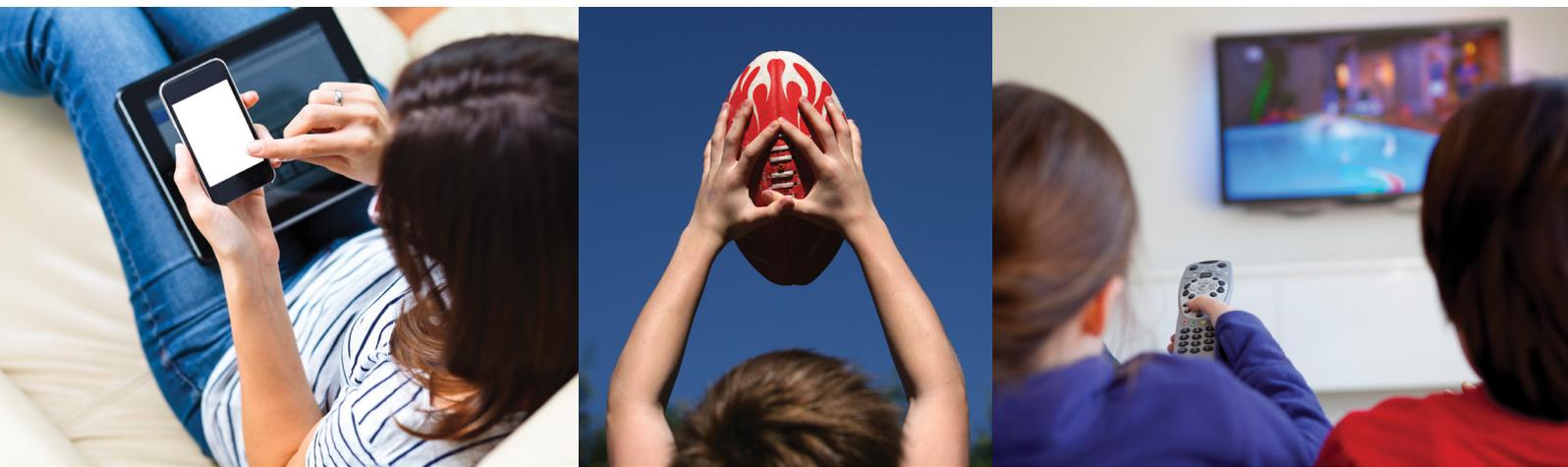


ALCOHOL ADVERTISING REVIEW BOARD



Alcohol Advertising Review Board
Fourth Report
March – August 2013

Alcohol Advertising Review Board Fourth Report: March – August 2013

McCusker Centre for Action on Alcohol and Youth and Cancer Council Western Australia

Published November 2013.

The Alcohol Advertising Review Board operates with support from health organisations around Australia.

This work is copyright. Apart from any use as permitted under the Copyright Act 1968, no part may be reproduced by any process without prior written permission from the McCusker Centre for Action on Alcohol and Youth.

© McCusker Centre for Action on Alcohol and Youth, 2013.



Contents

Alcohol Advertising Review Board	ii
Foreword	ii
Complaints: Six month update	2
Procedures.....	2
Complaints.....	2
Timeline for handling complaints	4
Advertisers.....	4
Action taken by Advertisers.....	5
Modification of vodka advertisement – ref 147/13	5
Modification of sports bar advertisement – ref 148/13.....	6
Comparison of activity by the Alcohol Advertising Review Board and Alcohol Beverages Advertising Code Scheme	7
Young people and alcohol advertising.....	8
Alcohol and sport.....	8
Carlton Draught and AFL	8
VB sponsorship of Australian cricket	10
Alcohol sponsorship of Rugby League	12
Use of sporting heroes in alcohol advertisements	15
How low can they go?	17
Premix King Facebook pages – ref 188/13	17
Captain Morgan “Designate a Driver” advertisement – ref 195/13.....	18
Repeat offenders.....	20
Thirsty Camel Bottleshops Victoria and NSW Facebook pages.....	20
VB ‘Raise a Glass’ campaign	22
Woolworths Berri Estates 5 Litre Casks price promotions.....	24
Conclusion.....	26
References	27

Alcohol Advertising Review Board

The Alcohol Advertising Review Board (AARB) considers and reviews complaints from the Australian community about alcohol advertising. The AARB was developed by the McCusker Centre for Action on Alcohol and Youth and the Cancer Council WA, supported by other health organisations, in response to the numerous weaknesses of the current self-regulatory alcohol advertising system.

The AARB reviews complaints on the basis of the Alcohol Advertising Review Board Code (the Code), which sets criteria for acceptable alcohol advertising in Australia. The Code aims to ensure alcohol advertising is (i) socially responsible, (ii) neither conflicts nor detracts from the need for responsibility and moderation in liquor merchandising and consumption, and (iii) does not encourage young people to drink. The Code, which is primarily constructed using provisions from existing codes established by alcohol industry bodies from around the world, can be found at www.alcoholadreview.com.au.

Foreword



The essential role of the Alcohol Advertising Review Board is highlighted again this year with the large number of complaints relating to increasingly sophisticated alcohol marketing and promotion, much of it clearly targeting children and young people.

Of particular concern is sports sponsorship of Australia's most popular sporting codes being used to promote alcohol to wide audiences. We know from independent research that children and young people cannot be quarantined from those promotions that portray our much loved sporting heroes as mobile alcohol advertisements.

Many of our national sporting codes are drowning in alcohol promotions and the Australian public has had enough of it. The increasing number of complaints to the AARB concerning alcohol promotions through sport reflects the widespread community dissatisfaction.

However, despite the obvious public distaste for alcohol promotions in sport, I note that, in many instances, alcohol companies refuse to respond to complaints and repeat offenders continue to ignore both community concerns and the notion of being subject to independent scrutiny.

Obviously, any industry talk of self-regulation is just lip service. I applaud the AARB as its work continues to highlight the increasing need for proper regulation of alcohol advertising and promotion in Australia.

Associate Professor Rosanna Capolingua

Chair, Healthway

Chair, WA Child and Adolescent Health Service Governing Council



72%

of Australians support legal
controls to reduce young people's

**exposure to alcohol
advertising,**

with only **7%** opposed.¹

Complaints: Six month update

The following information covers the twenty-four week period from 18 March to 30 August 2013.

Procedures

The AARB aims to make submitting complaints as easy as possible. We accept complaints via an online form, email, phone, fax or post. Once a complaint is received, where a copy of the advertisement is accessible, the Advertiser is notified and given seven working days to respond to the complaint. The complaint, along with any response received from the Advertiser, is then passed on to three Panel members for review. Panel members have seven working days to make a determination. Further details on the AARB processes can be found at www.alcoholadreview.com.au

Complaints

Table 1 summarises the status of complaints received by the AARB in the twenty-four weeks from 18 March to 30 August 2013.

