

Report on the extent,  
nature, and consequences  
of children and young  
people's exposure to  
alcohol advertising and  
sponsorship.

A report to the Department of  
Health

Prepared by  
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## Executive Summary

This report examines the available evidence on the nature and extent of alcohol advertising and sponsorship in Australia, and the impact of exposure to alcohol advertising and sponsorship on children and young people's drinking attitudes and behaviour. There are over 40 peer reviewed empirical studies (longitudinal and cross-sectional) in this area involving approximately 100,000 children, from Australia, New Zealand, Europe, the United States, and the United Kingdom. The studies are consistent in showing that exposure of children and young people to alcohol advertising and sponsorship is associated with earlier age of initiation of alcohol use in previously non-drinkers, and more hazardous drinking in children and young people who are already drinking.

The evidence base suggests that more frequent exposure to alcohol advertising and sponsorship is associated with more problematic alcohol attitudes and drinking behaviours. That is, there is dose-response. Australian studies examining the amount of children's exposure to alcohol advertising and sponsorship when watching TV suggest that children are frequently exposed to alcohol advertising and sponsorship throughout their day. Children and young people watching free to air televised live sport are likely to be the most exposed to alcohol advertising and sponsorship. This is because the current advertising regulations for live sport allow alcohol advertising and sponsorship messages at any time of the day, regardless of the number of children watching.

There is also evidence suggesting that the content of alcohol advertising and sponsorship messages has an effect on children and young people's engagement and liking of alcohol. There is, however, limited evidence on the impact of online alcohol marketing on young people's alcohol-related attitudes and drinking behaviour.

International research involving multiple countries shows that jurisdictions that have implemented stricter alcohol advertising and sponsorship regulations have lower rates of hazardous drinking. There are several recent studies in Australia showing widespread public support for stricter regulations or bans on alcohol advertising and sponsorship, particularly in sport. Furthermore, government initiated review panels in several countries (e.g. New Zealand, South Africa, and Ireland) have recommended stricter regulation or banning of alcohol advertising and sponsorship, particularly in sport. Data on the potential economic impact of bans is not available as the alcohol, advertising, and sport industries have refused to release such data for independent scrutiny. Below we summarise key points of note from the report.

## Alcohol use and harms among young people

- The prevalence of underage drinking in Australia (18.5%) remains high compared to cannabis (6.7%) and tobacco use (2.4%), and rates of risky drinking among adolescents and young adults are very high, particularly among males.
- Alcohol use at a young age has both short-term consequences for health (e.g., serious injury, accidental death) and long-term consequences (e.g. brain damage and developmental).
- Population level regulations that limit the availability, affordability, and advertising of alcohol appear to reduce harmful use of alcohol among young people.

## Effects of alcohol advertising on young people

- The evidence from 30 years of research involving tens of thousands of young people shows that greater exposure to alcohol advertising and sponsorship leads to earlier alcohol initiation, and more harmful drinking.
- Sport is the leading single entertainment genre for advertising alcohol to children and young people, and research suggests advertising and sponsorship in sport is effective in influencing children and young people's attitudes toward alcohol, and drinking.
- Countries with stricter alcohol advertising regulations report lower rates of hazardous alcohol use.

## Young people's exposure to alcohol advertising

- Children and young people's exposure to alcohol advertising is very high in traditional media (e.g., television, sport sponsorship), and exposure through online and digital media is rapidly increasing.
- Children and young people in Australia are regularly exposed to large volumes of alcohol advertising and sponsorship messages via multiple media sources and platforms.
- Self-regulatory codes in Australia are not effective in achieving their stated intent of protecting children (0-17 years) from exposure to alcohol advertising and sponsorship during their peak TV viewing times, or from exposures via other media use (online).

## Effectiveness of the current regulatory system

- The available evidence shows that self-regulation of alcohol advertising in Australia is not protecting children and young people. This is largely due to the timings at which alcohol advertising is allowed on TV, and the allowance of alcohol advertising and sponsorship at any time of the day when within a live sport program.
- Alcohol sponsorship of sport in Australia is in effect unregulated. This is problematic given its ubiquitous nature and the influence of adolescent exposure to alcohol sponsorship.
- There are gaps in the regulation of digital and online advertising, raising fresh concerns about the increasingly targeted exposure of young people via these platforms.

## Opportunities and recommended actions:

- Stronger restrictions on alcohol advertising and sponsorship are required to protect children and young people from the harmful effects of such marketing. The majority of Australians (approximately 70%) and particularly parents (80%) support stronger restrictions on alcohol advertising and sponsorship. Policy makers would receive significant public support if stronger restrictions were implemented.
- The evidence base suggests that there are several effective means and opportunities for protecting children and young people from exposure to alcohol advertising, four of which stand out as areas for action.
  1. Stronger restrictions/bans on alcohol advertising and sponsorship on television at times when children are known to be watching, and particularly in live sport where alcohol advertising and sponsorship is allowed at any time of the day;
  2. Remove alcohol sponsorship from sport;
  3. Strengthen regulation of the content of alcohol advertising; and,
  4. Develop responsive regulation to online and digital alcohol advertising.
- Implementation of this four-point plan will position Australia as one of the world-leaders in evidence-based public health approaches to protecting children and young people from the harmful effects of alcohol advertising.

# Chapter 1: Alcohol and Young People in Australia

## Summary

- The prevalence of underage drinking in Australia (18.5%) remains high compared to cannabis (6.7%) and tobacco use (2.4%), and rates of risky drinking among adolescents and young adults are very high, particularly among males.
- Alcohol use at a young age has both short-term consequences for health (serious injury, accidental death) and long-term consequences (brain damage, developmental problems).
- Uptake of drinking and harmful use of alcohol among young people is addressable through population-level policy interventions that reduce exposure to alcohol advertising, and limit the availability and affordability of alcohol.

## 1.1 INTRODUCTION

This report has been prepared for the Commonwealth Department of Health. It examines the extent, nature, and consequences of children and young people's exposure to alcohol advertising and sponsorship. The report takes an Australian perspective, but also draws on all relevant international evidence and experience. A number of priorities for preventive policy action are recommended, most of which have been identified previously by expert panels in Australia and overseas.

Along with policies which reduce the affordability and availability of alcohol, stronger regulation of alcohol advertising and sponsorship has been consistently identified in the scientific literature and by expert independent panels as being one of the most cost effective means for reducing harmful use of alcohol among children and young people (Babor *et al.*, 2010; Ministerial Forum on Alcohol Advertising and Sponsorship, 2014). Considerable scientific evidence shows that greater exposure to alcohol advertising and sponsorship is associated with earlier age of initiation to drinking, and also greater consumption in those who are already drinking. The majority of the research in this area has been conducted with children, adolescents, and young adults (ages 10-29 years). Despite a system of industry self-regulatory codes that claim to restrict inappropriate content in alcohol advertisements and protect children from exposure to alcohol advertising, the evidence indicates this system is failing. Recent research conducted in Australia shows that children and young people are regularly exposed to high volumes of alcohol advertising and sponsorship messages when watching TV, and especially when watching sport on TV during the daytime and night-time (O'Brien *et al.*, 2015).

There is a high level of community concern about children's exposure to alcohol advertising in Australia, and strong support for stricter regulation, with approximately 70% of the general public and 80%+ of parents supportive of much stronger regulation, such as bans on alcohol advertising and sponsorship in sport (FARE, 2017). However, past calls to strengthen regulatory protections for children and adolescents from alcohol advertising and sponsorship made by various expert panels have not resulted in stronger regulations that protect children and young people.

Instead, the most recent changes to the Commercial Television Industry Code of Practice (CTICP) (Free TV Australia, 2015) have further weakened the regulation of alcohol marketing. The reasons for the most recent weakening of the CTICP are unclear, though it appears changes to this code align with the interests of the alcohol, advertising, and TV industries. This policy direction is not inconsistent with international experiences, where these vested interests have endeavoured to weaken government regulation and/or extend self-regulation (Savell *et al.*, 2015). The limited protections offered to children and young people in Australia from exposure to alcohol advertising contrast with the long-standing bans on tobacco advertising, and the recent restrictions on gambling advertising that reflects a precautionary approach taken by government (e.g. in 2013 the advertising of live odds during TV sport was banned; in 2018 all gambling advertising was banned from live TV sport before 8:30pm).

**Table 1.1** Recent reviews of the scientific evidence on alcohol advertising and public health

Focus	Approach	Author (publication date)
Alcohol sports sponsorship and alcohol consumption	Systematic review	Brown (2016)
Effects of alcohol digital marketing on young people	Systematic review	Buchanan <i>et al.</i> (2018)
Internet based alcohol content on young people's alcohol use	Systematic review	Gupta <i>et al.</i> (2016)
Alcohol marketing and youth alcohol consumption	Systematic review	Jernigan <i>et al.</i> (2017)
Alcohol branded merchandise ownership and drinking	Systematic review	Jones (2016)
Commercial use of digital media to market alcohol	Narrative review	Lobstein <i>et al.</i> (2017)
Content and exposure studies research on industry self regulation	Systematic review	Noel <i>et al.</i> (2017a)
Compliance of industry self-regulation of alcohol marketing	Literature review	Noel <i>et al.</i> (2017b)
Alcohol advertising and public health	Review of systematic reviews	Petticrew <i>et al.</i> (2017)
Alcohol promotions and young people's alcohol consumption	Literature review	Rossen <i>et al.</i> , (2018)
Alcohol industry strategies to influence alcohol marketing regulations/policies	Systematic review	Savell <i>et al.</i> (2015)
Industry driven alcohol marketing and adolescent drinking behaviour	Systematic review	Scott <i>et al.</i> (2017)
Alcohol marketing communications and media portrayals	Systematic review and meta analysis	Stautz <i>et al.</i> (2016)
Restricting alcohol advertising and alcohol consumption in adults and adolescents	Cochrane systematic review	Siegfried <i>et al.</i> (2016)
Relationship between social media and alcohol use	Narrative review	Westgate and Holliday (2016)



Against this backdrop, this report provides a comprehensive and up-to-date review on the nature and extent of alcohol advertising and associated exposure in the Australian context, and draws upon the latest evidence on the effects of such marketing on young people's attitudes and behaviours towards alcohol. Key inclusions in this report are the findings from several recent systematic reviews, new evidence on the effects of alcohol sponsorship of sport, analysis of content themes in alcohol advertising, emerging evidence on the effects of online alcohol promotions, particularly in social media, research on the effectiveness of industry self-regulation of alcohol marketing, and evidence on the tactics of the alcohol industry to influence the regulation of advertising (see Table 1.1).

