

# **Public space & alcohol advertising: Exploratory study of the role of local government**

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# Regulation of Alcohol Advertising

## Advertising Standards Bureau (ASB)

## Australian Association of National Advertisers (AANA):

## Advertiser Code of Ethics (1997)

Taste & decency, language, discrimination, vilification, violence, sex

## Alcohol Beverages Advertising (& Packaging) Code (ABAC)

### Principles:

- Present a mature, balanced and responsible approach to drinking.
- Advertising must not have strong or evident appeal to children or adolescents.
- Not depict the consumption or presence of alcohol as contributing to personal, business, social, sporting, sexual or other success.
- Not suggest alcohol contributes to a change in mood or environment.

### Established by:

- Australian Associated Brewers (AAB)
- Distilled Spirits Industry Council of Australia (DSICA)
- Liquor Merchants' Association of Australia
- Winemakers' Federation of Australia



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## **Alcohol Beverages Advertising Code (ABAC)**

### **Complaints Panel**

- **Adjudicate on objections to adverts**

### **Alcohol Advertising Pre-Vetting Service (AAPS)**

- **To preview adverts in developmental stage to ensure they abide by the letter & spirit of the ABAC**

## **Outdoor Media Association**

### **Code of Ethics (2009)**

## **Distilled Spirits Industry Council of Australia**

### **Statement of Responsible Drinking Practices for Alcohol Advertising & Marketing (2010) Has principles for:**

- **promotional activity on social networking sites**
- **product placement in movies**
- **video games & music videos**
- **role of energy additives**
- **responsible drinking labelling**
- **use of term 'schoolies'**



# Regulation of Alcohol Advertising

## Free TV Australia

### Commercial Television Industry Code of Practice (2010)

#### Direct advertisement for alcoholic drinks:

- May only be broadcast in M, MA or AV classification periods.
- An accompaniment to live broadcast of sporting event on weekends & public holidays.
- Advert for an alcohol drink or a very low alcohol drink may not be broadcast during a C classification period (as defined by Children's Television Standards).

#### Mature (M) classification:

- Weekdays (school days):
  - 8.30 pm - 5.00 am, 12.00 noon - 3.00 pm
- Weekdays & weekends (school holidays):
  - 8.30 pm - 5.00 am

#### Mature audience (MA) classification:

- All days between 9.00 am - 5.00 am

#### Adult violence (AV):

- All days between 9.00 am - 5.00 am



# Regulation of Alcohol Advertising

## Television & Radio Co-regulatory Framework

### Broadcasting Services Act 1992 (BSA)

As the classification of TV & radio programs is not designated under the BSA this allows industry codes of practice or standards to operate.

#### Section 123(1) -

"It is the intention of the Parliament that radio & television industry groups ... develop, in consultation with the Australian Communications Media Authority, codes of practice that are to be applicable to the broadcasting operations of ... sections of the industry."

#### Section 123(2) -

Broadcasters when developing codes of practice may consider -

- preventing broadcast of programs that are not suitable to be broadcast according to community standards
- methods to protect children from exposure to program material which may be harmful
- methods for classifying programs that reflect community standards

#### Section 125(2) -

If no code of practice has been registered the ACMA must determine a standard in relation to the matter

### Classification (Publications, Films & Computer Games) Act 1995



# Regulation of Alcohol Advertising

“Outdoor, or out-of-home, advertising is distinct from other forms of advertising. It is highly visible, often very large, and placed in heavily trafficked areas in order to attract as many viewers as possible. Moreover, unlike television, radio, print, internet, cinema, and mail advertising, outdoor advertising cannot be turned off, put away or easily avoided.”

“The Committee considers that outdoor advertising constitutes a specific category of advertising because of the way that it occupies public spaces, dominates civic landscape, and targets captive, unrestricted audiences.”

“Outdoor advertising occupies public space and demands attention from a captive audience. As such, the content of outdoor advertising is a public policy issue as it affects the comfort and amenity of the public.

The Committee is of the view that outdoor advertising constitutes a special category of advertising. It should be addressed in different ways to that of other types of advertising, such as print and television, wherein consumers have more choice about engaging with the advertising. In much the same way as advertising to children and alcohol advertising are regulated by codes that ensure a social responsibility in line with community expectations is met, outdoor advertising requires a more socially responsible approach.”

**Standing Committee on Social Policy and Legal Affairs. Reclaiming public space: Inquiry into the regulation of billboard and outdoor advertising. Canberra, ACT, House of Representatives, Parliament of Commonwealth of Australia, 2011**



# Plate 1: Captain Morgan Original Spiced Gold Rum - Bus shelter Lake Monger Drive, Leederville (Town of Cambridge)



**Note: This ad was the subject of a complaint to the Alcohol Advertising Review Board [Reference 321/14, 27 August 2014]**



## Plate 2: Dry Dock - Bus shelter St George's Tce, Perth (City of Perth)



**Note: This ad was the subject of a complaint to the  
Alcohol Beverages Advertising Code Complaints Panel  
[Determination 35/11, 26 May 2011]**



## Plate 3: Yellowglen Spritz - Bus shelter Kings Park Road, West Perth (City of Perth)





**Plate 4: Tooheys Extra Dry Dock - Bus shelter  
Adelaide St, Fremantle (City of Fremantle)**





## Plate 5: Becks Beer - Bus shelter Kings Park Rd, West Perth (City of Perth)



Note: This ad was the subject of criticism in the report by the National Committee for the Review of Alcohol Advertising, August 2003