Table 1: Status of complaints received from 18 March to 30 August 2013



Complaints related to:

Television advertisement content

Placement of television advertisements during times children and young people are likely to be watching, including during live sport broadcasts

Print advertisement content

Sports sponsorship

Name and packaging of alcohol products

Supermarket docket deals

Placement of advertisements on or around public transport (e.g. buses, bus shelters)

Internet advertisements, including email promotions and advertisements on Facebook

Some complaints were not progressed to the review stage as:

- » According to AARB Procedures, complaints can only be reviewed if they relate to current advertisements or advertisements which have ended within four weeks of the complaint being submitted. Several complaints received were outside this timeframe;
- » The complainant was not able to provide enough information about the advertisement to enable it to be identified;
- » It was not possible to access a copy of the advertisement which was the subject of the complaint; or
- » The subject of the complaint was outside the scope of the AARB Code.

Timeline for handling complaints

The AARB is committed to processing and responding to complaints as speedily as possible, with a target average of 20 working days for the handling of complaints.

Complaints received between 18 March and 30 August 2013 took an average of 19 working days for a determination to be reached.

Advertisers

It is AARB procedure to notify alcohol advertisers of complaints and invite advertisers to respond within seven working days.

Advertisers who chose to participate in the AARB process over the twenty-four week period and provide written responses to complaints regarding their products were:

- » ASM Liquor
- » Independent Distillers
- » Liquor Marketing Group
- » Merivale
- » Thirsty Camel Bottleshops NSW
- » Thirsty Camel Bottleshops Vic
- » Thirsty Camel Bottleshops WA

The AARB commends these Advertisers for participating in the AARB process and their consideration of the issues raised in complaints. The AARB encourages the Advertisers to take account of concerns of complainants and the AARB Panel when developing future advertising.

Advertisers who declined to participate in the AARB process over the twenty-four week period were:

- » Australian Liquor Marketers
- » Beam Global
- » CUB
- » Diageo Australia
- » Lion
- » Liquor Marketing Group*
- » Thirsty Camel Bottleshops WA*
- » Premix King Holdings
- » Woolworths Limited
- » Campari Australia
- » Independent Distillers*
- » Wesfarmers Limited
- » Varsity Bar

* Advertisers that feature on both lists responded to only some of the complaints regarding their advertisements.

Action taken by Advertisers

When a complaint is upheld, the AARB notifies the advertiser and requests they modify or remove the advertisement.

Below we have summarised two examples of advertisements that were modified by their advertisers.

The AARB commends the advertisers for acting on the concerns of the complainants, and encourages them to consider the AARB Code when developing future advertising materials.

The full determination report for each example can be viewed at <http://www.alcoholadreview.com.au/articles/determination-reports/>

Modification of vodka advertisement – ref 147/13

- Advertisement** Vodka O SchOlarship initiative. 'Up-and-coming filmmakers' were given the opportunity to have their short film on Vodka O screened at the 2013 Sydney Film Festival, along with a private party with ten friends, and \$5,000 in cash to put towards their creative career. To enter the Vodka O SchOlarship, entrants had to make a 20, 45 or 60 second film that follows a creative brief provided by Vodka O. The winning film would be placed on Vodka O's website and heavily promoted on social media including YouTube and Vodka O's Facebook page. The complainant provided a copy of a media release and an image from the Vodka O- The "O"fficial Site Facebook page.
- Complaint** The initiative appeared to disguise its commercial intent via the form of a scholarship for budding filmmakers; was aimed at "up-and-coming filmmakers", many of whom were likely to be under the age of 25; offered "Vodka O for a private bash with ten friends" which would have strong appeal to young people; and implied that the presence of Vodka O is essential to the success of a social occasion and linked Vodka O with personal, business and social success.
- Determination** Upheld.
- Contravened four sections of the Content Code: (3)(c) as the Vodka O SchOlarship initiative was presented in the format of a competition for short film makers and concealed its commercial intent; (4)(a)(i)(1) as the advertisement was directed at and would have strong appeal to young people as the advertisement clearly targets young people aspiring to become filmmakers; and (4)(c)(i) and (4)(c)(ii)(1) as the advertisement clearly linked the product with success, and depicted the consumption or presence of alcohol beverages as a cause of, or contributing to, social success.
- Action** On receipt of the complaint, the Advertiser, ASM Liquor, provided a detailed response to the concerns raised by the complainant. The Advertiser noted that they "subsequently and arbitrarily decided to remove the words 'winning Vodka O to celebrate their success with 10 friends' from Facebook to alleviate any possible ambiguity". The AARB commended the Advertiser for modifying the advertisement following receipt of the complaint, however expressed concern over the Vodka O SchOlarship initiative and requested that the advertisement be withdrawn or modified, in line with the Panel's decision.

Modification of sports bar advertisement – ref 148/13

- Advertisement** Promotion for a “Cheers to Adam Scott” event at York 75 Sports Bar in Sydney, NSW. The advertisement was received by email by the complainant, and featured text stating “CELEBRATE ADAM SCOTT’S US MASTERS WIN WITH HEINEKEN & CANAPES ON US!”.
- Complaint** Advertisement promoted free alcohol for an unspecified amount of time. The complainant stated: *“No apparent restrictions on free drink time, no message regarding drinking responsibly.”*
- Determination** Dismissed.
- The AARB Panel did not believe the advertisement breached the AARB Code.
- Action** On receipt of the complaint, the Advertiser, Merivale, provided a detailed response to the concerns raised by the complainant. The Advertiser noted that they only ever intended to provide a single complimentary Heineken for each guest on arrival at the event. The Advertiser provided corrected artwork that was revised and re-published prior to the event, which noted that there was a limit of one Heineken per person. The AARB commended the Advertiser for modifying the advertisement in line with the complainant’s concerns.

Comparison of activity by the Alcohol Advertising Review Board and Alcohol Beverages Advertising Code Scheme

The AARB was developed in response to the numerous weaknesses of the current self-regulatory alcohol advertising system, the ABAC Scheme. The AARB provides independent review of alcohol advertising, free from involvement by the alcohol and advertising industries. In contrast, the ABAC Scheme is run under the auspices of the alcohol and advertising industries.

Table 2 provides a comparison of the number of determinations published and decisions made by the AARB and the ABAC* over the twenty-four week period between 18 March and 30 August 2013.

Table 2: AARB activity in twenty-four week period between 18 March and 30 August 2013 compared to the ABAC Scheme in the same time period.

	AARB	ABAC*
Number of determinations published	56	16
Number of determinations that upheld complaints [at least in part]	52	1
Number of determinations that dismissed complaints	4	15

Over the twenty-four week period, only 6.25% of published ABAC determination reports upheld complaints (at least in part) compared to 92.86% of determination reports published by the AARB Panel.