## Structure of this report

Chapter 1 provides contextual and background information to this review, focusing on the harms of alcohol use for young people. Chapter 2 describes the effects of alcohol advertising and sponsorship on alcohol use and harm among young people. Chapter 3 describes current alcohol advertising practices in Australia. Chapter 4 reviews current regulations of alcohol advertising in Australia. Chapter 5 outlines some potential opportunities to reduce advertising exposure and impacts on children and young people.

This report presents a summary of the key information and findings contained in a larger, more detailed report prepared for the Department of Health. Further details are available from the authors upon request.

## 1.2 ALCOHOL AND YOUNG PEOPLE: A PUBLIC HEALTH PRIORITY

There are clear grounds for global and national level concern about the harmful effects of alcohol on young people (10-24 years). The most recent (2013) global burden of disease study estimates that alcohol is responsible for 7.4% of the total health burden among males aged 15-19 years, and 2.2% among females in this age group (Forouzanfar et al., 2015). Among young people in Australasia (Australia and New Zealand), the estimated health burden from alcohol is even higher, accounting for 10.2% and 3.8% of the total burden among males and females in this age group, respectively. Compared to the health burden from tobacco use and obesity, a large proportion of the harmful effects of alcohol use on individuals are attributable to behaviour by others (e.g. drink driving, violence).

Initiation to alcohol use and harmful drinking patterns during adolescence not only cause immediate harm, but also impair and damage key developmental and transition stages that peak in adolescence and have consequences for later life (Hall et al., 2016). Accordingly, the World Health Organisation has highlighted harmful use of alcohol use among young people as a public health priority. A recent series in the *Lancet* concluded that increased marketing by alcohol companies and weak regulatory responses by governments is one of the most significant contributors to excessive alcohol use and associated harms among the young (Degenhardt et al., 2016). While there is substantial evidence showing the harmful impact of alcohol advertising and sponsorship on young people, very few countries (all northern hemisphere) have strong policies in place to restrict alcohol marketing (WHO, 2014).

Through the national drug strategy, Australian governments have formally recognised the need for coordinated policy action to prevent drinking by children and adolescents and

reduce the risks of harm among young people. The National Drug Strategy 2017-2026 (Commonwealth of Australia, 2017a) represents the seventh iteration of this coordinated approach by Federal, State and Territory governments, and continues the long standing commitment to harm minimisation; an overarching policy framework which recognises the need for a balanced and multifaceted response to prevent and reduce harm from alcohol and drug use across the Australian population. At the time of preparing this report, a sub-strategy of the National Drug Strategy focusing specifically on alcohol was released for public comment. The Consultation Draft National Alcohol Strategy 2018-2026 (Commonwealth of Australia, 2017b) states that its overall aim is to 'provide a national framework to prevent and minimise alcohol-related harms among individuals, families and communities' (p. 1), and one of its draft objectives is to 'minimise promotion of risky drinking behaviours and other inappropriate marketing' (p. 18). However, as outlined in this report, a significant strengthening of government policy action is required in order to fulfil such objectives.

### 1.3 GUIDELINES FOR REDUCING THE RISKS FROM ALCOHOL IN YOUNG PEOPLE

In addition to a wide range of social harms, alcohol is causally linked to more than 200 different diseases, conditions, and injuries (Rehm, 2009). Especially pertinent for young people are the short-term harms from drinking, which include injuries involving alcohol such as road accidents, falls, and drownings, as well as suicides and violence. A large body of evidence from international scientific research shows that young people, particularly those aged under 15 years, are more likely to undertake risky or antisocial behaviours after consuming alcohol, are more vulnerable to harm when drinking because they have relatively little experience of being alcohol affected, and that alcohol use from a young age can adversely affect brain development, and may also lead to alcohol-related problems in later life (Brown and Tapert, 2004; De Bellis et al, 2005; Grant and Dawson, 1997; Hingson et al., 2006). This underlines the importance of implementing policies and programs that are aimed specifically at preventing the uptake of use and reducing harmful patterns of drinking by young people. Accordingly, the National Health and Medical Research Council's (NHMRC) Australian Guidelines to Reduce Health Risks from Drinking Alcohol recommends the following:

**Box 1.1** National alcohol guidelines for children and young people.

For children and young people under 18 years of age, not drinking alcohol is the safest option.

- A. Parents and carers should be advised that children under 15 years of age are at the greatest risk of harm from drinking and that for this age group, not drinking alcohol is especially important.
- B. For young people aged 15–17 years, the safest option is to delay the initiation of drinking for as long as possible.

Source: NHMRC (2009)

## 1.4 KEY CHALLENGES TO REDUCE HARMFUL USE OF ALCOHOL IN AUSTRALIA

In some domains, Australia has taken strong policy action to prevent alcohol related harm. For example, the introduction of State and Territory laws to reduce drink driving are regarded internationally as a public health success story (Stevenson and Thompson, 2014). The levying of relatively low taxes on reduced strength beer compared to full strength beer, and the introduction of mandatory standard drink labelling on all alcohol products, are also regarded as advances in Australia's public health response to alcohol (Stockwell, 2004). However, there has been no comprehensive government policy action on alcohol in the past decade; notable when compared to the Australian government's strong policy action and success in reducing harm from tobacco use (Daube and Stafford, 2016).

There have been several independent national-level inquiries and reviews of alcohol policy in Australia and similar countries over the past decade (House of Representatives, 2015; Ministerial Forum on Alcohol Advertising and Sponsorship, 2014; New Zealand Law Commission, 2010; Preventative Health Taskforce, 2009; Productivity Commission, 2017; The Senate, 2016). On the basis of these reports and their recommendations combined, as well as the international literature on alcohol policy (Degenhardt et al., 2016; Babor et al., 2010; Casswell et al., 2009; Stone et al., 2012), it is apparent that three of the most significant challenges facing Australia in reducing overall consumption of alcohol and the extent of harm at a population level include: the availability of alcohol; the affordability of alcohol; and, the advertising of alcohol. The latter being the main focus of this report.

## 1.5 DRINKING PREVALENCE IN AUSTRALIA

Alcohol is the most widely used drug among Australian adolescents. Less than 2% of 12-17 year olds report tobacco use and less than 6% report cannabis use, whereas 18.5% report previous alcohol use (AIHW, 2017a). Children and young people's attraction to alcohol is not surprising given the extent of alcohol advertising on Australian TV (O'Brien et al., 2015; Carr et al., 2016). There is widespread social acceptance of drinking from young adulthood onwards, and studies show parents feel considerable social pressure to supply their teenage children with alcohol despite knowing the harms (Jones et al., 2015a).

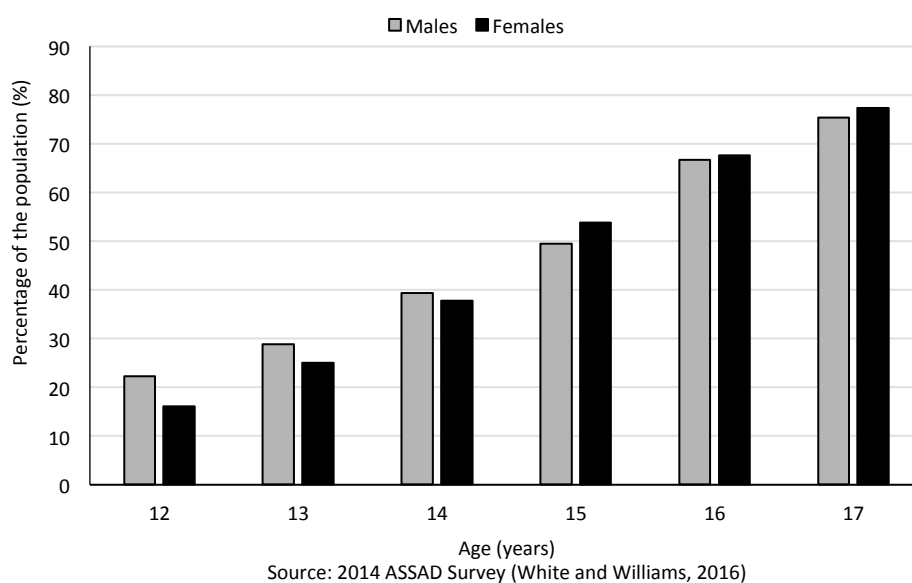
### 1.5.1 Age of initiation and prevalence of underage drinking in Australia

A survey of alcohol and drug use among 23,000 Australian secondary school students aged 12-17 found a high prevalence of underage drinking (White and Williams, 2016). There was little difference in drinking prevalence between the sexes, with females being only somewhat more likely than males to report past-year alcohol use (see Figure 1.1). The survey findings also suggest that early initiation to alcohol use is the norm rather than the exception for young people in Australia, with the minority (32%) of 12-17-year-old students reporting never having consumed alcohol. The national household survey of alcohol and drug use in Australia conducted in 2016 (with 23,000 respondents) found that the average age of first drink is 16.1 years.

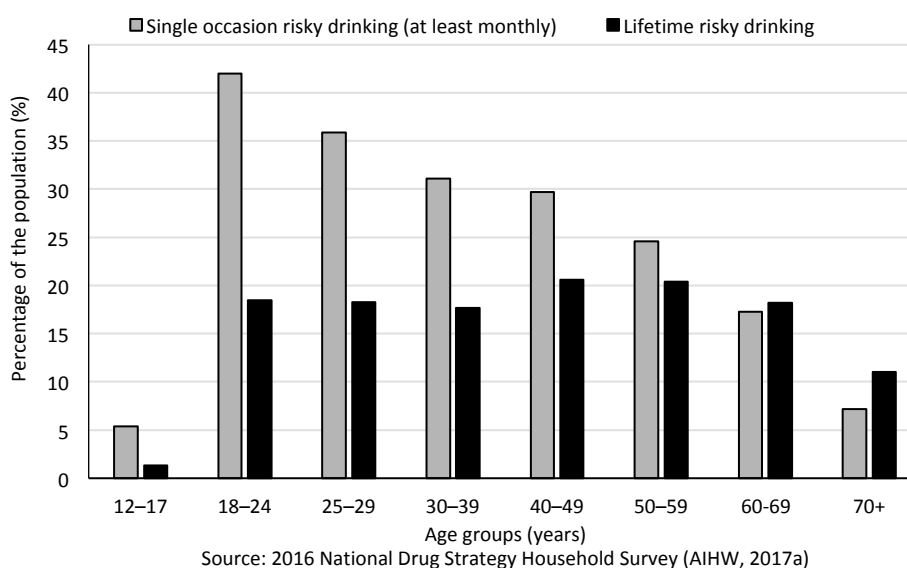
### 1.5.1 Patterns of drinking

Heavy episodic drinking is of particular concern because it is strongly associated with rates of intentional and unintentional injuries attributable alcohol, with the key mechanism of harm being alcohol’s intoxicating effect (Rehm et al., 2003). The 2016 national drug strategy household survey found that more than a quarter (26.6%) of Australians aged 18+ years exceed the NHMRC’s (2009) guideline for low risk drinking on a single occasion (i.e. consume more than 4 standard drinks on one occasion, at least monthly) (AIHW, 2017a).