## Plate 6: Coopers Premium Light 2.9% - Bus shelter Hay St, Perth (City of Perth)





## Plate 7: Carlton Dry - Footpath Vincent St, Leederville (City of Vincent)





**Plate 8: Summer Bright Lager - Footpath  
Vincent St, Leederville (City of Vincent)**





**Plate 9: WKD Vodka - Footpath  
Vincent St, Leederville (City of Vincent)**





**Plate 10: Only Chandon - Poster  
Adelaide St, Fremantle (City of Fremantle)**





## Plate 11: Moët & Chandon (Scarlett Johansson) - Poster Claremont Cres, Swanbourne (City of Nedlands)





**Plate 12: Carlton Draught (The light brigade) - Poster  
Hay St, Perth (City of Perth)**

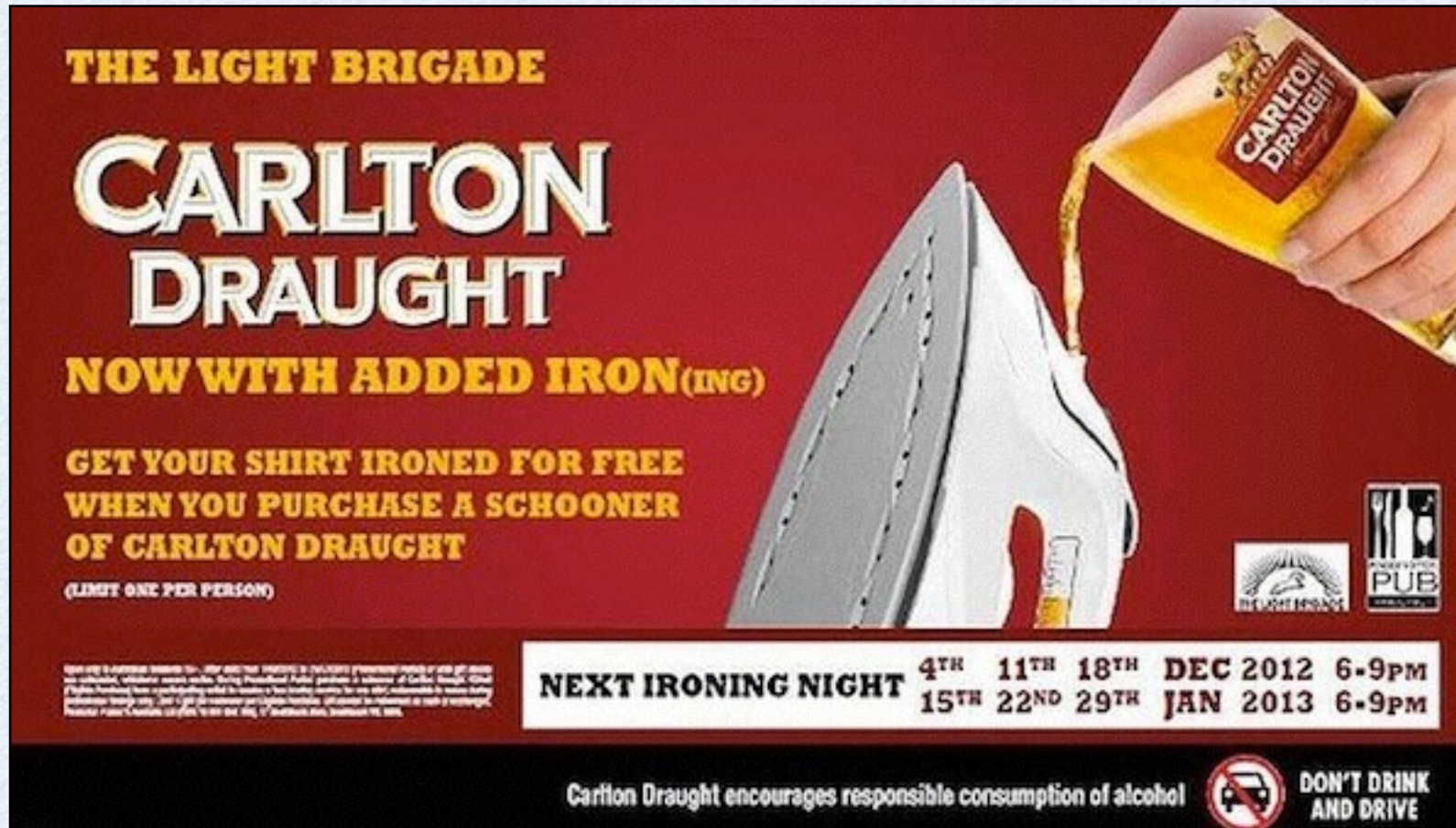




Plate 13: New Minchinbury - Poster  
Hampden Rd, Nedlands (City of Nedlands)





Plate 14: Hotel - Sign  
William St, Perth (City of Perth)





## Plate 15: Durty Nelly's Irish Pub - Sign Murray St, Perth (City of Perth)





**Plate 16: Rosemount Hotel - Sign  
Fitzgerald St, North Perth (City of Vincent)**