*These figures were obtained on the basis of publicly available determinations published on the ABAC Scheme website [<http://www.abac.org.au/>].

Young people and alcohol advertising

There is substantial community concern about the content, placement and volume of alcohol advertising in Australia, as is evident from the number of complaints received by the AARB. Independent market research has found that 72% of Australians surveyed support legal controls to reduce young people's exposure to alcohol advertising, with only 7% opposed.¹ Several key issues and themes identified across the complaints received by the AARB in the past six months are highlighted below.

Alcohol and sport

Alcohol sponsorship of sporting events is a key method through which young people are exposed to alcohol promotion, and sends conflicting messages to the community. The public, including young people, could reasonably assume that by accepting sponsorship from alcohol companies, sporting and other organisations are endorsing their products.

Sports sponsorship by alcohol companies has generated a significant number of complaints, owing to concern over the association between sport and alcohol, and the exposure of young people to substantial amounts of alcohol advertising at major sporting events. It is time for governments to respond to the concerns of public health and medical organisations, Police authorities and the community, and take steps to end the exposure of children and young people to alcohol sponsorship of sport in Australia.

Below we have summarised complaints covering alcohol sponsorship of three of the major sporting codes in Australia: AFL, rugby league and cricket.

Carlton Draught and AFL

Carlton Draught AFL Tipping email sent to 9 year old child – ref 192/13

Advertisement Email from the Carlton Draught AFL Tipping website containing tipping results, featuring a banner across the top with the AFL Tipping logo on the left, the Carlton Draught 'Draught Pick' logo on the right, and a glass of Carlton Draught between the two.

Complaint The complainant stated:

"The AFL footy tipping is sponsored by Carlton Draught, and each week sends my 9 and 7 year old an email promotion the Carlton Draught AFL Tipping, even though the website knows their age."

The complainant provided a copy of an email received by his son, and noted his son is 9 years old and his age was registered when he subscribed to the tipping website.

Determination Upheld.

Contravened section (4)(a)(i)(1) of the Content Code as AFL strongly appeals to many young people, some of whom would participate in footy tipping; section (4)(h) of the Content Code as Carlton Draught is portrayed in a way that associates the alcohol product with AFL; section (1) and (8) of the Placement Code on the basis

that the alcohol advertisement was emailed to children, clearly exposing them to the advertisement.

Action

The AARB requested the Advertiser, CUB, cease placing alcohol advertisements on the AFL Tipping website and in AFL Tipping emails due to the likely exposure to young people, and requested CUB cease their sponsorship of AFL due to its appeal to young people. As of 30 October 2013, the AARB had not received notification from the Advertiser regarding their sponsorship.

This was the ninth determination by the AARB Panel in relation to Carlton Draught's association with AFL (including WAFL). Concerns have been raised previously in regard to the Carlton Draught AFL Tipping website, the Carlton Draught 'Draught Pick' iPhone app and, more broadly, Carlton Draught's sponsorship of AFL. The Carlton Draught Tipping email is yet another example of children's exposure to alcohol promotion through Carlton Draught's association with AFL.

AFL is one of the most popular sports among Australian children and adolescents, both as a participation sport, and through support of AFL teams. Over 180,000 children participate in AusKick and over 300,000 students participate in school AFL programs.² The AARB considers it inappropriate that children are exposed to alcohol promotions through sport, and unacceptable that CUB, the producer of Carlton Draught, have continued to ignore the concerns of the AARB Panel and community members such as the parent who raised concerns about the Carlton Draught AFL Tipping promotion. CUB has chosen to decline to participate in the AARB process, stating that they comply with all aspects of the alcohol industry's self-regulatory alcohol advertising system, the Alcohol Beverages Advertising Code (ABAC) Scheme. However, alcohol sponsorship of sport is not covered by the ABAC Scheme.³

VB sponsorship of Australian cricket

The AARB received five complaints regarding VB sponsorship of Australian cricket in the period between 18 March and 30 August 2013, including VB sponsorship of Cricket Australia, VB sponsorship of Cricket Australia's Aussie Cricket Crew (a website designed for children who love cricket), and VB sponsorship of the 2013 Australian Ashes Cricket Team. Summaries of two determinations regarding VB sponsorship of Australian cricket are provided below as examples.

VB sponsorship of Cricket Australia's Aussie Cricket Crew – ref 160/13

Advertisement VB sponsorship of the Aussie Cricket Crew, a website designed for children who love cricket.

Complaint VB sponsorship of the Aussie Cricket Crew, "The site for kids who love cricket", is inappropriate. The advertisement associates a cricket website designed for young people with alcohol, to which young people were likely to be exposed.

Determination Upheld in part.

Contravened sections (1), (8) and (9) of the Placement Code, as the advertisements were placed in association with a website explicitly designed for young cricket fans, and children and young people were likely to be exposed to the advertisement.

Action The AARB requested the Advertiser, CUB, reconsider their sponsorship of the Aussie Cricket Crew due to the appeal to young people and the likely exposure of young people to alcohol advertising related to the sponsorship. As of 30 October 2013, the AARB had not received any correspondence from CUB regarding their sponsorship.

VB sponsorship of Australian Ashes Cricket team – ref 170/30

Advertisement Members of the Australian Test Cricket team wearing white shirts with a VB logo on the sleeve, and on the right side of the front of the shirt. The white vests worn by several members also featured a VB logo on the front.

Complaint Two complaints received. The first complainant stated:

"In television coverage of The Ashes, all Australian cricketers were wearing VB logos – very prominent and clearly designed for TV coverage. Players included 19 year-old West Australian cricketer Ashton Agar – coverage of Agar during play, also being presented with his test cap.

The VB promotions during the game were consistent and unavoidable, as all Australian players were wearing at least two VB logos very prominently. This would often ensure coverage for several seconds at a time."

The second complainant stated:

“Children watching this coverage are constantly exposed to this and the normalising of alcohol promotion by sports people.”

Determination Upheld.

Contravened five sections of the Content Code: (4)(a)(i)(3) as the placement of the VB logo in the context of a prime sporting event portrayed the product in relation to an activity attractive primarily to young people; (4)(a)(i)(4) as the Australian cricket team are likely to be followed by young people and have strong appeal to young people; (4)(a)(ii) on the basis that several members of the Australian cricket team who played in the First Test, including Steve Smith and Ashton Agar, were under the age of 25 years; and (4)(c)(i)(1) and (4)(h) as the VB sponsorship associates the product with sport and sporting success. Contravened sections (1), (2) and (9) of the Placement Code as the advertisement was placed where young people were likely to be exposed, and in connection with a sport that would appeal to young people.

Action The AARB requested the Advertiser, CUB, cease their sponsorship of Cricket Australia due to the appeal of cricket to young people and the likely exposure of young people to alcohol advertising. As of 30 October 2013, the AARB had not received any correspondence from CUB regarding their sponsorship.