**Figure 1.1** Alcohol use in the past year by age and sex, Australian secondary school students, 2014



**Figure 1.2** Alcohol consumption by risk level and age group (% of the population), Australia, 2016.



Notes: Single occasion risky drinking (at least monthly) is defined as consuming more than 4 standard drinks on one occasion, at least monthly. Lifetime risky drinking is defined as consuming more than 2 standard drinks per day, on average. Based on the NHMRC (2009) guidelines.

In general, young people drink less frequently than older adults, but they tend to drink larger volumes per occasion (i.e. binge drink) (see Figure 1.2). The prevalence of lifetime risky drinking among young people aged 18-24 years is also high, equalling that of older age groups. Early intervention and prevention of both sustained heavy drinking and single occasion risky drinking among young people is important as they tend to be behaviours that become established during adolescence (Degenhardt et al., 2016).

Among underage drinkers, the prevalence of single occasion risky drinking roughly doubles from each single year of age to the next (see Table 1.2). The prevalence of single occasion risky drinking is considerably higher among males than females, with one-in-five (20.5%) males aged 17 years reporting past-week single occasion risky drinking compared to one-in-seven females (13.5%).

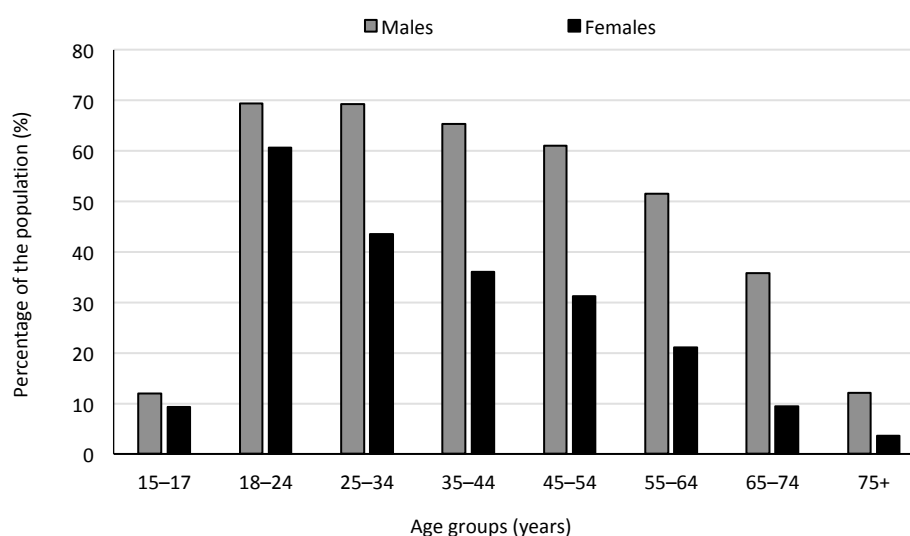
**Table 1.2** Prevalence of past-week single occasion risky drinking by age and sex, Australian secondary school students, 2014.

	12 years	13 years	14 years	15 years	16 years	17 years
Males	0.5	1.0	2.2	4.7	11.6	20.5
Females	0.1	0.8	1.3	3.1	6.7	13.5
Total	0.3	0.9	1.8	3.9	9.2	17

Source: 2014 ASSAD Survey (White and Williams, 2016). Notes: Past-week single occasion risky drinking is defined as consuming more than 4 standard drinks on at least one occasion in the week prior to the survey.

The results of the 2014-15 national health survey show that both males and females have especially high rates of hazardous drinking in early adulthood (18-24 years), but in older age groups males are twice as likely to drink hazardously (see Figure 1.3).

**Figure 1.3** Prevalence of past-year single occasion risky drinking by age and sex, (% of the population), Australia, 2014-15.

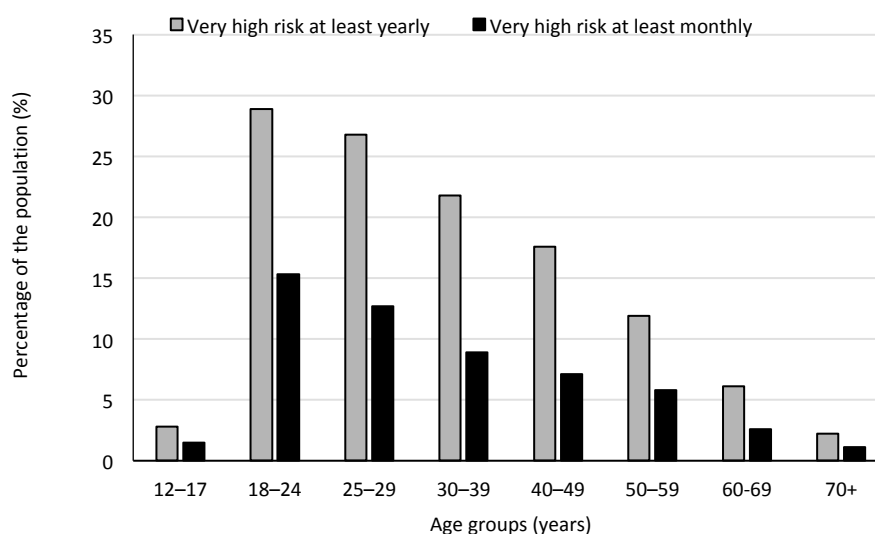


Source: 2014-15 National Health Survey (ABS, 2015). Notes: Past-year single occasion risky drinking is defined as consuming more than 4 standard drinks on at least one occasion in the past 12 months.

## 1.5.2 Prevalence of very risky drinking

The 2016 national drug strategy household survey found that very high risk drinking (i.e. consuming more than 10 standard drinks on a single occasion) is more prevalent among young adults (aged 18-24 years) than any other age groups (see Figure 1.4). More than one-in-four (28.9%) 18-24 year olds reported consuming more than 10 standard drinks on a single occasion at least once a year.

**Figure 1.4** Alcohol consumption at very high levels by frequency and age group (% of the population), Australia, 2016.



Source: 2016 National Drug Strategy Household Survey (AIHW, 2017a). Notes: Very risky drinking is defined as consuming more than 10 standard drinks on a single occasion.

**Table 1.3** Alcohol consumption by risk level, age, sex and frequency, (% of the population), Australia, 2016.

Single occasion risky drinking (at least monthly, % of males and females)			Very high risk drinking (% of persons)		
	Males	Females		At least yearly	At least monthly
12-15	0.8	0.5			
16-17	16.0	12.8	16-17	6.8	4.6
18-19	41.1	32.6	18-19	22.5	12.7
20-24	47.9	38.9	20-24	31.2	16.1

Source: 2016 National Drug Strategy Household Survey (AIHW, 2017a). Notes: Single occasion risky drinking defined as consuming more than 4 standard drinks on one occasion. Very high risk drinking is defined as consuming more than 10 standard drinks on a single occasion.

### 1.5.3 Patterns of male and female drinking throughout adolescence

The prevalence of risky drinking and very high risk drinking increases markedly from a young age in Australia. While the prevalence of any risky drinking is relatively low among 12-15 year olds, the prevalence of all types of risky drinking behaviour increase rapidly from mid-teens into early adulthood (see Table 1.3).

## 1.6 HARMS FROM ALCOHOL FOR YOUNG PEOPLE

At the population level, alcohol use is responsible for a large and increasing share of the total disease burden (5.1%) in Australia, rising from 4th place in 2003 to 3rd place in 2011, following tobacco use (9.0%) and high body mass (5.5%) among the modifiable risk factors examined (AIHW, 2016). Each year, an estimated 5,500 deaths and >157,000 hospitalizations are attributable to alcohol (2010 Figures) (Gao et al., 2014). The total social cost of harm from alcohol in Australia is estimated to be AU\$36 billion annually (FARE, 2010). In 2015-16, alcohol was a drug of concern (principal or additional) in 46% of the 200,000 specialist treatment episodes provided by drug and alcohol services in Australia, and the most common principal drug of concern (AIHW, 2017b).

The harmful consequences of alcohol use are greater among young people than any other age group. For both males and females aged 0-24 years in Australia, alcohol is the leading risk factor contributing to total disease burden (AIHW, 2016) (see Table 1.4). Alcohol is particularly detrimental to the health of young males in Australia. Among those aged 15-24 years, alcohol use disorders (e.g. alcohol dependence) are the leading cause of non-fatal health burden. The health burden from alcohol use for both young males and females is four times greater than that attributable to drug use.

**Table 1.4** Leading risk factor contribution to total burden of disease (% of total burden) in males and females aged 0-24 years, Australia, 2011

Rank	Males	Females
1 <sup>st</sup>	<b>Alcohol (8.2%)</b>	<b>Alcohol (3.4%)</b>
2 <sup>nd</sup>	Drug use (2.0%)	Iron deficiency (1.0%)
3 <sup>rd</sup>	Blood glucose (0.2%)	Partner violence (0.7%)
4 <sup>th</sup>	Sex abuse (0.2%)	Drug use (0.7%)
5 <sup>th</sup>	Iron deficiency (0.1%)	Sex abuse (0.6%)
6 <sup>th</sup>	-	Blood glucose (0.3%)
7 <sup>th</sup>	-	Unsafe sex (0.1%)

Source: AIHW (2016)

Over 90% of all alcohol-attributable deaths among 15-24 year olds are caused by only five types of injury (see Table 1.5). Similarly, most of the common alcohol related conditions leading to hospitalisation of young people are due to a narrow range of causes including unintentional or intentional injuries, or conditions reflecting chronic drinking problems such

as alcohol abuse and dependence. Among young females, self-harming behaviour (i.e. suicide) after drinking accounts for around one fifth of alcohol-related deaths and hospitalisations.

**Table 1.5** Top five causes of alcohol-attributable death and hospitalisation (%), males and females aged 15-24 years, Australia.

