



New Zealand Federation of Business
& Professional Women Incorporated

Submission Form for the Review of the Regulation of Alcohol Advertising

The questions in this form are designed to focus responses and make it easier for submissions to be analysed. Participants should feel free to leave some questions without a response, or to add any additional issues and comments they believe are relevant.

When answering the questions, please give reasons and explanations wherever possible. If there is insufficient space below, feel free to attach supplementary papers.

Submissions close at **5 pm on 31 October 2006**.

Note: You do not have to provide personal information if you prefer not to.

This submission was completed by:

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Organisation: BPW NZ (NZ Federation of Business and Professional Women)

Position: Legislation Convener

Are you submitting this as:

- an individual
- on behalf of a group or organisation
- other (please specify)

General questions about alcohol advertising

1. In your view, what is the role of alcohol advertising in New Zealand? Is this role changing?

The role of advertising alcohol in NZ is to promote existing products and launch new products in to the market to make money for the producers of said products.

No, the role of alcohol advertising is not changing - it has and always will be part of the marketing mix of the businesses who create, bottle, promote and sell alcohol.

2. Are there potential benefits and harms from alcohol advertising that are not identified in this paper?

There are no benefits to any one except the producers of the product. The harms are well documented.

3. What role do you consider alcohol advertising plays in shaping attitudes towards drinking in New Zealand?

The role is encouraging and further creating a culture that has embedded itself into NZ Society to say that the only way to have fun is to include alcohol in any activity you participate in.....

4. What is your view of the overall amount of alcohol advertising in New Zealand?

There is too much at the wrong times and in the wrong places.

5. Are there aspects of alcohol advertising that you are concerned about? Why?

We are concerned that alcohol advertising focuses on the fact the only way to either relax or enjoy yourself is to drink alcohol at every opportunity.

We think that this implication gives the wrong message to our young people and to those with a drinking problem.

6. Which aspects of the regulation of alcohol advertising do you feel are working well, and which aspects do you feel could be improved?

We feel the regulation of alcohol advertising is not adequate and that restrictions on where and when advertising can take place should be clearly defined.

7. Are there aspects of alcohol advertising that are currently not regulated or are, in your view, not adequately regulated? Can you suggest how these might be regulated effectively?

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8. Do you think there is currently the right balance between the right to freedom of expression and the potential benefits of alcohol advertising, and the potential harms?

No, the only potential benefits of advertising are increased sales to the businesses that create, bottle, promote and sell alcohol.

People have the right to not be bombarded with advertisements that are beamed into their homes and workplaces through the various media, TV, radio, newspapers, flyers, brochures, email. The right to advertise must be taken as a responsibility by the promoters to ensure others are not offended by the barrage of information presented.

9. The overarching principle of the Code for Advertising Liquor (and all advertising regulation in New Zealand) is the principle of social responsibility that states, "all advertisements should be prepared with a due sense of social responsibility to consumers and to society". What do you think "social responsibility" means in the context of alcohol advertising?

It means that the product should be presented in such a way that people can make an informed choice on the product being promoted.....

Themed questions

The following questions are collated from the "Themes" section of the Information for Stakeholder Engagement document.

Placement of advertisements

10. Do you think problems exist with the overall amount of alcohol advertising in New Zealand? If so, what solutions do you suggest?

Yes – We feel that alcohol advertising is too prominent in all aspects of NZ life, and have been concerned for some years.

BPW NZ has policy passed in 1992.....

As follows:.....

17.15 Liquor Advertising

Appeal to the Broadcasting Standard's authority to revoke its decision to allow brand advertising of beer, wine and spirits on television and radio, since its likely effect will be to increase alcohol consumption which has concomitant adverse social effects

We feel that restrictions should be placed on roadside billboards, flyers and brochures sent to homes through the mail, limits on the times that advertising on television and radio can appear (preferably ban) to be later in the evening (suggest 9.30pm) and the time limit be decreased to 3 minutes per hour, with at least one advertising break in that hour to not contain any reference to alcohol at all.

- 11. What do you think about the placement of alcohol advertising in the New Zealand environment?

Alcohol advertising is too prevalent in New Zealand society.

We feel that the intrusion into the lives of New Zealanders should be minimised to ensure that those who do not wish to have any thing to do with alcohol may do so with out feeling uncomfortable..

Advertisements for brands of alcohol should only be seen in places where those items can be bought, that is liquor outlets and licensed premises.

- 12. Do you think problems exist with the placement of alcohol advertising in New Zealand? If so, what solutions do you suggest?

