

# Code of Practice for Responsible Advertising and Promotion of Liquor – Guidance Note

This Guidance Note is provided to assist the interpretation of certain parts of the Code of Practice for Responsible Promotion and Advertising of Liquor (Code)

## Unacceptable promotions and advertising – children

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In line with principle 6.1, the following types of promotions or advertising are unacceptable:

- promotions and designs which use labels, imagery, motifs, games, or media specifically or predominantly designed to appeal to children;
- merchandise that is designed to entice or attract children;
- portraying alcohol in the context of, or in relation to, an activity that is attractive primarily to children; and
- using role models or celebrities that are generally linked to children.

Further guidance about this principle is available in section 3(b) of the ABAC.

## Promotions and advertising must not encourage rapid or excessive liquor consumption

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In line with principle 6.2, the following types of promotions or advertising are unacceptable:

- happy hour promotions that go for longer than two hours, (for example, '5 hours of happiness');
- having the start time and the finish time of the happy hour advertised;
- extreme pricing discounts where the discount is more than 45% of the usual drink price;
- excessive periods of free drinks (for example, \$50 entry and free drinks all night);
- multiple liquor focussed promotions in one trading period (for example, 'open bar for the first 10 minutes of each hour', or multiple reoccurring 'happy hours'). Separate advertising of a food and drink bundle for say lunch crowd and dinner crowd would not fall into this category;
- where the length of the promotion is excessive (for example, '2 for 1 basic spirits all night');
- external advertising<sup>1</sup> of specific pricing for liquor that is to be consumed on the licensed premises (advertising of food and drink bundling is permitted where the advertisement/promotion is focused on the food component of the offer);
- loyalty cards, drink cards and other promotions of multiple drinks for a set price (e.g. 5 drinks for \$20);
- a promotion or event title that might infer promotion of binge drinking, e.g. boat races, especially when linked to particular celebrations;
- a promotion that offers drinks where they are poured straight into a patrons mouth;
- multiple free drinks to a person or group of people (for example, free drinks for women); and

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<sup>1</sup> External refers to the premises and not external advertising such as via website or social media platforms

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- promoting drinks with names that might encourage quick or irresponsible drinking, including laybacks, throwbacks, shooters, etc.

Further guidance about this principle is available in section 3(a) of the ABAC

### **Promotions and advertising must not be indecent, offensive or discriminatory**

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In line with principle 6.3, which deals with indecent, offensive or discriminatory images or language, the following are considered unacceptable promotions and advertising, but is not an exhaustive list:

- using images, including human bodies, that may be considered offensive to a reasonable adult;
- offering free or discounted drinks for participating in an activity that a reasonable adult would be offended by: (e.g. wet t-shirt competitions, 'free drinks for women wearing bikinis', 'take off an item of clothing for a free drink' or '\$50 drink card for women who hang their underwear behind the bar');
- using insulting or offensive language;
- using any discriminatory, demeaning or vilifying language or imagery; or
- promoting the stereotyping of social roles based on gender.

Any discriminatory images or language in liquor advertising or promotions is unacceptable whether it depicts an individual, group of people or a section of the community. Images that may be considered discriminatory are those that specifically highlight a person, groups or communities:

- gender;
- sexuality;
- age;
- ethnicity;
- race;
- pregnancy, including breast feeding;
- impairment or disability;
- religious belief, affiliation or activity;
- irrelevant medical record;
- marital status;
- trade union or employer association activity;
- political opinion, affiliation or activity;
- irrelevant criminal record; or
- association with a person who has, or is believed to have, one of these attributes.

### **Promotions and advertising should depict responsible liquor consumption**

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In supporting principle 6.4, irresponsible promotions or advertising of liquor includes, but is not limited to, those using images or language which:

- could be seen to be encouraging or condoning breaking the law, such as drink driving or engaging in other anti-social behaviour;

- the promotion of alcohol with illicit drugs or drug-taking behaviour;
- promote that the consumption of alcohol makes you more attractive to the opposite sex;
- promotes aggressive or violent behaviour towards other people including competitions or challenges such as arm wrestling;
- associates the consumption of liquor with risky or dangerous activities, e.g. sky diving, motor racing, speed boat racing) or those that require a high degree of alertness or physical coordination such as operating heavy machinery;
- using stereotyping that links the advertising or promotion of liquor with celebrating personal, business, social, sporting, sexual or other success.

Further guidance about this principle is available in section 3(a) and (d) of the ABAC.