	<b>Deaths</b>	<b>Hospitalisations</b>
Rank	Males	Males
1 <sup>st</sup>	Road injury (52%)	Assault (30%)
2 <sup>nd</sup>	Suicide (19%)	Falls (19%)
3 <sup>rd</sup>	Pedestrian RI (9%)	Road injury (17%)
4 <sup>th</sup>	Assault (7%)	Alcohol abuse (10%)
5 <sup>th</sup>	Drowning (4%)	Pedestrian RI (4%)
	Females	Females
1 <sup>st</sup>	Road injury (37%)	Assault (23%)
2 <sup>nd</sup>	Suicide (22%)	Alcohol abuse (19%)
3 <sup>rd</sup>	Assault (20%)	Suicide (18%)
4 <sup>th</sup>	Pedestrian RI (5%)	Falls (10%)
5 <sup>th</sup>	Drowning/Fire (3%)	Road injury (8%)

Source: Chikritzhs (2004) (Based on aggregate of all episodes from 1993-2002 and 1993/94–2001/02)

Many harms from alcohol experienced by young people are self-inflicted. One in twenty (5.3%) drinkers aged 18-24 years report being injured and requiring medical attention while under the influence of alcohol (AIHW, 2017a). Young people are also at high risk of alcohol related harm from others. Over a quarter (26.4%) of 18-24 year olds report being a victim of verbal abuse involving alcohol, and 17.1% report being put in fear (AIHW, 2017a). Young people aged 14-17 are more likely than any other age group to report bruising and abrasions sustained as a result of alcohol related physical abuse (AIHW, 2017a). There is also substantial research showing that alcohol use at a young age increases the likelihood of other risky behaviour such as poly-substance use, and unprotected sex, noting that both of these outcomes have some shared risk factors with alcohol use itself (Hall *et al.*, 2016).

### 1.6.1 Longer term consequences of exposure to alcohol at a young age

In addition to the short-term harms described above, some research shows that the earlier in life a young person starts drinking, the greater their risk of experiencing alcohol related problems in later life, such as alcohol dependence and alcohol abuse (Grant and Dawson, 1997; Hingson *et al.*, 2006). There is also increasing evidence of a link between exposure to alcohol at a young age and damage to brain development, with lifelong adverse effects on attention, memory, and functioning (Hermens *et al.*, 2013; Squeglia *et al.*, 2014).



## Chapter 2: Effects of alcohol advertising and sponsorship on alcohol use and harm in young people

### Summary

- More than thirty years of research involving tens of thousands of children and young people from multiple countries consistently shows that greater exposure to alcohol advertising and sponsorship leads to earlier alcohol initiation, and greater consumption in those already drinking.
- The use of sport to promote alcohol to young people is pervasive, and appears to shape drinking attitudes and behaviour.
- Studies on the effects of stricter alcohol advertising regulations and advertising bans suggest that such measures are associated with lower rates of hazardous drinking.

### 2.1 INTRODUCTION

This chapter reviews three decades of research evidence on effects of alcohol advertising and sponsorship on alcohol use and associated harms in young people. The majority of this work has been undertaken in the US, Australia, New Zealand, and Europe. In recent years an increasingly strong evidence base has developed in Australia, and that evidence mirrors the international findings.

**Table 2.1** Recent reviews of the scientific evidence on alcohol advertising and public health

<b>Focus</b>	<b>Author (publication date)</b>
Alcohol sports sponsorship and alcohol consumption	Brown (2016)
Internet based alcohol content on young people's alcohol use	Gupta <i>et al.</i> (2016)
Alcohol marketing and youth alcohol consumption	Jernigan <i>et al.</i> (2017)
Alcohol branded merchandise ownership and drinking	Jones (2016)
Commercial use of digital media to market alcohol	Lobstein <i>et al.</i> (2017)
Content and exposure studies research on industry self-regulation	Noel <i>et al.</i> (2017a)
Compliance of industry self-regulation of alcohol marketing	Noel <i>et al.</i> (2017b)
Alcohol advertising and public health	Petticrew <i>et al.</i> (2017)
Industry driven alcohol marketing and adolescent drinking behaviour	Scott <i>et al.</i> (2017)
Restricting alcohol advertising and alcohol consumption in adults and adolescents	Siegfried <i>et al.</i> (2016)
Alcohol marketing communications and media portrayals	Stautz <i>et al.</i> (2016)

The evidence from more than 30 longitudinal and cross-sectional studies involving close to 100,000 participants finds that greater exposure to alcohol advertising and sponsorship is associated with earlier initiation of alcohol use in children and young people, and riskier consumption in those already drinking. Recent independent systematic reviews of the field (see Table 2.1) have all produced similar conclusions – that exposure to alcohol marketing has a positive effect on drinking. Furthermore, research examining the effect of stricter alcohol advertising regulations in different countries suggests that those countries with stronger controls on alcohol marketing have a lower prevalence of hazardous drinking (Bosque-Prous et al., 2014).

## 2.2 EVIDENCE FROM LONGITUDINAL STUDIES

The highest quality evidence on the cause-and-effect relationship between alcohol advertising and alcohol use behaviours in young people comes from longitudinal studies. There have been numerous longitudinal studies examining how alcohol advertising exposure effects on young people (see Appendix A). Combined, the longitudinal research provides evidence on the effect of alcohol advertising and sponsorship on the drinking attitudes and behaviours of more than 70,000 young people across nine countries (See Table 2.2).

It is noteworthy that the positive relationship between alcohol advertising and sponsorship exposure and drinking in young people is consistent across a heterogeneous group of countries and drinking cultures, and for the many different forms of alcohol marketing exposures (e.g. TV advertising exposure, sport sponsorship, alcohol branded merchandise). The two key alcohol use behaviours examined in these studies are age of alcohol initiation and hazardous/risky drinking by young people. The longitudinal evidence shows that exposure to alcohol advertising has significant effects on the initiation of alcohol use by young people who were non-drinkers at baseline (start of the study), as well as significant effects on increasing alcohol use and heavy drinking among young people who were already drinkers at baseline (see Anderson et al., 2009; Smith & Foxcroft, 2009).

It is important to note that the results of longitudinal studies suggests a ‘dose-response’ effect, whereby a standardised increase in exposure to alcohol advertising and sponsorship is associated with an increase in the likelihood of being a heavy drinker. A recent systematic review encompassing studies from the past decade involving a greater range of countries and drinking cultures, found that the strongest evidence exists for the effect of alcohol advertising exposure on binge drinking behaviour (Jernigan et al., 2017). That is, the effect of alcohol advertising and sponsorship exposure is greatest for binge drinking behaviour among young people.

Unlike earlier reviews of the literature, Jernigan et al (2017) also included studies that examined newer media channels (e.g. internet, social media platforms). Consistent with the findings of research examining other media channels (e.g. TV, newspapers, radio), exposure to alcohol advertising via various online and digital platforms is also positively associated with pro-drinking attitudes and increased drinking.

Unfortunately, there have been no longitudinal studies of the effects of alcohol advertising exposure on young people in Australia. Addressing this gap in the Australian research is important given the evidence of high levels of alcohol advertising exposure among young people in Australia from a very young age, and the progressively high rates of risky drinking

**Table 2.2** Findings of systematic reviews of longitudinal studies\* examining alcohol advertising exposure effects on young people.

Author (Date)	Publication dates	Countries included	Total partic.	Sample restrictions	Measures of alcohol marketing exposure	Measures of alcohol use	Main findings
Jernigan <i>et al.</i> (2017)	2008-2016	Germany (4); Italy (3); Netherlands (2); Poland (3); Scotland (3); Taiwan (1); USA (5). Total: 12	35,219	Minimum of 500 underage persons per study.	<ul style="list-style-type: none"> <li>Population level exposure to advertising;</li> <li>Prompted and unprompted recall of exposure to advertising (TV, internet);</li> <li>Favourite TV channel;</li> <li>Favourite brand and brand recognition; and,</li> <li>Marketing receptivity.</li> </ul>	<ul style="list-style-type: none"> <li>Initiation of alcohol use;</li> <li>Initiation of binge drinking;</li> <li>Drinking in previous 30 days, 6 months;</li> <li>Hazardous drinking in previous 30 days; and,</li> <li>Alcohol problems at follow-up.</li> </ul>	<ul style="list-style-type: none"> <li>All studies found significant positive association between young people's level of exposure to advertising and initiation of alcohol use, recent use, initiation of binge drinking, and participation in binge drinking.</li> <li>Strongest evidence of an association was for initiation of/participation in binge drinking.</li> <li>Significant mediating factors of the association include: marketing exposure in general; positive expectancies about alcohol use; use of social media related to alcohol marketing; and, alcohol brand recognition.</li> </ul>
Smith and Foxcroft (2009)	1994-2006	Belgium (1); New Zealand (3); USA (5).  Total: 9	13,255	Minimum 75% of sample constituted by young people.	<ul style="list-style-type: none"> <li>Composite measure of exposure to advertising in several forms of media;</li> <li>Past month exposure to TV, radio, outdoor and print advertising;</li> <li>TV show exposure index;</li> <li>Hours of TV/music video viewing;</li> <li>Exposure to alcohol use in movies; and,</li> <li>Recall of exposure to advertising.</li> </ul>	<ul style="list-style-type: none"> <li>Lifetime use;</li> <li>Alcohol use in past month/year;</li> <li>Frequency of use;</li> <li>Average/maximum consumed per occasion;</li> <li>Alcohol use when going out; and,</li> <li>Alcohol use without parental knowledge.</li> </ul>	<ul style="list-style-type: none"> <li>Despite the heterogeneity of samples and measures across the studies, the consistent finding is a significant positive association between young people's exposure to alcohol advertising and subsequent alcohol use behaviours.</li> <li>Strongest evidence of an association was for uptake of alcohol use by baseline non-drinkers.</li> <li>Some evidence of a dose-response between amount of alcohol advertising exposure and level of alcohol use.</li> </ul>
Anderson <i>et al.</i> (2009)	1994-2008	Belgium (1); Germany (1); New Zealand (1); USA (10).  Total: 13	>38,000	Persons aged below the minimum legal purchase age.	<ul style="list-style-type: none"> <li>Population level exposure to advertising;</li> <li>Media exposure in general (TV, music videos)</li> <li>Exposure to alcohol use in movies;</li> <li>Exposure to variety of alcohol advertising (electronic, print, sports events, in store);</li> <li>Ownership of alcohol branded merchandise;</li> <li>Brand recognition;</li> <li>TV alcohol commercials alone;</li> <li>Recall, liking, receptivity to advertisements.</li> </ul>	<ul style="list-style-type: none"> <li>Initiation of alcohol use;</li> <li>Frequency of use;</li> <li>Average/maximum consumed per occasion;</li> <li>Volume of alcohol use at various locations;</li> <li>Alcohol use when going out;</li> <li>Alcohol use without parental knowledge;</li> <li>Experience of alcohol-related aggression;</li> <li>Experience of alcohol problems.</li> </ul>	<ul style="list-style-type: none"> <li>Twelve of the thirteen studies found evidence that exposure to alcohol advertising increases the likelihood that adolescents will start to use alcohol, and to drink more if they are already using alcohol.</li> <li>There is evidence of a dose-response relationship for heavy drinking in young people from their exposure to alcohol advertising.</li> <li>The studies controlled for key confounding variables, including family and peer drinking, and relevant demographic variables.</li> <li>One study found no effect, which examined outdoor advertising within 453 metres of schools.</li> </ul>

\* A list of the individual studies is provided in Appendix A of this report.

and alcohol related harm observed among adolescents and young adults in Australia.

