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# Grog ad freebies attacked

## Bottleshop blitz

**Nicole Cox**  
Police Reporter

POLICE and health advocates have slammed two-for-one bottleshop promotions offering free cases of wine and cartons of beer.

They say the “two for the price of one” drinks deals should be banned, as they are in pubs and clubs.

The criticism comes after advertising campaigns including a promotion by Dan Murphy’s outlets where customers who buy a case of wine can get a carton of beer or case of cleanskin wines free.

Another liquor store advertisement flagged a two-for-one deal on a specific carton of beer.

Police Commissioner Karl O’Callaghan has ordered his Licensing Enforcement Division officers to assess the impacts of free-booze promotions and deals at bottleshops, saying

they contribute to excessive drinking and alcohol-related crime.

Under the Liquor Control Act, licensees have an obligation to sell and supply liquor in a responsible manner to minimise harm and ill-health.

Industry guidelines prepared by the Department of Racing Gaming and Liquor state that pubs and clubs must not use deals to encourage the irresponsible consumption of alcohol, including “extreme discounts such as two for price of one”. But similar rules do not apply to liquor stores.

It is understood that department inspectors have visited several liquor outlets to discuss store promotions of alcohol.

Mr O’Callaghan said he had long been concerned by the apparent disparity between alcohol promotion at bottleshops compared with pubs and

clubs.

“Research shows that where alcohol is cheap, people buy more and there are more associated social problems with it,” he said.

“I think there needs to be more debate in the community about how liquor stores handle sales. There is plenty of debate about pubs and clubs, but we seem to have forgotten about liquor stores.

“There are a number of really responsible liquor retailers who understand the impact of selling alcohol which specifically targets young people or large amounts very cheaply, but there are other much larger multi-nationals that don’t care so much.”

Mike Daube, director of the McCusker Centre for Action on Alcohol and Youth, said promotions for free alcohol should be banned.


“Pubs and clubs are

tightly regulated, but it will be very worrying if the liquor stores take advantage of this by selling irresponsibly,” Prof Daube said.

Australia Hotels Association WA chief executive Bradley Woods said it was time Director of Liquor Licensing Barry Sargeant put an end to the practice of some liquor stores giving away alcohol.

But Liquor Stores Association executive director Lindsay James said the same rules should not apply to bottleshops as pubs and clubs because takeaway alcohol was sold and marketed for different circumstances.

Mr O’Callaghan said a police submission would be handed to Mr Sargeant for consideration.

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