



Media Release

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**Industry monitoring delivers effective advertising compliance
Distilled Spirits Association says**

The “enforced self regulation” of liquor advertising proposed by the Sale of Liquor and Liquor Enforcement Bill will be complex, costly and inferior to the existing system, the Distilled Spirits Association says.

In its submission to the Justice and Electoral Select Committee today, the association says the current industry self-regulation of liquor advertising has been reviewed extensively and been found to be effective by at least six separate and independent bodies^{1(see below)}.

“The proponents of the current legislation have failed to demonstrate that the provisions in the Bill will stop the abuse of alcohol by a small minority of individuals,” says Thomas Chin, Chief Executive of the Distilled Spirits Association.

The Distilled Spirits Association represents leading brand owners, manufacturers and distributors of distilled spirits in New Zealand.

Mr Chin says industry self-regulation provides appropriate redress for consumers and is consistent with Government policy. It works quickly, is low cost and effective. There is a robust complaints and adjudication process and a powerful set of tools for securing compliance. An enforced self-regulatory system is unnecessary.”

Mr Chin says there is a widespread misunderstanding about the purpose of most liquor advertising.

“The objective is not to increase the overall level of alcohol consumption but to persuade existing consumers to switch brands. The more powerful factors determining an individual’s consumption are peer pressure, the role modeling of the family environment and the wider culture swaying young people’s drinking patterns.

“Targeting these areas, instead of tinkering with the rules for alcohol brand advertising and its administration, would significantly help minimise the problem of alcohol abuse and harm.”

Mr Chin says he is confident that the Government is well aware of the efficiency of the current self regulatory system.

“When the matter was last reviewed by Parliament, in 2006, the National members of the Select Committee, including the current chairman of the Justice and Electoral Select Committee, prepared a minority report that supported industry self regulation of liquor advertising. No new evidence has been presented to demonstrate that a new regime is required.”

For further information please contact:

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Notes:

1. The recent reviews of liquor advertising include:

Reviewer	Review/report	Year
Broadcasting Standards Authority (BSA)	In 1990, the BSA released a discussion document on alcohol advertising on radio and television and in 1991 conducted a review of this advertising. Alcohol Advertising Code Review	1991
ALAC	Consensus Development Conference	1994
Advertising Standards Authority (ASA): Judith Potter	Review of the Code on Liquor Advertising	1994
Ministry of Justice	Report of the Advisory Committee	1997
ASA: The Honourable Sir Ian Barker	Review Team on Liquor Advertising on Radio and Television	1998
ASA: Rt Hon Sir Michael Hardie Boys	Review Panel on Liquor Advertising on Radio and Television	2003