## 2.3 EXPERIMENTAL RESEARCH

A recent systematic review and meta-analysis of experimental studies on the effects of marketing on alcohol consumption (Stautz et al. 2016) found that viewing alcohol advertisements can significantly increase post-exposure alcohol consumption (an increase of between 0.39 - 2.67 alcohol units for males, and 0.25 - 1.69 units for females). However, experimental research on this topic is generally quite sparse (Siegfried et al., 2014), perhaps because it can be seen as unethical to expose children and young people to materials that increase the risk of hazardous drinking. The real world validity of such approaches has also been queried (Petticrew et al., 2016). Because of the paucity of experimental research and issues with external validity, the experimental evidence base on the effects of alcohol advertising on drinking should be viewed with considerable caution. It lacks the quality and breadth of evidence currently provided by the longitudinal research.

## 2.4 ECONOMETRIC RESEARCH

A large number of studies analyse the relationship between total alcohol advertising expenditure and alcohol consumption at the population level, and are generally referred to as econometric studies. A meta-analysis of the effects of advertising on total population alcohol consumption by Gallet (2007) from 132 econometric studies found small effects overall. However, this meta-analysis is criticised by Booth et al (2008) for relying on inappropriate data methodologies and making assumptions that disregard consumer decision making processes and the mechanisms through which advertising influences different groups of consumers. Others have also highlighted significant problems in the methods and assumptions underpinning the econometric research, and have warned of the potential for drawing misleading inferences from the analysis (Gordon et al, 2010). Anderson et al (2009: 231) highlights five common problems in the econometric research:

- Data on advertising expenditure varies in accuracy and inclusiveness;
- The analyses are sensitive to modelling assumptions and the values ascribed to control variables included in the models such as alcohol prices, alcohol policies, income, etc.
- The duration of advertising effects is not well accounted for (e.g. a powerful campaign may continue to have an effect for years after it was first deployed).
- Variations in the amount of advertising over time are usually minor, and hence the models will potentially detect only very small changes in alcohol use.
- Most importantly, using total advertising expenditure as a proxy measure for advertising exposure will not accurately reflect exposure among young people.

Several of these methodological shortcomings are present in econometric studies that report alcohol advertising has no significant effect on population level alcohol consumption (e.g. Nelson, 2010). Because of these limitations, the findings of such econometric studies are often selectively cited by the alcohol industry to argue against advertising restrictions (Gordon et al, 2010).

## 2.5 CROSS SECTIONAL RESEARCH

Cross sectional research methods have also been used extensively to examine the relationship between exposure to various types of alcohol advertising and young people's alcohol use. The findings of cross-sectional research generally mirror those of the longitudinal work – that greater self-reported exposure to alcohol advertising and sponsorship is associated with greater alcohol consumption. Although there has not been a longitudinal study on the effect of alcohol advertising on young people's drinking in Australia, there have been numerous cross-sectional studies in Australia (e.g. Faulkner et al., 2016; Jones & Magee; 2011; O'Brien et al., 2011; O'Brien et al., 2015) (see list in Appendix B). The Australian cross-sectional research is consistent with the international research, showing a significant positive association between exposure to various forms of alcohol advertising and sponsorship and drinking behaviour.

A caveat on cross-sectional studies of alcohol advertising and young people relates to the high probability that the subjects included may already be saturated with alcohol advertising exposure through some channels (e.g. television) by their late teens. This can potentially make it difficult to detect a large or statistically significant association between some forms of advertising exposure and drinking behaviour, although one may actually exist. For example, a cross-sectional study of 1100 Australian adolescents (aged 12–17 years) by Jones and Magee (2011) found that past-month drinking was only associated with exposure to alcohol advertising in bottle shops, bars and magazines, but not other forms of advertising.

From a perspective of understanding the effect of stronger alcohol advertising regulations and bans on alcohol consumption, there has been one large scale and methodologically strong multi-country study in this area (Bosque-Prous et al., 2014). This study examined the association between stricter alcohol advertising regulations and hazardous drinking in 16 countries (27,000+ participants). The authors found that in countries with stricter alcohol advertising regulations the prevalence of hazardous drinking was lower (Bosque-Prous et al., 2014).

## 2.6 EFFECTS OF ALCOHOL ADVERTISING AND SPONSORSHIP IN SPORT

The effects of alcohol advertising and sponsorship in sports on young people's drinking have been examined in a number of international and Australian studies. A recent cross-national longitudinal study (Germany, Italy, Netherlands, and Poland) of the effects of alcohol advertising and sponsorship on adolescents' drinking found evidence of a one-way effect of alcohol marketing exposure on adolescents' alcohol use over time (de Bruijn et al., 2016). The finding is relevant for Australia where children and young people are exposed to large volumes of alcohol advertising, particularly when viewing sport on television. Recent Australian research shows that most (87%) alcohol advertising on television shown during times when children are likely to be watching (i.e. during the daytime) is broadcast within sporting programs (O'Brien et al., 2015). Because of this situation, it is estimated that Australian children and adolescents each year receive more than 20 million exposures of alcohol advertising in televised sport programs during the daytime (Carr et al., 2016).

Alcohol sponsorship in sport impacts not only young people viewing the sport, but also those playing the sport who receive sponsorship from alcohol companies. A recent systematic review of alcohol sponsorship of sportspeople found consistent evidence of a positive

association between exposure to alcohol sponsorship and alcohol consumption in Australia, Europe, New Zealand and the UK (Brown, 2016). Cross-sectional research involving young Australian sportspeople found that 31% of sportspeople received some form of alcohol industry sponsorship, and that receipt of alcohol industry sponsorship was associated with more hazardous drinking and with alcohol related harms such as aggression/violence (O'Brien et al., 2011; O'Brien et al., 2012). This Australian research is also consistent with research conducted in New Zealand and the UK (O'Brien & Kypri, 2008; O'Brien et al., 2014). Since the systematic review by Brown (2016), additional research has found that alcohol sponsorship in sport can influence not only individuals' consumption per se, but also their alcohol product selection (Kelly et al., 2017).

## 2.7 EFFECTS OF ONLINE & DIGITAL ALCOHOL ADVERTISING

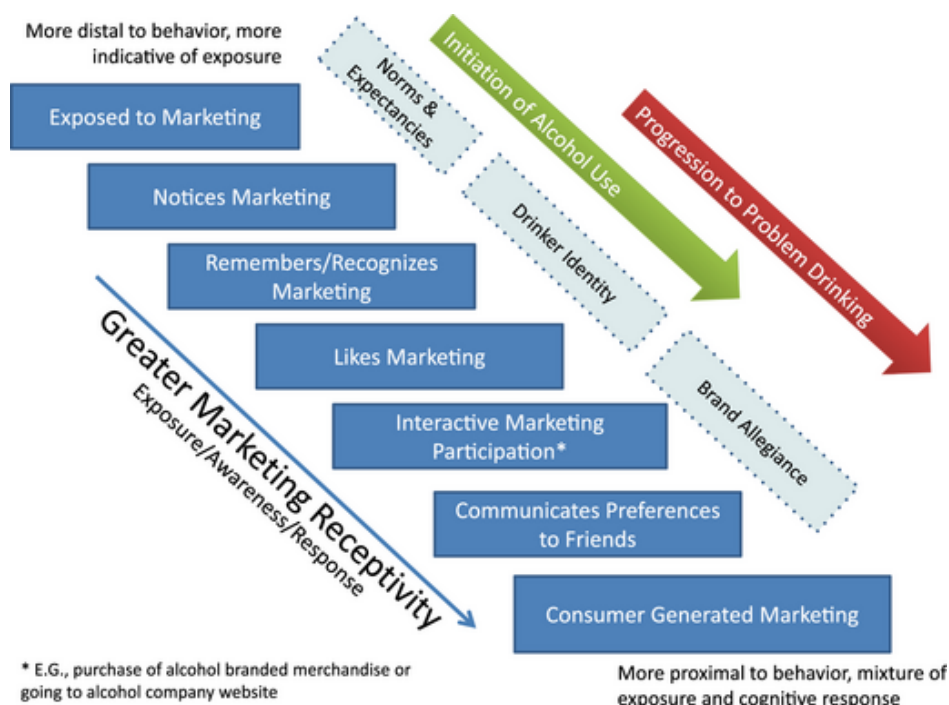
A growing body of research has examined the impact of Internet based alcohol promotions, and there have been five recent systematic reviews of the scientific literature in this area (Buchanan et al., 2018; Gupta et al., 2016; Jernigan et al., 2017; Lobstein et al., 2017; Westgate and Holliday, 2016). The systematic review by Jernigan et al (2017) assessed three studies that measured the effects of exposure to online alcohol promotions. One of these, a longitudinal study by McClure et al (2016), theorises that receptivity to alcohol marketing is “a continuum along which teens go through cycles of exposure and response that begin with passive marketing exposures (e.g. television advertising) and progress to more active engagement in marketing, such as might occur on the Internet. In this model, passive exposures are linked to early transitions (e.g. trying alcohol), whereas greater engagement in marketing is associated with later transitions (e.g. onset of binge drinking)” (p. 2). The empirical results of the study support the plausibility of a pathway that leads from increasing engagement with alcohol promotions to increases in alcohol use.

## 2.8 HOW ALCOHOL ADVERTISING INFLUENCES YOUNG PEOPLE'S BEHAVIOUR

A key social and psychological mechanism through which alcohol advertising influences young people's drinking is by normalising alcohol use, and portraying appealing images and consequences associated with drinking (Stautz et al, 2016). Alcohol advertisements often use young models and actors and portray alcohol as fun and exciting and part of social, sexual and sporting success. Young people are often highly susceptible to alcohol advertisements that project such images because of a preoccupation with personal image and identity (McClure et al., 2013). Some research shows that portrayals of alcohol in advertising contribute to positive drinking expectancies among children and adolescents even before they have first tried alcohol (Austin et al., 2006). There is also evidence of a reciprocal (i.e. mutually reinforcing) relationship between young people's drinking behaviours and their exposure to alcohol advertising. Some studies show that the more alcohol related media a young person sees, then the more likely they are to drink. Additionally, the more they drink, then the more likely they are to seek out alcohol related media (Tucker et al., 2013). Alcohol advertising exposure also appears to have a cumulative effect, whereby the more alcohol advertising a young person is exposed to, then the greater their odds of drinking or having intentions to start drinking (Gordon et al., 2011). Also, the likability of advertisements has been shown to be an important determinant, in itself, of the extent to which alcohol advertising influences young people's drinking intentions (Chen et al., 2006).

