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

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

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Prof John McCall University of Otago

A/Prof Judith McCool University of Auckland

Dr Caleb McCullough Nelson Marlborough Health

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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