Alcohol sponsorship of Rugby League

Between 18 March and 30 August 2013, the AARB received eight complaints regarding VB and XXXX sponsorship of the 2013 NRL State of Origin series, including VB logos on players' uniforms and in dressing rooms, half-time entertainment featuring promotions for VB, and player television interviews in front of XXXX logos. This is in addition to three complaints received regarding the 2012 NRL State of Origin series.

Three examples of determinations regarding alcohol sponsorship of the 2013 NRL State of Origin are provided below.

VB State of Origin advertisements in change room – ref 156/13

Advertisement Channel 9 broadcast of the 2013 NRL State of Origin Game on 5 June 2013 featured players holding VB products, and VB signage around the room after the game.

Complaint The complainant stated:

"After approx. 15 to 20mins after the game, the winning (NSW) team were gathered in their dressing shed. All players were seated and each was holding a stubby of beer. This image was displayed for about 10 seconds.

It was obvious that this was a staged event and was part of the duties of the players. It was designed to promote an image of drinking alcohol after "a hard day's work", which is encouraging regular, routine drinking.

It would have been simply more sensible to not show this image at all. I don't think it added anything of interest to the viewer, other than to give the message that alcohol consumption is something you do as a reward."

Determination Upheld in part.

Contravened section (3)(c) of the Content Code as the advertisement was presented in a format which concealed its commercial intent; section (4)(a)(i)(4) of the Content Code as top level rugby league players are role models for children and young people, and the NRL State of Origin games would have high appeal and relevance to young people; section (4)(e) of the Content Code as alcohol was associated with the daring and toughness required to be an A-grade rugby player; and sections (1) and (9) of the Placement Code as the NRL State of Origin has appeal to young people who would have been exposed to the advertisements.

Action The AARB requested the Advertiser, CUB, reconsider their sponsorship of the NRL State of Origin NSW team due to the likely exposure of children and young people to alcohol advertising related to the sponsorship. As of 30 October 2013, the AARB had not received any correspondence from CUB regarding their sponsorship.

XXXX Gold advertisement during Channel 9 news - ref 189/13

- Advertisement** Channel 9 News segment broadcast on 18 July 2013 featured a QLD State of Origin team player interviewed standing in front of a large XXXX Gold logo.
- Complaint** Associated alcohol and sporting success, and children and young people were likely to be exposed to the advertisement as rugby is a sport that appeals to many.
- Determination** Upheld.
- Contravened section (4)(a)(i)(4) of the Content Code, as the advertisement featured a person who has strong appeal to young people; section (4)(c)(ii)(1) of the Content Code, as the winning team was associated with an alcohol brand, suggesting that alcohol contributes to sporting success; and sections (1)(i) and (9) of the Placement Code as the advertisement was placed where young people are likely to be exposed, and related to the XXXX Gold sponsorship of the QLD State of Origin team, a sporting event that highly appeals to young people.
- Action** The AARB requested the Advertiser, Lion, cease their sponsorship of NRL due to its appeal to young people. As of 30 October 2013, the AARB had not received notification from Lion regarding their sponsorship.

VB promotions during halftime entertainment of NRL State of Origin Game 3 – ref 191/13

- Advertisement** Halftime entertainment at the 2013 NRL State of Origin Game 3 featured on-field advertising including tackle bags in the shape of VB cans. The VB jingle played while spectators participated in the 'VB challenge'.
- Complaint** Statement from the complainant included:
- "This form of advertising was a complete assault of the senses. Audiences come to games like this to watch a sport they love and to be entertained. Not to be sold things in the most obvious ways possible... I found the challenges entertaining yet did not need to be reminded about what I should be drinking any time I looked down to the field or overheard the unmissable VB anthem blaring over the speaker system... Firstly this form of complete advertising does not present a mature, balanced and responsible approach to the consumption of alcohol beverages... I believe it also has a strong appeal to adolescents and children as it relates fun, success and sport to the culture of alcohol. There is a number of children that are present at these games and all this advertising is doing is creating brand loyalty and creating a sense of normalcy around sport and alcohol..."*

The full complaint is available in AARB determination report ref 191/13.

Determination Upheld.

Contravened section (4)(a)(i)(1) as the advertisement would have strong appeal to young people; sections (4)(c)(ii)(1) and (4)(h) of the Content Code as VB was associated with sport, and winning and success; and sections (1) and (9) of the Placement Code as the State of Origin series has significant appeal to young people, and many young people would have been exposed to the advertisement.

Action The AARB requested the Advertiser, CUB, cease their sponsorship of NRL due to its appeal to young people. As of 30 October 2013, the AARB had not received any correspondence from CUB regarding their sponsorship of NRL.

The AARB received multiple complaints for some alcohol promotions relating to VB and XXXX sponsorship of NRL State of Origin. CUB and Lion were notified of the additional complaints received; the AARB restated its requests for the alcohol companies to cease their sponsorship of NRL due to the sports appeal to young people.

The AARB has received nineteen complaints about alcohol advertising relating to rugby league and rugby union since the launch of the AARB in March 2012, a possible reflection of how ingrained alcohol advertising is in the national rugby codes. Research has shown that over 18% of the entire broadcast of the 2012 NRL Grand Final match featured some form of alcohol marketing, with 95% of advertising identified integrated into the game through fixed stadium signage, electronic banners, live announcements and logos on players' uniforms. Only 5% of the alcohol advertising was in the form of commercials in ad breaks.⁴

Alcohol sponsorship of major national sporting codes allows alcohol companies to promote their products to large audiences, many of whom are likely to be children and young people. An estimated 3.8 million Australians tuned in to watch the 2012 NRL Grand Final,⁵ while the 2013 NRL Grand Final averaged 3.3 million viewers.⁶ The AARB believes alcohol promotions should be phased out from times and placements which have high exposure to young people, including sponsorship of sport events, in line with the National Preventative Health Taskforce recommendation.⁷

Use of sporting heroes in alcohol advertisements

XXXX "Queenslander" NRL television advertisement – ref 194/13

Advertisement XXXX television advertisement featuring ex-NRL player Billy Moore. Set in a XXXX beer factory, Bill Moore is seen 'blessing' XXXX by yelling "Queenslander" in different situations throughout the factory. A shot of cans of XXXX states "Proudly QLD Origin Edition" and "Every drop blessed by Billy Moore". The closing scene features the text "Official beer of XXXX State of Origin QLD Maroons".

Complaint The complainant stated:

"I can't believe that the NRL advertises alcohol! Children love NRL and will look up to the stars of the game. They see them advertising alcohol and think that's what you do to be a part of it all!"

Determination Upheld.

Contravened four sections of the Content Code: (4)(a)(i)(1) as the advertisement would have strong appeal to young people due to the association of XXXX with State of Origin; (4)(a)(i)(4) as it features Billy Moore, a well-known footballer who is depicted as a 'Queenslander' wearing the maroon State of Origin NRL colours; (4)(e) as alcohol was linked with daring, toughness, and aggression; and (4)(h) as the use of an ex-NRL player to promote the product links alcohol with sport.