This effect, referred to as young people’s ‘receptivity’ to alcohol advertising, has been found in variety of countries and drinking cultures (Morgenstern et al., 2014). Similarly, young people’s allegiance to a specific brand in alcohol advertising appears to be influential, both on intentions to start drinking and their current drinking behaviours (Lin et al., 2012). The advertising channel (i.e. type of media) also mediates this effect, with a recent US study of the relationship between exposure to brand-specific alcohol advertising and brand-specific consumption findings that underage drinkers are five times more likely to consume brands that advertise on national television (Siegel et al., 2016). The content of alcohol advertising is also influential, with recent longitudinal research finding that higher adolescent exposures to alcohol advertisements containing “partying” themes were more likely to predict alcohol initiation and binge drinking than exposure to advertisements without partying themes (Morgenstern et al. 2017).

Figure 2.1 Marketing Receptivity Model



Source: McClure et al. (2013)

In an attempt to sort through and arrange the ideas and empirical findings on the pathways through which alcohol advertising plausibly influences young people’s behaviour, McClure and colleagues (2013) propose a heuristic model where alcohol advertising receptivity is a continuous process that develops side-by-side with the progression of drinking during the underage period (see Figure 2.1). They hypothesise that young people’s receptivity to alcohol advertising progresses from first noticing and remembering advertising, and then to active involvement. In their model, it is proposed that distal measures of advertising exposure (e.g. viewing a movie containing alcohol portrayals) will be less strongly associated with behaviour than proximal ones (e.g. owning alcohol-branded merchandise), because the latter reflects an affective response (e.g. willingness to wear the alcohol-branded merchandise), not simply exposure to the marketing. They empirically test the validity of this model in a cross-sectional study of 1,700 adolescents (aged 15 - 20 years) and report that:

*“The study provides initial evidence to support the heuristic model of advertising receptivity as a continuous process, whereby the adolescent/young adult goes through cycles of exposure and response in which advertising messages are internalized and incorporated into his or her identity. We suggest the process begins with alcohol advertising exposure and proceeds to awareness, cognitive response, and engagement with interactive marketing, a process that proceeds in a reciprocal fashion along with higher stages of alcohol use.”*

Other research also provides some support for this model, particularly studies which examine young people’s active engagement with alcohol promotions. A recent systematic review of the research on alcohol branded merchandise (ABM) ownership among children found that the prevalence of ABM ownership was higher among males, and increased as children became older (Jones, 2016). The review included four longitudinal studies, which consistently found that, compared to more distal types of advertising exposure (e.g. exposure to alcohol advertising on television, radio, print), ABM ownership is more strongly associated with a child starting to experiment with alcohol. A recent Australian cross-sectional study of drinking and ABM ownership among 210 young people (aged 12-17 years) found a positive linear relationship between self-reported drinking status and the number of ABM items owned by a young person (Jones et al. 2016).

## 2.9 GAPS IN THE EVIDENCE AND AREAS FOR FURTHER RESEARCH

Because there have been relatively few bans on alcohol advertising in countries throughout the world, there is limited “direct evidence” of what effect such policies have on alcohol use among young people. Nonetheless, there is some suggestion that, given the theoretical and empirical evidence available on the effect of alcohol advertising on young people, the most probable scenario is that extensive restrictions on alcohol marketing would reduce young people’s drinking (Babor et al., 2010; Casswell et al., 2009). Although not focused on young people, and not on advertising bans per se, Bosque-Prous and colleagues (2014) did find in a 16-country study that stricter alcohol advertising regulations were associated with a lower prevalence of hazardous drinking.

### Key evidence and research needed

- Data on alcohol industry advertising and sponsorship expenditure is urgently needed. There is no publically available data on overall industry expenditure in this area, nor is there any publically available data on expenditure within key alcohol marketing vehicles such as sport. If Australia is to consider a ban or stronger restrictions on alcohol advertising and sponsorship in sport, then the potential economic impact of such measures needs to be established. Such data was recently obtained from alcohol companies in the United States by the Federal government, and Australia could follow suit.
- Systematic national monitoring and reporting of the nature and extent of alcohol advertising and sponsorship in Australia, including compulsory reporting of alcohol industry advertising expenditure needs to be established. To some extent, this monitoring and reporting already occurs in other countries (e.g. United States).
- A large longitudinal study of the effects of alcohol advertising and sponsorship on young people in Australia is needed. To date, there have been no longitudinal studies of alcohol advertising and young people in Australia.



- Establish clear mechanisms for the public monitoring of the nature, volume and engagement with alcohol advertising and promotion in online and digital channels. This includes below-the-line, influencer, participatory and “dark” social activities.

## Chapter 3: Current alcohol advertising practices in Australia

### Summary:

- Children and young people in Australia are frequently exposed to large volumes of alcohol advertising from multiple media sources.
- Exposure to alcohol advertising in traditional media (television, sport sponsorship) remains high, and targeted exposure through online and digital media is rapidly increasing.
- Industry self-regulatory codes do not currently achieve their stated intent of protecting children from exposure to alcohol advertising and sponsorship.

### 3.1 INTRODUCTION

This chapter provides a description of the nature and extent of current alcohol advertising practices in Australia and the exposure of children and adolescents to these. The key sections of this chapter describe the nature and extent of alcohol advertising on television, in sport, at the point of sale, alcohol branded merchandise, online alcohol advertising, and the content of alcohol advertising.

### 3.2 ALCOHOL MARKETING AND GLOBAL TRENDS IN ADVERTISING AND MEDIA

Alcohol is now one of the most heavily advertised product categories in the world, through both traditional and new and emerging media platforms (Jernigan, 2010). Alcohol marketing is integral to the global alcohol industry's operations and their locally based businesses. Marketing activities occur throughout the commodity chain process, from initial market research with consumers to inform product design, to publicity and promotion of the end product. In the increasingly mature (i.e. established) and competitive alcohol markets of the world, such as Australia, alcohol companies are aggressively marketing their brands to boost sales to existing drinkers, and are using a multitude of traditional and novel marketing tactics to recruit the supply of new drinkers (next generation) needed for continuing profit growth (Casswell and Thamarangsi, 2009).

#### 3.2.1 The integrated marketing communications (IMC) approach

The sophisticated, and often globalised, coordination of multiple promotional techniques and channels to advertise products in society today is described as the integrated marketing communications (IMC) approach. The advertising of alcoholic beverages exemplifies this approach, using a mix promotional strategies such as television advertising, sport sponsorship, product placement, point of sale promotions, viral marketing, branded merchandise, and promotions using new technology and new media, particularly mobile devices and social media platforms (Jernigan, 2010). This approach enables alcohol marketers to promote brands simultaneously across multiple media channels, reaching consumers with branded pro-drinking messages in different locations and contexts throughout their daily lives. The shift towards the IMC approach has been one of the most

significant developments in alcohol advertising since the 1990s, and has major implications for the reach, impact, and regulation of alcohol advertising at both the global and country level. A key reason for the uptake of the IMC approach to advertise alcohol is the increasingly concentrated ownership of alcohol brands by a small number of transnational parent companies that have enjoyed sustained profit growth over the recent times, affording them greater resources and opportunities for globalised coordination of multiple marketing communications and associated activities (Casswell, 2012). Additionally, the weak regulatory controls on alcohol advertising in most countries, and the success of industry groups in opposing effective regulation, has given alcohol advertisers almost unfettered access to both established and emerging alcohol markets around the world (Babor et al., 2017).

### 3.2.2 Alcohol marketing as targeted relationship building

Many of the alcohol promotional techniques now used are pervasive and subtle, and sometimes do not resemble advertising. As Jones (2016: 2) observes, “marketers seek not only immediate sales of their products but also to form “relationships’ between their brands and current and future consumers”. Marketing of alcoholic beverages has expanded beyond traditional ‘direct advertising’ in media channels such as television, radio and magazines, and now involves sponsorships and promotions through new media channels and multi-level marketing strategies that focus on product innovation, pricing and discounting, as well as marketing in places where alcohol is sold and consumed (Babor et al., 2010). The alcoholic beverage industries have been quick to adapt to the emergence of new technologies and media platforms for communicating with their target audience, particularly in the face of increasingly fragmented traditional media channels, and declining audience sizes and responsiveness to traditional advertising activities (Belch and Belch, 2015). The added appeal for alcohol marketers in using new media channels, such as social media platforms, is that they can allow certain types of alcohol promotions to circumvent regulatory regimes (Carah et al., 2014).

Advertising fundamentally involves communication directed at consumers about a product/service, using a range of different promotional tools. However, the direction of the communication is no longer unidirectional, as some media channels enable consumers to engage with (and become part of) the content of the promotions (e.g. “liking” advertising content via social media, or incorporating brands and products into content they post to their own profiles). In this way, the role of media channels in advertising is no longer solely that of ensuring consumers’ exposure to promotions, but also ensuring consumers’ ongoing engagement with the branded advertising (Carah and Meurk, 2017).

In addition to being exposed to advertising in a proliferating range of channels, consumers are also subject to more intensive monitoring and subsequent targeting by advertisers (Turow, 2011). A key change in media over the past decade is the routine monitoring of consumers via digital devices like smartphones, tablets and personal computers. Major platforms such as Google and Facebook collect data about users in order to target advertising at them in granular ways based on their cultural interests, social networks, geographic location, the time of day and other contextual factors such as sentiment and mood. These forms of monitoring and targeting are crucial to the capacity of advertisers to manage campaigns across diverse and interactive media channels. In the case of a commodity such as alcohol, this enables advertisers to target individuals with a pre-disposition to consumption and in times and places where they are likely to consume (Carah and Meurk, 2017).

### 3.2.3 The marketing mix

While advertising through traditional mass media (e.g. television, radio, cinema, newsprint) continues to be a substantial and important component of marketing, advertisers in all major industries are increasingly diversifying promotional efforts across a variety of media and formats such as outdoor, point-of-sale, branded merchandise, event sponsorship, public relations, and digital media (e.g. brand websites, social media) (Belch and Belch, 2015). In practice, it is usually the case that below-the-line alcohol promotions such as product placement, sponsorships, and competitions, for example, are integrated with a range of above-the-line (i.e. traditional) alcohol advertising efforts (Dobson, 2012). Collectively, all of these activities are regarded as promotional elements of marketing. Three other elements complete what is known as the marketing mix, including the product, price and, place (distribution). Together with promotion, these are known as “the four Ps” of marketing (Belch and Belch, 2015). While alcohol brand marketing usually involves a combination of several of these elements, in this report the focus is primarily on promotional activities (see Table 3.1).

