



Information about self-regulation of alcohol advertising in New Zealand

- The Advertising Standards Authority (ASA) is the self-regulatory body that regulates advertising standards in New Zealand.
- The ASA has the following members:
 - Association of New Zealand Advertisers (Inc)
 - Communication Agencies Association of New Zealand (Inc)
 - Interactive Advertising Bureau of New Zealand
 - Letterbox Media
 - Magazine Publishers' Association (Inc)
 - Newspaper Publishers' Association (Inc)
 - New Zealand Television Broadcasters Council
 - New Zealand Community Newspapers
 - New Zealand Cinema Advertising
 - New Zealand Marketing Association (Inc)
 - New Zealand Post Limited
 - Outdoor Media Association of New Zealand
 - Pay Television Group
 - Radio Broadcasters Association (Inc)
- The role of the ASA is to regulate advertising of products and services as permitted by law.
- The ASA has developed Advertising Codes of Practice, which include the Code of Ethics and 13 specialised codes. One of those specialised codes is the Code for Advertising Liquor. See our website, www.asa.co.nz.
- There have been periodic reviews of the Code for Advertising Liquor since 1994. A Review Panel has been established in 2010 to receive submissions on the current code and recommend any amendments.
- The ASA receives funding from the advertising industry via subscriptions and levies. It funds and resources an independent Advertising Standards Complaints Board (ASCB) that hears complaints from members of the public at no cost to them. There is a right of appeal to the Advertising Standards Complaints Appeal Board (ASCAB) which is also funded by the ASA.

- Both Complaints Boards have a public member majority.
- If a complaint is upheld by the ASCB the advertiser, advertising agency and media are requested to withdraw the advertisement immediately. These requests are invariably complied with.

Current Legal Framework

- A Bill to replace the Sale of Liquor Act 1989, the Alcohol Reform Bill, has been introduced to Parliament and is currently being considered by the Justice and Electoral Select Committee in the New Zealand Parliament. The Bill contains some restrictions around advertising and promotion of alcohol. (www.parliament.nz)
- The self-regulatory advertising codes often operate alongside legislation. While the Bill proposes some restrictions, there are other areas of alcohol advertising it does not refer to – many of which are covered by the ASA Code for Advertising Liquor.
- The Review Panel is mindful of the current consideration of the legal framework, and its processes will take into account any developments which occur during its consideration.
- The ASA Codes of Practice give guidance to the advertising industry and to the public about what is or is not acceptable in advertising products and services.
- The Review Panel reviewing the Code for Advertising Liquor would appreciate receiving submissions about the content of the code; whether or not it meets community expectations; and suggestions on how it may be amended.
- The Review Panel is not considering wider issues which are under Parliamentary scrutiny.
- A consultation booklet is available from the ASA via its website, www.asa.co.nz or call 0800 234 357 to request a copy. The closing date for submissions is 25 February 2011.