Action The AARB requested the Advertiser, Lion, withdraw the advertisement immediately. As of 30 October 2013, the AARB had not received any correspondence from Lion regarding the status of the advertisement.

Hahn Super Dry "Clearing the Queue" television advertisement – ref 166/13

Advertisement Hahn Super Dry television advertisement featuring four members of the Australian Rugby Union team, the Wallabies, and a rugby commentator. Set in a bar, the Wallabies players attempt to move to the front of the crowded bar. In the middle of the advertisement, the Fox Field logo appears and the scene changes to a news room where a man provides a sports commentary on the Wallabies movements to get to the bar to order beer. A voiceover at the end states "Every match of the DHL Australia 2013 Lions tour is live, on Foxsports. Brought to you by Hahn Super Dry, the official beer of the Wallabies."

Complaint Associates alcohol and sport and links sporting success and alcohol by featuring rugby commentator and former Wallabies star Rod Kafer.

Determination Upheld in part.

Contravened section (4)(a)(i)(4) of the Content Code, as the advertisement featured current and former Wallabies players who are likely to have strong appeal to young people; section (4)(c)(ii)(1) of the Content Code, as the advertisement associated successful professional sportsmen with alcohol consumption; and sections (1) and (2) of the Placement Code, as the advertisement was broadcast on a Sunday afternoon when young people were likely to be watching sport on television.

Action The AARB requested the Advertiser, Lion, withdraw the advertisement immediately. As of 30 October 2013, the AARB had not received any correspondence from Lion regarding the status of the advertisement.

These advertisements are just two examples of alcohol companies using sporting heroes to promote their products. Research has shown that nearly three-quarters of elite athletes do not agree with the use of athletes to promote unhealthy foods and alcohol.⁸ Sports stars are likely to be looked up to by children and young people in Australia, and research has found children are aware of celebrity endorsement of consumer products.⁹ The AARB Panel commented that young people follow their sporting codes passionately and using popular sporting personalities to promote any alcohol product should be discouraged (ref 194/13).

Alcohol sponsorship of sports and children's sporting heroes deprives health groups of supporters, advocates and role models. The AARB considers it inappropriate for alcohol advertisements to associate alcohol and sport, and that Australia's sporting stars should not be used to promote alcohol products.

How low can they go?

The following summaries provide just two examples of particularly concerning advertisements that breached section (3)(a)(i) of the AARB Content Code, which states that alcohol advertisements must be prepared with a sense of responsibility to the audience and to society and must reflect the spirit, not merely the letter, of the Code.

Premix King Facebook pages – ref 188/13

Advertisement The Facebook pages of Premix King, a liquor retailer in regional Victoria (Facebook pages included Premix King Bendigo, Premix King Echuca, Premix King Warrnambool and Premix King Wodonga). Images of alcohol products, Premix King stores and miscellaneous pictures uploaded to the pages featured captions such as:

“Don’t laugh, this stuff was liquid Viagra before the real thing came along! Grab some tonight at 2 for \$11”;

“Jimmy’s goon trolley, full of Kiss beer, don’t pay \$50 a slab at Dans, pay only \$24 at Premix King or if you’re feeling like a tight arse, grab some loose stubbies for only \$1 each ... woo hoo!”;

“Get your selected Cruisers for \$2 each!!!!”;

“Win a double pass to the PMK Superbox to see P!nk live just by buying vodka cruisers!!!”;

“Stassen Pear cider from Belgium, 5.4% @ 29, awesome value, blokes! Grab one for the missus and increase your odds tonight”.

Complaint The Facebook pages were not prepared with a sense of responsibility to society; offended the standards of public decency; would appeal to young people due to low prices and the ability to purchase products individually; included promotions for Pink, a commercial pop star admired by many young people; contained images of adults who appeared under 25 years of age; encouraged irresponsible consumption of alcohol through the promotion of very low prices; associated alcohol with sexual success; and the advertisements were placed on Facebook, a site regularly used by young people under 25 years.

Determination Upheld.

Contravened nine sections of the Content Code: (3)(a)(i) as the Facebook pages lacked a sense of responsibility to society by heavily promoting excessive alcohol consumption, with particular appeal to young people; (3)(f) as the advertisements encouraged conduct or attitudes that would offend the standards of public decency through the use of inappropriate language and revealing images of women;

(4)(a)(i)(1) as the advertisements were directed at and would have strong appeal to young people; (4)(a)(i)(4) as the Facebook pages made reference to Pink and AFL players, people who would have especial appeal to young people; (4)(a)(ii) as they featured individuals below the age of 25; (4)(b)(i) and (4)(b)(ii) as the images encouraged bulk purchase of alcohol and the type of sales promotions and the nature of the statements are strongly suggestive of heavy consumption; (4)(c)(ii)(1) as the Facebook pages referenced sporting heroes, celebrities and sexual success; and (4)(d) as the Facebook pages featured revealing pictures of a girl tearing at her clothes. Contravened sections (1) and (8) of the Placement Code as the advertisements were placed online on Facebook, a medium that is very popular with young people.

Action

The AARB requested the Advertiser, Premix King Holdings, modify their Facebook pages immediately to reflect the concerns of the Panel. As of 30 October 2013, the pages had not been modified.

The AARB Panel found the Premix King Facebook pages heavily promoted excessive consumption of alcohol, with particular appeal to young people, and use language and graphics that are irresponsible and potentially offensive to the Australian community. Of particular concern is their promotion of alcohol products at very low prices, such as Vodka Cruisers for \$2 each. The AARB encourages Premix King Holdings to modify their Facebook pages to reflect a more responsible approach to liquor retailing.

Captain Morgan “Designate a Driver” advertisement – ref 195/13

Advertisement The Captain Morgan advertisement featured a man rowing a boat at night, towing two large boats full of people dancing and partying. The text “DESIGNATE A DRIVER, CAPTAIN’S ORDERS” featured in the advertisement, with a voiceover stating “Captain Morgan. Live like the captain.”

Complaint The complainant’s statement included:

“I believe it is totally inappropriate for an alcohol company to produce road safety campaigns, and this is a particularly poor example with very mixed messages. The ad ends with large images of Captain Morgan products (RTD and the 700mL rum, and a mixed drink) and the message “Captain Morgan Live Like The Captain”, which is the same message used in other ads for Captain Morgan... The recognisable branding of Captain Morgan is present through the entire ad; it is therefore an alcohol ad disguised as a road safety ad. The ad also conveys the message that as long as you have a designated driver, the rest of you can drink as much as you like...

