

Appendix C

Summary of submissions to reviews and inquiries into alcohol advertising and other media codes of practice

In 2009, the Alcohol Policy Coalition (APC) recommended to the Review of the Commercial Television Industry Code of Practice (CTICP) that the broadcast of direct advertisements for alcoholic drinks be restricted to AV classification periods; and that the exception permitting the broadcast of direct advertisements for alcoholic drinks as an accompaniment to the live broadcast of a sporting event on weekends and public holidays be removed.

In 2010 the APC recommended to the Australian Association of National Advertisers 'Review of Code of Ethics' that the Code be updated:

1. to strengthen the objectives and provisions of the Code in order to achieve meaningful content restrictions that recognise advertisers' obligations to the consumer and society, and to ensure that children are not exposed to alcohol advertisements;
2. to ensure consistency in the recognition of the Code, so that it is incorporated in all relevant industry sector-specific codes; and
3. to move away from a wholly complaints-based method of compliance and enforcement, and to put in place a system that requires pre-vetting of alcohol advertisements by an independent body.

In a submission to the Advertising Standard Bureau relating to community perceptions of the Independent Reviewer process in 2010, agencies including the APC and NAAA member organisations submitted that ASB's the Independent Reviewer process fails to offer a truly independent and impartial process for the review of a primary decision, and that an advertising complaints appeals body independent of the ASB should be established with powers to appropriately penalise advertisers who breach ASB codes.

In 2011 the APC participated in the House of Representatives Standing Committee on Social Policy and Legal Affairs' *Inquiry into the regulation of billboard and outdoor advertising*, recommending:

1. Alcohol advertising, including outdoor advertising, should be regulated by an independent statutory body, rather than self-regulated through voluntary industry codes. This body should restrict the volume of advertising in addition to policing content, and should have the power to impose and enforce meaningful sanctions for non-compliance with advertising regulations or codes of practice.
2. Introducing limits on the amount of outdoor alcohol advertising in places where children and young people are routinely present.

For the 2012 review of the ASTRA Codes of Practice (in relation to subscription television and radio), the APC recommended the Code should:

1. Address advertising explicitly, rather than relying on reference to the Alcohol Beverages Advertising Code (ABAC), due to the flawed nature of the ABAC;
2. Introduce limitations on the time and placement of alcohol advertising on subscription television to protect children and young people from exposure.