Yes and the solution is to place advertisements only in areas where alcohol is sold on an exclusive basis, for example bottle stores. As opposed to supermarkets where alcohol is sold but is also a family environment.

Sponsorship

- 13. What do you think about the current level and nature of alcohol sponsorship in New Zealand?

The current level of alcohol sponsorship is extremely high and is used by the liquor companies as another form of advertising. The way it is presented at sports venues in particular is sending the message to people both young and old that to enjoy your sport you must partake of alcohol. Either as a spectator during the event, or as a participant after the event. This in our view sends the wrong message to young children and teenagers who are present to view the event.....

- 14. Do you think there are problems with alcohol sponsorship? If so, what solutions do you suggest?

Yes.....

Place restrictions on the way the sponsorship can be promoted.

Allow the name of the company on billboards around the grounds where the event is being held.

Ban the use of the BIG SCREEN to promote the sponsorship and advertise at events.....

Naming, packaging and merchandising, and point-of-sale material

15. What do you think about the naming, packaging and merchandising of alcohol and point-of-sale material?

There should be stronger enforcement of the National guidelines on the Naming, Packaging and Merchandising of Alcoholic Beverages.

Particularly where aimed at the younger age group. For instance the ready mixed drinks promoted towards the "young and the beautiful".

It is promoted for young people to believe it is "cool" to drink "alcopops"

There should be health warnings on all packaging.

16. Do you think problems exist with the naming, packaging and merchandising of alcohol and point-of-sale material? If so, what solutions do you suggest?

Yes- for certain types of beverages and Point of Sale material

Place restrictions on the size of the logo/brand name so that it is discrete.....

Ban leaflets and brochures from being mail dropped, so that leaflets and brochures are only available at the establishments where liquor is legally available for sale.

Newer types of advertising, and liquor-branded merchandise

17. Do you think particular problems are associated with newer forms of advertising (e.g., texting, the Internet, competitions) or the regulation of them? If so, what solutions do you suggest?

Yes.....

A lot of children and teenagers have cell phones or have access to them and the internet is used extensively by schoolchildren for research into subjects they are learning at school. A number of internet sites sell advertising space on their websites and this is where children are being exposed to an insidious form of advertising that creeps into the subconscious.

There are already a number of restrictions on competitions however this needs to be reviewed and publicised so that the public are aware of the do's and don'ts

18. What do you think about liquor-branded merchandise (e.g., clothing, bags)?

Although this may appear innocuous it puts the name of the brand out into arena where it may not normally be seen when people wear clothing, carry bags etc. that are labelled. This is a form of branding - ambient advertising.

We feel this is a very passive form of advertising that is not easily avoided by those who are against alcohol advertising.

19. Do you think problems exist with liquor-branded merchandise? If so, what solutions do you suggest?

The problem occurs when it is promoted as “cool” to be seen wearing or carrying a branded item, and especially amongst the younger population where it then becomes a statement about what they like to drink

One solution we suggest is that education of the young is included in the marketing budget of the alcohol related businesses. For example the Tui brand - DB Breweries should also include an education campaign about such things as drink driving, in their marketing plan.

Content of advertisements

20. What do you think about the content of alcohol advertisements?

WE feel there should be a health warning on labels of alcoholic beverages

BPW NZ has policy

Specifically – in 1999 a remit was passed as follows.....

10.23.1 Alcohol Labelling

Urge the Minister of health to ensure that any product containing 5% or greater alcohol content be identified with a health warning label and that any advertising of such products also include a health warning

Rationale

Alcohol taken by pregnant women may cause foetal alcohol syndrome or foetal effect. Alcohol is a major factor on criminal behaviour and domestic violence. Alcohol can alter the efficiency of pre-scribed medication causing major disruption to individual health status.

21. Do you think problems exist with the content of alcohol advertisements? If so, what solutions do you suggest?

Yes.....

We feel that too much emphasis is placed on the message that to have a good time/fun drinking is a must, and that to enjoy a sporting event you must also drink alcohol.

We would like to see less emphasis on targeting the sporting events, and more socially responsible advertisements showing the use of alcohol as an adjunct to enjoying a meal or quiet time. We would like to see less emphasis on the frenetic party going life style shown on many advertisements.....

Complaints

22. Are you familiar with the process for making complaints about advertisements?

Yes.....

23. Have you used the complaints process in regard to alcohol advertisements? How did you find the process?

We have not used the complaints process