Health and safety messages, including road safety campaigns, should be developed by health experts and governments. Evidence from other areas including tobacco control suggests that ‘health campaigns’ developed by industry are generally ineffective, or

worse, counter-productive. If alcohol companies want to contribute to reducing drink driving, they should follow evidence-based strategies including reducing the amount of alcohol promotion present in the community, rather than producing additional alcohol advertising disguised as a road safety message."

The full complaint is available in AARB determination report ref 195/13.

Determination Upheld in part.

Contravened five sections of the Content Code: (3)(a)(i) as the advertisement mocked the designated driver role; (3)(c) as the advertisement was presented in a format which concealed its commercial intent; (3)(e) as the drink-driving message is not clear and a boat full of people drinking alcohol is not safe; (4)(b)(ii) as irresponsible drinking was encouraged by implication; (4)(e) as alcohol was linked with unruly behaviour.

Action The AARB requested the Advertiser, Diageo Australia, withdraw the advertisement immediately. As of 30 October 2013, the AARB had not been notified of any action taken by Diageo Australia.

In reviewing the Captain Morgan "Designate a Driver" campaign, the AARB Panel commented that the advertisement presents the designated driver as a figure doing the hard work with no reward, while everyone else gets on with having a great time; and the advertisement alludes to excessive consumption of alcohol. It is highly inappropriate for an alcohol company to use a 'drink driving' advertisement to promote alcohol products. The AARB believes road safety campaigns, including those regarding drink-driving, should be developed by governments and health and road safety experts, and Diageo Australia should cease promoting their products in conjunction with weak 'drink driving' messages.

Repeat offenders

When a complaint is upheld, the Advertiser responsible is requested by the AARB to modify or withdraw the advertisement, in line with the AARB Panel's concerns. However, some Advertisers have declined to participate in the AARB process, and several Advertisers have continued to advertise their products in a way that the AARB deems to be inappropriate or irresponsible.

Outlined below are three examples of Advertisers who have continued to run advertisements, despite concerns raised by the AARB.

Thirsty Camel Bottleshops Victoria and NSW Facebook pages

In August 2012, the AARB received a complaint regarding Thirsty Camel Bottleshops Victoria Facebook page (ref 62/12). The images uploaded by Thirsty Camel included statements such as "I wish I could trade in my heart for another liver. Then I could drink more and care less", "Someone slipped a hangover into my drink last night" and "Alcohol doesn't answer any problems, it just helps you forget the question". The complaint was upheld and the AARB requested the Advertiser, Thirsty Camel Bottleshops, remove the images from the Thirsty Camel Victoria Facebook page. As of 30 October 2013, the images had not been removed.

The AARB has since received two further complaints regarding Thirsty Camel Bottleshops Victoria and NSW Facebook pages.

Thirsty Camel NSW Facebook page (ref 153/13)

Advertisement Images uploaded by Thirsty Camel onto the Thirsty Camel NSW Facebook page. The images included statements such as "I don't have a drinking problem, if anything I'm too good at it!", "I'm factoring a hangover into tomorrow's workload", and "I don't get drunk. I get classy and more fun."

Complaint The images encourage excessive and irresponsible consumption of alcohol; refer to being intoxicated and the effects of alcohol; and imply that consumption of alcohol makes a person more fun. The camel cartoon and the use of humour in the images would have strong appeal to young people.

Determination Upheld.

Contravened five sections of the Content Code: (4)(a)(i)(1) as the images would have strong appeal to young people; (4)(b)(i) and (4)(b)(ii) as the images depicted drinking to excess and encouraged immoderate and irresponsible drinking; and (4)(c)(ii)(1) and (4)(c)(ii)(3) as several images implied that the consumption or presence of alcohol contributed to a change in mood or environment, and depicted that the subject of the images was under the influence of alcohol.

Action The AARB requested the Advertiser, Thirsty Camel Bottleshops, remove the images from the Thirsty Camel NSW Facebook immediately. As of 30 October 2013, the images had not been removed.

Thirsty Camel Bottleshops Victoria Facebook image (ref 198/13)

Advertisement Image uploaded by Thirsty Camel onto the Thirsty Camel Victoria Facebook page with the statement "Rather than posting your problems on Facebook, we suggest you grab a drink instead."

Complaint The complainant stated:

"This ad is suggesting to "drink away your problems" and implies that it is better to drink alone. Although presented in a light hearted manner with the Facebook reference, implies that your friends and family don't want to know about your problems... Obviously directed to the young Facebook teen drinker."

Determination Upheld.

Contravened four sections of the Content Code: (3)(a)(i) as the advertisement did not reflect the spirit of the Code; (4)(a)(i)(1) as the cartoon camel would have strong appeal to young people; (4)(c)(ii)(2) as the advertisement suggested that consumption of alcohol would offer a therapeutic benefit for someone's problem; and (4)(e) as the advertisement suggests alcohol consumption is a way to escape from life's problems.

Action The AARB requested the Advertiser, Thirsty Camel Bottleshops, remove the image immediately. As of 30 October 2013, the image had not been removed.

When communicating the decisions to the Advertiser, the AARB requested that the determinations be taken into account in relation to future advertising. However, the submission of three separate complaints over a 12 month period indicates that Thirsty Camel Bottleshops continue to disregard the concerns of the complainants and the AARB, and continues to publish material on their Facebook pages that is in breach of the AARB Code.

Thirsty Camel Bottleshops provided detailed written responses to all three complaints; in each response, Thirsty Camel Bottleshops stated:

"One of Thirsty Camel bottleshops core brand value is irreverence Whilst the 'camel' is widely accepted as irreverent, and could sometimes be seen as controversial, it's always light-hearted, left-of-centre and well-meaning".

The AARB believes that having "irreverence" as a "core brand value" does not give Thirsty Camel Bottleshops license to promote their brand in a way that does not reflect a sense of responsibility to society. The AARB strongly encourages Thirsty Camel Bottleshops to amend their Facebook pages to reflect the concerns of the Panel, and to take the AARB Code into account in relation to all future advertising.

VB 'Raise a Glass' campaign

In 2012, the AARB received three complaints regarding the VB "Raise A Glass Appeal" television advertisement featuring General Peter Cosgrove, Former Chief of the Australian Defence Force (ref 27/12).

Advertisement 2012 VB "Raise a Glass" appeal television advertisement. Within the advertisement, General Cosgrove states:

"The VB Raise a Glass Appeal is one of the single biggest public contributions to veteran's welfare in Australia. This year VB once again will donate one million dollars to the RSL and Legacy. I'll be raising a glass to the men and women in the Middle East. Who will you raise a glass to?"

The closing scene featured the text "Wherever you are, whatever you're drinking, raise a glass to those who serve".

Complaints Concerned that the advertisement used a role model to promote alcohol.

Determination Upheld in part.

Contravened section (3)(c) as the advertisement concealed its commercial intent by appearing to be a campaign for veteran's welfare; section (4)(a)(i)(4) as a role model was used to advertise VB beer; and section (4)(i) as the advertisement used imperative and urging language to purchase or consume the product.

