

Alcohol Advertising Review Board

Determination Report

Reference number: 795/19
Product: Liquorland
Advertiser: Coles Group

The complaint is **dismissed**.

28 August 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Liquorland by Coles Group which was the subject of a complaint received on 19 July 2019.

The Advertisement

The advertisement was seen on the side of a Liquorland on Chapman Road in Geraldton, WA, on 19 July 2019.

The advertisement featured an image of a can of Hammer n Tongs beer. To the right of the can was text stating “EVERY DAY \$30 30 pk”. Along the bottom of the advertisement was a Liquorland logo and the text “GOTTA LOVE LOW PRICES”.

The Complaint

The complainant believes the advertisement contravenes the Code. The complainant stated:

“Large poster on side of liquorland building
19/7/19 Chapman road liquor land bluff point geraldton
See photos attached as facing school across the road
I don’t believe an add should face the school even if liquor land is directly across the road”

The Code

The advertisement was reviewed against the Code, and in particular:

Section (6) of the Placement Code:

6. Outdoor

Alcohol Advertisements are not permitted within 500m of schools.

This provision does not apply to Alcohol Advertisements that are on premises licensed to sell Alcoholic Beverages.

The Advertiser's Comments

The Advertiser was contacted for comment on 24 July 2019. No response was received.

Panel's determination

The complaint was referred to three Panel members for review. The Panel determined:

1. The advertisement did not contravene section (6) of the Placement Code, on the basis that while it was placed near a school, it was located on a premises licensed to sell alcohol.

The complaint is **dismissed**.