

Dear ASA Review Panel,

We will not be making a submission to this review.

The ASA is an industry body that develops voluntary advertising codes. However, voluntary codes have been ineffective at restricting alcohol marketing.

The alcohol industries in New Zealand rely on heavy drinking for profits. Almost half (48%) of alcohol in New Zealand is consumed in heavy drinking occasions as defined by the World Health Organization. Therefore, both alcohol and advertising industries have a strong conflict of interest in their self-regulatory role.

Alcohol marketing normalises alcohol use by its association with sporting teams and events, music festivals, and charities; its placement in retail outlets, on hoardings, on television, in films and radio; and its prominence on social media platforms.

Voluntary advertising codes have failed to protect people from marketing techniques designed to increase alcohol's appeal to them, such as the use of music, colour, characters, sound effects and brand logos. None of these techniques contravene the voluntary codes.

A recent study found New Zealand children were exposed to alcohol marketing four to five times per day on average. It also found Māori children were exposed to alcohol marketing more than five times as often as New Zealand European children. Internationally, more exposure is known to lower the age at which young people start drinking alcohol and to increase the amount they drink.

Alcohol advertising must be reduced to protect the public from its glamorising and normalising impacts.

This can only be achieved by the government putting in place regulation that restricts alcohol marketing. This action was recommended by the Law Commission Review of the Regulatory Framework for the Sale and Supply of Liquor in 2010, the Ministerial Forum on Alcohol Advertising and Sponsorship in 2014 and the Government Inquiry into Mental Health and Addiction in 2019. It's also strongly promoted by the United Nations as a cost-effective policy to reduce alcohol harm.

signed:

### **Organisations**

Health Coalition Aotearoa  
Aroha Ki Te Tamariki Trust  
Australasian Sleep Association; NZ Branch  
Australasian Society of Lifestyle Medicine (ASLM)  
Cancer Society of New Zealand  
CAYAD Tāmaki Makaurau / Auckland  
Child Poverty Action Group  
Consumer NZ  
Dietitians NZ  
Emerge Aotearoa  
End Alcohol Advertising in Sport

Health Coalition Aotearoa is supported by its member [organisations](#) and [academic leaders](#).

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Email: [info@healthcoalition.org.nz](mailto:info@healthcoalition.org.nz)

Hāpai Te Hauora Tapui Limited  
 Hauiti Hauoras  
 Health Promotion Forum of New Zealand  
 Healthy Families South Auckland  
 Healthy Families Waitakere  
 New Zealand Nurses Organisation  
 Ngā Tai O Te Awa Trust  
 Paediatric Society of New Zealand  
 Public Health Association of NZ  
 Salvation Army Te Ope Whakaora New Zealand, Fiji, Tonga and Samoa Territory  
 Stroke Foundation of New Zealand  
 Te Hauora Runanga O Wairarapa  
 The Foundation of Alcohol Research and Education (FARE)  
 Toi Tangata  
 Turanga Health  
 Women's Health Action

### Individual

Prof Max Abbott	Auckland University of Technology
Prof Peter Adams	University of Auckland
Prof Shanthi Ameratunga	University of Auckland
Trina Baggett	Massey University
Prof Michael Baker	University of Otago
Prof Ruth Bonita Beaglehole	University of Auckland
Rebecca Bear	Victoria University of Wellington
Prof Lutz Beckert	University of Otago
Maxine Boag	Napier City Council
Andrea Boston	Hutt Valley DHB
Rosalind Broadmore	Estamore
Karen Brown	Radio New Zealand
Dr Cheryl Brunton	University of Otago
Prof Chris Bullen	University of Auckland
Prof Jennie Connor	University of Otago
A/Prof Brian Cox	University of Otago
Prof Peter Crampton	University of Otago
Lotta Dann	Writer
Valmaye Dawson	Tanenuiarangi Manawatu Incorporated
Dr Dorothy Dinesh	Capital & Coast DHB
Willemijn de Bruin	University of Otago
Prof Jeroen Douwes	Massey University
Prof Richard Edwards	Otago University
Dr Stefan Fairweather	Christchurch Women's Hospital
Dr Tony Farrell	Mount Medical Centre
Michael Fredrickson	Member of the public
Dr Sarah Gerritsen	University of Auckland
Alison Gray	South Canterbury Women's Wellness Centre
Althea Hanna	Member of the public
Suzanne Hay	Salvation Army Bridge Centre
Norma Hayward	Member of the public
Prof Janet Hoek	University of Otago

Barbara Holland	Federation of Women's Health Councils
Prof Andrew Hornblow	Canterbury University
Dr Alistair Humphrey	Canterbury DHB
Heather Jeffcote	Member of the public
Memorie Jenner	CAYAD
Dr Amanda Jones	University of Otago
A/Prof Rozanne Kruger	Massey University
Dr Bobbi Laing	University of Auckland
Dr Fran Lowe	Napier Counselling
Kate Marsh	Child and Youth Mortality Review Committee
Dr Sam McBride	Capital & Coast DHB
Prof John McCall	University of Otago
A/Prof Judith McCool	University of Auckland
Dr Caleb McCullough	Nelson Marlborough Health
Carlene McLean	Health Quality & Safety Commission New Zealand
Prof Jane Mills	Massey University
Robyn Podjursky	Member of the public
Prof John Potter	Massey University
David (Rāwiri) Ratū	Communities Against Alcohol Harm Inc
Katherine Robaina	University of Auckland
Dr Geoff Robinson	Capital & Coast DHB
Gordon Rosewall	Alcohol Action NZ
Prof Elaine Rush	Auckland University of Technology
Prof Doug Sellman	University of Otago
Dr Philippa Shirtcliffe	Capital & Coast DHB
Prof Louise Signal	University of Otago
Dr Prudence Stone	Public Health Association NZ
John Sullivan	Community Law Canterbury
Ngaire Te Ahu	CAYAD
Prof George Thomson	University of Otago
Dr Ramona Tiatia	University of Otago
Prof Les Toop	University of Otago
Dr Andy Towers	Massey University
Dennis Veal	Member of Alcohol Action NZ
A/Prof Natalie Walker	University of Auckland
A/Prof Carol Wham	Massey University
A/Prof Ben Wheeler	University of Otago
Prof Harvey White	Auckland City Hospital & New Zealand Medical Ass.
Sarah Wilson	Member of the public
Ben Wood	Adventure Development Ltd
Georgia Wootton	The Salvation Army
Kerrie Waterworth	Otago Daily Times newspaper
Maria Butler	Salvation Army Bridge Programme