Action The AARB requested the Advertiser, CUB, withdraw the advertisement immediately.

In 2013, another VB 'Raise a Glass' advertisement featuring General Cosgrove, "Excuses", received three complaints (ref 152/13).

Advertisement 2013 VB "Raise a Glass" appeal television advertisement. The advertisement featured archival footage of war, with voiceovers providing excuses as to why they couldn't go to a dawn service. General Cosgrove is then seen saying:

"This ANZAC Day there is no excuse. Along with raising a glass, we're asking you to attend your local dawn service. To book a wakeup call, where I'll get you out of bed rain, hail, or shine, visit raiseaglass.com.au."

Complaints Statements from complainants included:

"I was utterly dismayed to see yet again General Cosgrove advocating "raising a glass" this time for Anzac Day remembrance... If I had lost a loved one in war, the last thing I would want the community at large to do would be to "raise a glass" in remembrance."

"I disagree with alcohol being promoted as a way of honouring our returned soldiers. Especially take offence at there being 'no excuse' to not do it this year. Recognising our soldiers is very important, but there is no reason that alcohol should be the form promoted to celebrate their lives and effort."

"This campaign (and the charitable donation that VB provides to both Legacy and the RSL) is a very clever, very disingenuous way to market an alcoholic beverage under the guise of doing something patriotic and charitable."

The full complaints are available in AARB determination report ref 152/13.

Determination Upheld.

Contravened eight sections of the Content Code: (3)(a)(i) as the advertisement was not prepared with a sense of responsibility to society; (3)(b) as it was inaccurately implied that drinking VB on Anzac Day is a civic duty, in the same category as the duty to attend the dawn service; (3)(c) as the advertisement concealed its commercial intent; (3)(f) as the advertisement was socially irresponsible and offended the standards of public decency; (4)(a)(i)(4) as the advertisement featured a role model who would be followed by young people; (4)(b)(iv) as it was implied by association that it is a sign of weakness not to raise a glass of alcohol to toast fallen service personnel; (4)(c)(i) as it was implied that it is essential to consume alcohol on a social occasion; and (4)(i) as the advertisement used imperative language to consume or purchase the product.

Action The AARB requested the advertisement be withdrawn immediately in line with the Panel's determination; as of 30 October 2013, the Advertiser, CUB, had not contacted the AARB to notify of the status of the advertisement.

Through the "Raise a Glass" campaigns, VB beer is associated with a cause that garners respect and admiration among many Australians, and the advertisement associates commercial alcohol advertising with Australia's national day of remembrance. There has been much community concern over the five years the VB Raise a Glass campaign has been running. In 2009, the Queensland branch of the RSL voted not to participate in the Raise a Glass promotion due to ethical concerns over the promotion of alcohol.¹⁰ In 2013, the campaign attracted further media attention, including an opinion piece by Herald Sun journalist Susie O'Brien:

"But I think it's sad that their members are encouraging us to drink more beer in order to secure this corporate funding - and that's exactly what this promotion is all about... Why not ask people to raise a salute, or spend a minute in silence, or just bear a thought for those who are gone? Why do we have to "raise a glass"?"

*It's also disappointing that the ads are being shown during sporting matches popular with children. I first saw them when watching the footy with my nine-year-old son last weekend. The ads are teaching our children that the way to pay tribute to our fallen soldiers is to have a beer in their honour."*¹¹

CUB responded to criticism by stating that the campaign does not imply a social benefit from drinking: "It's about social connectivity. I'd say it's about people coming together and taking the time to stop and remember the people who have served for our country".¹² However, with high levels of community concern about alcohol related harm in Australia,¹ the advertisements' association between alcohol and ANZAC Day is inappropriate. The AARB strongly encourages CUB to cease promoting VB in association with ANZAC Day. As the Herald Sun journalist noted, "If Foster's is so keen to support Legacy and the RSL, then it should just do so and stop promoting beer drinking in the process".¹¹

Woolworths Berri Estates 5 Litre Casks price promotions

In 2012, the AARB received a complaint regarding a promotion for Berri Estates 5 Litre Casks 3 for \$30 by Woolworths Limited (ref 14/12).

Advertisement Promotion by Woolworths Limited offering three Berri Estates 5 Litre wine casks for \$30.

Complaint Advertisement was not prepared with a sense of responsibility to society due to the very cheap price and encouraged irresponsible and immoderate drinking, inconsistent with the NHMRC Australian Alcohol guidelines.

Determination Upheld.

Contravened section (3)(a)(i) as the advertisement was not prepared with a sense of responsibility to society; section (4)(b)(i) as the volume and price per standard drink encouraged consumption inconsistent with the NHMRC guidelines; and section (4)(b)(ii) as the advertisement encouraged irresponsible and immoderate drinking through the amount of alcohol presented and its price.

Action The AARB requested the Advertiser, Woolworths Limited, reconsider further price-based promotions that advertise large quantities of alcoholic beverages at very low prices. The AARB received two further complaints regarding promotions for three 5 Litre Wine Casks for \$30 on 10 January 2013 and 15 March 2013, indicating Woolworths Limited is continuing to promote and sell cask wine at very low prices.

In July 2013, the AARB received a complaint for a Berri Estates 5 Litre Wine Casks "2 for \$20" promotion by Woolworths Limited (ref 173/13).

Advertisement Promotion for Berri Estates 5 Litre Casks by Woolworths Limited, offering two Berri Estates 5 Litre Casks for \$20.

Complaint Advertisement was not prepared with a sense of responsibility to society, as it is irresponsible to sell alcohol for \$2 a litre; and the cheap price encouraged irresponsible and immoderate drinking, and consumption inconsistent with the NHMRC guidelines.

Determination Upheld in part.

Contravened section (3)(a)(i) of the Content Code, as the advertisement was not prepared with a sense of responsibility to society due to the large quantity of alcohol at low prices; and sections (4)(b)(i) and (4)(b)(ii) of the Content Code as the advertisement did not depict responsible and moderate consumption of alcohol.

Action The AARB requested the Advertiser, Woolworths Limited, to cease promoting large quantities of alcoholic beverages at very low prices. As of 30 October 2013, the AARB had not received any notification from the Advertiser that they had ceased such promotions.

