

Code of practice: alcohol



Alcohol Advertising Code of Practice

Publishers have played, over many years, a significant role in the community. Publishers have and continue to provide platforms for debate by facilitating public discussion on policy issues, providing consumer information and choice, along with promoting and generating innovation.

It is the ethical and social responsibility of us all to advocate and reflect prevailing community standards.

We believe that with all advertisements, the more pertinent information included in the advertisement, the more likely it is that readers' expectations will be met, and the less likely it is that the advertisement will be subject to any complaint.

Publishers believe it is of paramount importance to contribute to promoting a balanced approach to social and corporate responsibility of advertising.

This principle embraces a cohesive approach by supporting and encouraging the existing measures in the self-regulatory framework.

Publishers support the commitment by the Brewers Association of Australia & NZ, the Distilled Spirits Industry Council of Australia and the Winemakers Federation of Australia to ensure that all advertisements for alcohol comply with the intent of their respective Codes and the Alcohol Beverages Advertising Code.

Alcohol Advertising Code of Practice

In this initiative

Advertisement means:

- » any material published using any medium which is undertaken by, or on behalf of an advertiser or marketer; and
- » material which draws the attention of the public in a manner calculated to promote or oppose directly or indirectly a product, service, person, organisation or line of conduct.

Child/Adolescent means: any person under the legal drinking age as prescribed by law

Advertisements must...

- » present a balanced and responsible approach to the consumption of alcohol;
- » not encourage breaking the law;
- » contain a responsible drinking message;
- » not place free alcohol as the primary focus where advertised as ancillary to a product or service;
- » not provide incentives that could lead to the stockpiling of drinks leading to rapid or excessive consumption;
- » act in accordance with prevailing community standards of taste and decency;
- » comply with any relevant legislation and industry specific codes;

- » not encourage under-age drinking or have a strong or evident appeal to children or adolescents;
- » not use any imagery, animations, characters or other identifiers that are likely to appeal to children or that create misunderstanding with confectionary or soft drinks;
- » not challenge or dare a person to consume alcohol;
- » not suggest that the consumption or presence of alcohol beverages can change a mood or environment;
- » not imply or suggest that alcohol shown as part of a celebration led to or was a cause of personal success or an achievement;
- » not suggest that alcohol offers any therapeutic benefit;
- » not associate consumption of alcohol with operating a motor vehicle, boat or aircraft or engaging in any sport or potentially hazardous activity that necessitates a high degree of attentiveness or co-ordination;
- » have limits to minimise the risk of irresponsible consumption of alcohol when advertising "happy hours", free drinks or discounted drinks;
- » avoid sexual, degrading, sexist or gratuitously offensive images, figures and innuendo;
- » not encourage or suggest any association or allusion with illicit drugs, risk taking, or with violent, aggressive or dangerous anti-social behaviour.