extend the due date for completion of the review until the end of March 2007. An extension was necessary in view of the approximately 250 written submissions received – a higher number than expected.

The recent defeat of the Sale of Liquor (Youth Alcohol Harm Reduction: Purchase Age) Amendment Bill in the House leaves two Bills currently in the parliamentary

process that are about alcohol advertising – the Sale of Liquor (Youth Alcohol Harm Reduction) Amendment Bill (divided from the original Bill); and Jeanette Fitzsimons' Liquor Advertising (Television and Radio) Bill. Both Bills have been put on hold until May 2007.

The Government had recently announced a review of the Sale of Liquor Act, but the scope and other details had not yet been determined.

3. Items for update

Consultation

The Chair tabled a letter from Bruce Wallace, Chair of the ASA Board, noting the Board's decision to broaden the jurisdiction of the ASA to cover the naming, labelling, packaging and sales promotion of liquor products. The decision on widening jurisdiction is a major shift that will require further planning and consultation before implementing. The Steering Group discussed the implications for the review. It was agreed that the ASA's policy developments should inform the review alongside other evidence, and the Steering Group will receive further updates from Bruce Wallace via the Steering Group Chair.

Action: Chair to respond to the letter by Bruce Wallace that accompanied the submission.

Jo Burgi reported on the written consultation process. Approximately 250 submissions had been received, including about 40 from young people. A draft submissions analysis report is expected to be available before the next meeting (11 December), and the final report will be ready by the end of the year.

Action: Working group to provide Steering Group members copies of all submissions.

The report from the Pacific fono was noted. The hui will be held on 14 November.

Tim Harding reported that he had met with some groups in the recovery sector to discuss their thoughts on alcohol advertising. He had letters on the subject from two people recovering from alcohol dependency.

Action: Tim Harding and Wendy Moore to write a report on the evidence gathered from the recovery sector.

A Working Group paper on media use/access by young people was noted.

4. Presentation by Sally Casswell

Professor Sally Casswell, Director of the Centre for Social and Health Outcomes Research and Evaluation (SHORE) presented data on alcohol consumption patterns, harms and trends, and implications for effective alcohol policies.

The Steering Group asked Professor Casswell what are the gaps in the research in relation to alcohol marketing. She responded that, in her view, the evidence base around impacts (ie, longitudinal studies of young people) is sufficient for policy-making. However, the following areas should/could be researched further:

- Alcohol sponsorship
- Impacts on recovering alcoholics
- The way marketing affects parents' responses to their children.

5. Alcohol Sponsorship Research

Edward Abraham, Debbie Cossar and Louise Alliston, from Research NZ, joined the meeting to present and discuss the findings of the research into alcohol sponsorship. This project is nearly completed.

Action: Steering Group to be sent copies of the draft report by Research NZ, and to give feedback to the Working Group by the end of next week. Working Group to then summarise with recommendations of what extra research is needed.

The Steering Group also noted a research report on alcohol sponsorship in New Zealand by the Foundation for Advertising Research (FAR), which had been provided for the Steering Group by Glen Wiggs, Director of FAR.

During discussion about sponsorship, Steering Group members raised some areas where more information is needed:

- How will sponsorship be handled in France for the next Rugby World Cup?
- What potential is there for sports bodies to develop effective codes of conduct in relation to alcohol sponsorship and club policies on alcohol?
- It would be useful to have an analysis/evaluation of the smokefree model implemented by the Health Research Council.

Action: Working Group to follow up.

6. Draft Steering Group report

The Steering Group discussed the report structure outline version 5.1, and the draft report version 1. Various comments were made on the draft documents.

Action: Steering Group to send further comments to Working Group.

7. Next meeting

The next meeting will be held on 11 December at ALAC.

November's meeting agenda will include the following:

- Presentation by Litmus - submissions analysis
- Section E of the draft Steering Group report (evidence) – discussion of what evidence should be highlighted
- Discussion on the interim report for the Minister

Dates agreed for next year: 12 February and 12 March, with intention to have a teleconference about two weeks later in March.

Action: Diary the dates agreed for next year.