**Table 3.1** The four P’s of the marketing mix with examples from alcohol marketing targeting youth

Marketing element	Examples
Product	<ul style="list-style-type: none"> <li>• Product sweetening and flavouring to disguise astringency and appeal to young people’s palate.</li> <li>• Product design and development of naming, branding, packaging to appeal to youth taste and fashion trends.</li> <li>• Product launch events such as giveaways at shopping malls, train stations, music festivals.</li> </ul>
Price	<ul style="list-style-type: none"> <li>• “Loss leader” pricing strategies (selling a product below market cost to increase sales).</li> <li>• Free drink cards or discounts on drinks as part of the entry fee to a venue/event.</li> <li>• Free gifts with purchase of alcohol such as branded toys, sporting equipment and other novelty items.</li> </ul>
Place	<ul style="list-style-type: none"> <li>• Locating alcohol outlets in locations frequented by youth (e.g. near universities, sport and recreation facilities, take-away food outlets, cinemas, amusements).</li> <li>• In store promotions (e.g. preferential shelf placement) and point of sale advertising.</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>• Alcohol company sponsorship of sporting events, teams, and individual athletes.</li> <li>• Alcohol branded digital communications through social media platforms, apps, and brand websites.</li> </ul>

## 3.3 ALCOHOL ADVERTISING IN AUSTRALIA

The nature and extent of alcohol marketing in Australia reflects the vast range of globalised strategies and tactics of the alcoholic beverage industries, with corporations promoting their brands using an integrated mix of advertising on television, radio, print media, event sponsorship, digital media, point-of-sale promotions, product placement, and product design including the packaging and naming of alcohol beverages (Preventative Health Taskforce, 2009). It is estimated that alcohol companies in Australia spend more than \$200 million each year on advertising (White et al., 2015), with additional spending on “unmeasured” alcohol advertising likely to inflate this value even further (Jernigan, 2010). Like food advertising, the key reasons for why alcohol advertising is so large are because alcohol sales capture a sizable proportion of consumer spending - thus stimulating strong

competition, alcohol is a repeat-purchase item and consumer choice may change rapidly, and alcohol products are highly branded items that lend themselves to advertising (Story and French, 2004). Additionally, there are few restrictions on alcohol advertising in Australia. For example, there are no complete bans on alcohol advertising in any media channel, compliance with the industry’s self-regulatory codes is voluntary, and some major forms of alcohol marketing (e.g. sport sponsorship) are not subject to any specific regulation. Hence, current alcohol marketing practices in Australia are shaped largely by the commercial prerogatives of the advertisers. Some parts of the alcohol industry in Australia are signatories to a voluntary self-regulatory scheme known as the Alcohol Beverages Advertising Code (ABAC) Scheme, which, among other things, commits to ensuring that the content of alcohol marketing does not have “strong or evident appeal to minors” (ABAC, 2017a). However, because such codes focus only on ad content, they do not restrict the placement of alcohol advertising, and hence they offer no protection for Australian children and adolescents from cumulative exposure to large volumes of alcohol advertising across multiple media channels (see Table 3.2).

**Table 3.2** Ways in which children (<18 years) have been exposed to alcohol advertising, Australia, 2017

	2016 (%)	2017 (%)
Supermarket or shopping centre	47	49
While outside on the street (for instance, billboards, posters)	37	45
Television, radio, or cinema	44	43
Licensed venue (such as a club or restaurant)	35	42
At an event (including sporting, music, cultural, and other events)	33	37
Social media/internet	26	34
Public transport (at a stop or on a train, bus or tram)	28	30
Other	1	1
<i>Total: Children under 18 years whose parents believe they have been exposed to alcohol advertising</i>	71	77
<i>My children have not been exposed to alcohol advertising</i>	16	15
<i>Don't know</i>	13	9

Source: FARE (2017)

### 3.3.1 Estimating the amount of alcohol advertising in Australia

Accurately estimating the extent of alcohol advertising in Australia in terms of expenditures, volumes, and exposure levels is difficult because there is no systematic monitoring and reporting of alcohol marketing and promotional activities in Australia that is publicly available. There are some Australian studies that provide a partial estimate of alcohol advertising expenditure and exposure levels in Australia, using information on measured advertising activity (Fielder et al., 2009; Lace, 2009; Pettigrew et al., 2012; White et al., 2015; White et al., 2017). However, because the estimates of alcohol advertising expenditure in such studies do not include “unmeasured” alcohol promotions (e.g. signage at sporting events, point-of-sale advertising, alcohol branded merchandise, viral marketing, social media

activities), they capture only a fraction of the amount that alcohol companies invest in promoting their brands to young people (Jernigan, 2010). In reality, total alcohol advertising expenditure and exposure levels are sometimes three-to-four times greater than the estimates derived from information on measured alcohol advertising (Jernigan, 2010). Notwithstanding these limitations, studies that have estimated alcohol advertising expenditure and exposure provide a useful broad indication of the nature and extent of alcohol promotions in Australia.

For example, the Commonwealth Department of Health commissioned an analysis of alcohol advertising expenditure and exposure data in traditional media (TV, radio, newspapers, magazines, outdoor) in Australia for the period 2003-2005 (King et al., 2005), and the Victorian Department of Human Services (on behalf of all jurisdictions) undertook a similar national analysis using data for the period 2005-2007 (Lace, 2009). The later study estimated that a total of AUD\$125 million was spent nationally on alcohol advertising in 2007 across the media channels measured, with advertising on TV accounting for around a third (34%) of this. The study found that beer is advertised more than all other beverage categories (twice as much as wine and spirits) and that the seasonal spikes in beer advertising during October, November and December account for 40% of the total annual advertising expenditure. The study also examined the relative exposure of adolescents (aged 13-17 years) and adults (aged 18-29 years) to alcohol advertising. This analysis found that exposure to four of the top ten advertised alcohol brands was the same or greater among those aged 13-17 years compared to adults (in metropolitan Melbourne). The study also found that a large proportion (44%) of alcohol advertising that was broadcast on weekends and weekday public holidays was aired on TV during the daytime (5am-8:30pm) when children are likely to be watching. Alcohol advertising at these times was most likely part of live sporting programs. This reflects the rules (at that time) under the Commercial Television Industry Code of Practice (pre-2015 version) (Free TV Australia, 2010), which do not allow alcohol advertising during the daytime on weekends/public holidays unless it is part of a *live* sporting program. A more recent Australian study examined national alcohol advertising expenditure over the 1997-2011 period, across eight measured media channels (e.g. TV, print, outdoor, online) for five key product categories (beer, wine, spirits, pre-mixed/cider, and alcohol retailers) (White et al., 2015). The study found that the 5-year average annual total spend on alcohol advertising increased from \$193 million p.a. over 1997-2001, to \$242 million p.a. over 2002-06, and increased again to \$255 million p.a. over 2007-11.

### 3.4 ALCOHOL ADVERTISING ON TELEVISION

Alcohol advertising on free-to-air commercial television has traditionally been the most heavily used media channel by alcohol marketers in Australia. While advertising is now increasingly dispersed and integrated across other media channels, television continues to be a key platform for alcohol promotions today, accounting for around one fifth of total alcohol advertising expenditure (White et al., 2015). There are some rules intended to limit children's exposure to alcohol advertising (e.g. Free TV, 2015), but they do not align with the evidence on when children are watching television [the rules are discussed further in Chapter 4 of this report]. For example, analysis of children's television viewing over 2001-2013 by the Australian Media and Communications Authority (ACMA) found that one of the most popular times for Australian children aged 0-14 years to view free-to-air television on weekdays and weekends is between 8:00pm and 8:59pm (ACMA, 2015); yet under the revised 2015 rules, alcohol advertising is allowed during some of this time (8:30pm-9:00pm). Additionally, the ACMA research found that live broadcasts of sporting events are the most popular television programs among Australian children, during which the revised rules also

allow alcohol advertising. As children watch more and more TV “on demand” through platforms such as YouTube and Netflix, live sport is one of the few categories they continue to watch on live broadcast television.

Several Australian studies show young people are exposed large amounts of alcohol advertising on television, primarily because of the weak protections offered by the rules referred to above. The study by Lace (2009), described earlier in this chapter, found that almost half (44%) of all television alcohol advertisements on weekends and weekday public holidays were broadcast during day-time (between 5.01am and 8.29pm) despite this being classified as children’s viewing hours. The authors point to TV advertising rule exemptions for live sport broadcasts as the most likely reason for the large volume of alcohol advertising at these times. Another Australian study found that over a two-month period, the same number of alcohol advertisements were broadcast during children’s popular viewing times ( $n = 1411$ ) as other times ( $n = 1399$ ) (Pettigrew et al., 2012).

A more recent study which looked at Australian teenagers’ (aged 13-17 years) exposure to televised alcohol advertising compared their exposure to advertising across the main categories of alcoholic beverages (White et al., 2017). The study found that the largest amount of past-month alcohol advertising exposure among teenagers was from televised beer commercials, followed by spirits commercials. Television advertisements containing government health messages about alcohol represented the smallest amount of exposure.

### 3.5 ALCOHOL ADVERTISING AND SPONSORSHIP IN SPORT

In Australia, the popularity of sport provides alcohol companies with the opportunity for marketing to a mass audience, as the nation has both high levels of sport viewership and sport participation. The benefits for alcohol companies from alcohol sponsorship arrangements include naming rights of events and teams, signage on clothing and sports grounds, in-game commentaries, promotional products, and exclusive pourage rights. Furthermore, digital channels provide further opportunities for alcohol brands to leverage sponsorship, by sponsoring digital assets such as tipping competitions and fantasy leagues, and producing sport-related branded content such as interviews and highlights for social media pages.

Perhaps what attracts alcohol companies in Australia most to market their brands through sport is the opportunity to take advantage of the exemption from television advertising restrictions enjoyed by sports broadcasters. Alcohol advertising on television is exempt from the 8:30pm watershed (i.e. can be aired at any time of day) if it is broadcast as an accompaniment to a sports program on the weekend (Friday evening to Sunday) or a public holiday, or as an accompaniment to a live sporting broadcast on any day of the year (Free TV Australia, 2015). As a consequence of this, alcohol advertising and sponsorship in sport reaches not only a large adult audience, but also significant numbers of children who view these programs.