The price of alcohol impacts on consumption patterns. Research clearly indicates that when the price of alcohol increases, consumption falls.^{7, 13} Young people are particularly price sensitive.^{7, 14}

Promotions for cask wine equivalent to \$2 a litre are socially irresponsible. Concerns about these cask wine price promotions are relevant to the national debate around a minimum price per standard drink, which would prevent the sale of very cheap alcohol,¹⁴ and the Wine Equalisation Tax (WET), which supports the production of very cheap wine.¹⁵ There is consensus among health experts that increasing the price of alcohol through taxation is one of the most effective ways of reducing harm from alcohol.^{16, 17} The National Alliance for Action on Alcohol comment that despite its effectiveness, taxation as a strategy to reduce alcohol-related harm has been under-utilised in Australia and the current alcohol taxation regime in Australia is significantly flawed.¹⁸

Woolworths Limited has 39.5% of the liquor retailing market share in Australia.¹⁹ Research has found that alcohol advertising in newspapers is now dominated by large-scale alcohol retailers, with more prominence given to the price of products.²⁰ Promoting alcohol at \$2 a litre and ignoring community concern about selling alcohol cheaper than bottled water is not a sign of responsible retailing by a major national company with significant liquor retail market share. The AARB urges Woolworths Limited to cease promoting large quantities of alcohol at very low prices.

Conclusion

This report provides yet further evidence to support the case for strong, independent, legislated controls on all forms of alcohol advertising and promotion in Australia.

Leaving regulation of advertising to the alcohol and advertising industries is a recipe for failure. Self-regulation means minimal regulation with minimal enforcement.

Once again, even at this early stage of the AARB's history, we have seen the number of determinations made by the AARB clearly exceeding those made through the alcohol industry's long-standing voluntary processes in a similar timeframe.

Companies continue to offend against provisions taken from codes developed by the alcohol and advertising industries themselves either in Australia or overseas. Young people continue to be exposed substantially to inappropriate alcohol advertising and promotion. Major issues of concern include continuing promotion of alcohol through sports sponsorship and heavy promotion by liquor retailers.

There is clearly strong community support for action on alcohol. Only 17% of Australians think that governments are doing enough to prevent alcohol-related harm, while 94% are concerned about alcohol use among young people.¹

We thank panel members for their continuing contribution to the work of the AARB. It is important that this work continues to draw attention to inappropriate alcohol promotion, to have an impact on alcohol advertising (notwithstanding the denials of some advertisers), and to make the case for action by governments.

References

1. Independent market research commissioned by the McCusker Centre for Action on Alcohol and Youth and the Foundation for Alcohol Research and Education, June 2013. Available from www.mcaay.org.au
2. Australian Football League. Annual Report 2012. Available from: <http://www.afl.com.au/afl-hq/annual-reports>
3. Alcohol Beverages Advertising Code. ABAC Complaints Panel Determination No: 41/12 [Internet]. 2012 [updated 2012 May 1; cited 2013 Oct 14]. Available from: <http://www.abac.org.au/adjudication/41-12/>
4. Cancer Council Victoria. New research: AFL/NRL broadcasts one long booze ad with a bit of sport [press release]. Melbourne (Australia): Cancer Council Victoria; 2013 Apr 28.
5. National Rugby League. 3.8 million tune into Grand Final nationally [Internet]. 2012 [updated 2012 Oct 1, cited 2013 Oct 14]. Available from: <http://www.nrl.com/3.8-million-tune-into-grand-final-nationally/tabid/10874/newsid/70146/default.aspx>
6. Triple M Sydney. Millions tune in for GF [Internet]. 2013 [updated 2013 Oct 8, cited 2013 Oct 14]. Available from: <http://www.triplem.com.au/sydney/sport/nrl/news/2013/10/nrl-grand-final-2013-tv-ratings/>
7. National Preventative Health Taskforce. Australia: The Healthiest Country by 2020 – National Preventative Health Strategy – the roadmap for action. Canberra (Australia): Commonwealth of Australia; 2009.
8. Grunseit AC, MacNiven R, Orr R, Grassmayr M, Kelly B, Davies D, et al. Australian athletes' health behaviours and perceptions of role modelling and marketing of unhealthy products. *Health Promot J Austr.* 2012; 23(1):63-9.
9. Phillipson L, Jones S. Awareness of alcohol advertising among children who watch televised sports. Australian and New Zealand Marketing Academy (ANZMAC) Conference; 2007; Dunedin (New Zealand).
10. Lee J. 'Raise a glass' idea raises fuss in RSL [Internet]. *Sydney Morning Herald.* 2009 Apr 23 [cited 2013 Oct 14]. Available from: <http://www.smh.com.au/business/raise-a-glass-idea-raises-fuss-in-rsl-20090422-aff2.html>
11. O'Brien S. Anzac Day will make a buck or two for Australia's largest brewery, writes Susie O'Brien [Internet]. *Herald Sun.* 2013 Apr 16 [cited 2013 Oct 14]. Available from: <http://www.heraldsun.com.au/news/opinion/anzac-day-will-make-a-buck-or-two-for-australias-largest-brewery-writes-susie-obrien/story-e6frfhqf-1226621059498>
12. Kennedy J, Bone D. VB defends their 'raise a glass' campaign [Internet]. *ABC Mid West & Wheatbelt.* 2013 Apr 22 [cited 2013 Oct 14]. Available from: <http://www.abc.net.au/local/stories/2013/04/22/3742677.htm>

13. Wagenaar A, Salois M, Komro K. Effects of beverage alcohol price and tax levels on drinking: a meta-analysis of 1003 estimates from 112 studies. *Addiction*. 2009; 104:179–190.
14. Purshouse RC, Meier PS, Brennan A, Taylor KB, Rafia R. Estimated effect of alcohol pricing policies on health and health economic outcomes in England: an epidemiological model. *The Lancet*. 2010; 375(9723):1355-1364.
15. Commonwealth Government of Australia. Australia's future tax system: Report to the Treasurer. Canberra (Australia): The Treasury; 2010.
16. Babor T, Caetano R, Casswell S, Edwards G, Giesbrecht N, Graham K, et al. Alcohol: no ordinary commodity - research and public policy. Oxford: Oxford University Press; 2010.
17. National Alliance for Action on Alcohol. Reducing harm from alcohol: Creating a healthier Australia. 2010.
18. National Alliance for Action on Alcohol. Alcohol Pricing and Taxation Position Statement. 2012 [cited 2013 Oct 14]. Available from: <http://www.actiononalcohol.org.au/our-work/position-statements/alcohol-pricing-and-taxation>
19. Lin R. IBISWorld Industry Report G4123 Liquor Retailing in Australia April 2013. Melbourne (Australia): IBISWorld Pty Ltd; 2013.
20. Wilson I, Munro G, Hedwards B, Cameron S. A historical analysis of alcohol advertising in print media 1989–2009. Carlton (Australia): Victorian Health Promotion Foundation; 2012.

Alcohol Advertising Review Board

c/o McCusker Centre for Action on Alcohol and Youth
Health Research Campus
Curtin University
GPO Box U1987
Perth WA 6845
complaints@alcoholadreview.com.au
www.alcoholadreview.com.au
Twitter: @AlcoholAdReview

MCAAY
McCusker Centre for Action
on Alcohol and Youth



**Cancer
Council**
Western Australia