There is no systematic monitoring of alcohol advertising and sponsorship in Australian sport, or how much children are exposed to, that is publicly available. However, considerable research has been undertaken showing that young people in Australia are repeatedly exposed to a large amount of alcohol advertising and alcohol sponsorship through viewing and participating in sport (Carr et al., 2016; O’Brien et al., 2015), and that such exposure is

associated with increases in harmful use of alcohol (Kelly et al., 2014; Kelly et al., 2017; O'Brien et al., 2011; O'Brien et al., 2014). A recent audit of alcohol promotions in nine sports that have high levels of participation by Australian children (aged 5-14 years) found that all sports featured alcohol advertisements and sponsorships, either at the stadium or during television coverage (RACP, 2016) (see Table 3.3). Another recent Australian study, which examined 413 websites operated by the 53 sports, found that several sporting codes had multiple alcohol sponsors (Macniven et al., 2015).

**Table 3.3** Alcohol promotion in Australian sport, 2016

	Number of participants aged 5-14*	Alcohol sponsorship	Naming rights	Alcohol logos on uniforms	Alcohol logos on field or stadium	Press conference backdrops	Alcohol ads during broadcast
Swimming	492,100	–	–	–	–	–	High
Soccer	397,600	Occasional	–	High	High	High	High
AFL	226,500	High	–	–	High	–	High
Netball	222,700	–	–	–	–	–	High
Basketball	220,200	–	–	–	–	–	High
Tennis	205,200	–	–	–	High	High	High
Cricket	130,700	High	High	High	High	High	High
Rugby League	109,900	High	High	High	High	High	High
Rugby Union	58,000	High	–	–	High	High	High

Source: RACP (2016)

A study by O'Brien and colleagues (2015) analysed the volume of alcohol advertising broadcast across all 11 free-to-air commercial television channels across five major metropolitan areas in Australia during 2012. Using data on television audience demographics to match the broadcasts, they were able to estimate children's exposure to alcohol advertising in sport and non-sport programs. They found that during the daytime (6am-8.29pm), when a substantial number of children are watching television (mean = 235,000), most (87%) of the alcohol advertising broadcasts occurred within a sport program. In contrast, during the evening (8:30pm-11.59pm), when a similarly large number of children are likely to watching television (mean = 274,000), most (84%) of the alcohol advertising broadcast occurred within a non-sport program.

Research also shows that alcohol advertising and sponsorship in Australian sport is heavily embedded within the nation's largest sporting codes, and this increases the exposure of children to alcohol promotions. A study by Carr et al (2016) found that three national sporting codes alone accounted for 60% of all alcohol advertising in sport: AFL (1,942 advertisements); cricket (941); and, NRL (661). Because young people in Australia watch a great deal of these sports on television, the study found that Australian children and adolescents received a total of 51 million exposures of alcohol advertising in the one year, and almost half (47%) of this exposure occurred during the daytime (6am-8.29pm).



Young people in Australia who participate in sports as players are exposed to additional amounts of alcohol promotion, through a range of alcohol sponsorship arrangements that exist with professional and amateur sports. Alcohol sponsorship in sport operates not only at the venue and event level, but also at the club, team or individual player level. Receipt of at least some form of alcohol sponsorship is common among Australian sportspeople. A study of 650 Australian sportspeople in Australia found that almost one-third (29.8%) received alcohol industry sponsorship (O'Brien et al., 2011). Alcohol sponsorship offered to sportspeople can take the form of free product samples, free or discounted drinks, free uniforms and equipment, and club fees.

In addition to sport, alcohol marketers sponsor a range of cultural events and festivals. For example, alcohol brands are the major sponsors of the largest music festivals in Australia such as Splendour in the Grass, Falls Festival and Laneway Festival. These festivals are all-ages and attract a predominantly young audience. The brands build large themed bars and activations at these events that are clearly visible to all patrons of the festival (Carah et al., 2014).

### 3.6 POINT OF SALE ALCOHOL PROMOTIONS

The promotion of alcohol to consumers at the point of sale is now a key component of alcohol marketing in Australia. The number of alcohol outlets in Australia has grown rapidly over the past two decades, and a large proportion of the retail alcohol sector is owned and operated by two supermarket chains. With this has come increased marketing and competitiveness between outlets. Point of sale advertising of tobacco products is now heavily restricted in a number of Australian states, as this type of advertising is known to have a significant effect on spontaneous purchase decisions by consumers and is likely to expose children in these environments to the same amount of tobacco advertising as adults. With regards to alcohol, however, point of sale advertising is largely unrestricted and is prolific throughout Australia, in both on-premises outlets (e.g. pubs, bars, clubs, restaurants, etc.) and in off-premises outlets (e.g. supermarket affiliated liquor stores, corner stores, etc.). Point of sale marketing of alcohol not only includes promotional based elements such as posters, signage, window displays, branded shelving, and staff uniforms, but also product-based elements such as in-store/within-venue events centred around the launch of a new brand, for example, and price elements such as discounts on bulk purchases or “free drink with entry” offers (to an on-premises venue), for example.

The significant influence of store layout on consumer purchasing behaviour, particularly from studies of supermarkets, is well established, and research shows that alcohol marketers are using similar strategies. For example, a study of in-store product placement of alcohol found that when products were displayed “end-of-aisle” in a supermarket, sales of beer increased by 23%, wine by 33%, and spirits by 46% (Nakamura et al. 2014). Studies also show that because of the way alcohol is displayed in supermarkets (i.e. usually near entrances and exits and near popular family goods such as milk and bread), children are likely to see alcohol marketing almost every time (85%) they enter a supermarket environment (Chambers et al. 2017).

Existing knowledge on the nature and extent of point of sale alcohol promotions in Australia has come from a small number of one-off studies, as there is no systematic monitoring or reporting of this type of alcohol advertising. The research indicates that point of sale alcohol promotions in Australia are extensive and highly pervasive, are likely to have strong appeal

to young people, and frequently encourage the purchase of a large volume of alcohol (Jones and Lynch, 2007; Jones et al., 2012; Jones et al., 2015).

### 3.7 ALCOHOL BRANDED MERCHANDISE (ABM)

Alcohol branded merchandise (ABM) represents one of the most pervasive forms of alcohol promotion that young people are exposed to. A recent study of 4,000 Australian teenagers' found that ABM ownership was the most common form of alcohol promotion they had been exposed to, behind television/radio (Faulkner et al., 2016). Half (50.0%) of those aged 16-17 years reported some form of ABM ownership. Typical examples of ABM ownership include clothing, toys, sports related equipment, foods and novelty items labelled with an alcohol brand.

The appeal for alcohol companies in using ABM as one element in a larger integrated marketing communications strategy relates to strengthening identify and brand allegiance among current and potential new consumers. As Jones et al. (2016: 314) explain: "ABM is particularly important in this context as it is a form of alcohol marketing which young people can wear, carry or use in their everyday activities—providing constant exposure to, and identification with, a particular alcohol brand. This is not unlike other forms of alcohol marketing that are designed to embed themselves in (young) people's lives and identities, such as sponsorship of sporting and cultural events and marketing on online social networks". For alcohol marketers, ABM has an added advantage over most other forms of alcohol promotion in that it provides constant exposure, as it is inherently a continuous alcohol promotion, in contrast to the more intermittent exposure provided by television or internet based alcohol promotions, for example.

There has been relatively little Australian research on the nature and extent of ABM ownership among young people until recently. Jones and colleagues (2016) surveyed 216 Australian adolescents' (recruited from five high schools) regarding their ownership of ABM and found that more than half (59.0%) of the young people owned at least one item of ABM. One-third (34.8%) of respondents reported owning a cup or bottle holder with alcohol branding, 25.7% a hat, 19.0% a t-shirt, 18.6% a bag or cooler, 10.0% sports equipment and 5.7% other forms of ABM. Beer brands were the most commonly identified brands among the ABM items reported, accounting for 200 of the 250 ABM items reported.

### 3.8 ONLINE & DIGITAL ALCOHOL ADVERTISING

Alcohol advertising through online and digital channels has expanded rapidly over the past two decades. Although no alcohol industry data is available for expenditure in specific channels, more broadly online advertising now makes up 50% of all advertising in Australia (IAB, 2017a). Online and digital are on track to become the largest channels for advertising spending. This is of particular concern given that adolescents in Australia spend more time online than any other age group (ABS, 2017). Much of this time is spent on advertiser-funded platforms such as YouTube, Facebook, Google, Instagram and Snapchat (Sensis 2017).

Because young people may actively visit a website rather than being passively exposed to it, online advertising has potential for stronger influence on a young person by forming a personalised relationship with them (Carroll and Donovan, 2002). Stand-alone brand

websites for online alcohol advertising have decreased in prominence, but alcohol brands now have many thousands of “fans” on social media platforms such as Facebook (Carah, 2014). The top twenty alcohol brand Facebook pages in Australia had 2.6 million “fans” collectively in 2014, an increase of 52% from 2012 (Carah and Meurk, 2017). Furthermore, the data collection undertaken by social media platforms has enhanced the capacity for personalised relationship marketing, by mining the characteristics, interests and networks of the consumers who like, follow, view and engage with alcohol brand content.

The targeted and programmatic nature of online advertising makes it fundamentally different to broadcast and print advertising (Turow 2011). Targeting allows advertisers to choose which individuals are exposed to advertisements in increasingly fine-grained ways, and programmatic buying enables advertisers to automatically place advertisements in a vast array of online channels by tracking individuals across the web. Additionally, because major advertiser-funded platforms such as Google, YouTube, Facebook and Instagram now dominate the web, the actions of these platforms are critical in shaping advertising. Facebook and Google now account for 70% of online web traffic and the majority of online advertising revenue, a trend that has been intensifying since 2014 (Staltz, 2017). This means that most online activity takes place on platforms where users are comprehensively tracked, and the data collected feeds algorithms that shape the flows of content they engage with, including advertising.

Today, the five major approaches used by alcohol advertisers online are:

- **Stand-alone websites.**  
Purpose-built, featuring branded content such as videos, interviews with celebrities, events and sponsorships, and downloadable collateral. Usually age-gated. Now represent an old version of online advertising and a decreasing number of campaigns use them.
- **Targeted display and search advertising.**  
Using either major platforms like Google, YouTube and Facebook or other third-party ad networks, brands can target individual consumers across the web.
- **Social media profiles, posts and filters.**  
Brands establish profiles on social media sites such as Facebook, Instagram and Snapchat and post content. Brands pay the platforms to promote their content into the feeds of users they wish to target.
- **Branded content and events.**  
Brands sponsor events and produce content like interviews with celebrities, music videos or other popular culture content. They then publish this content on their own websites and social media profiles, and pay to promote it to targeted users.
- **Influencers.**  
Brands develop formal and informal relationships with influencers (e.g. fashion bloggers, models, photographers, musician and celebrities) who have large followings on social media platforms such as Instagram, YouTube and Snapchat. These influencers incorporate the product and brand into the images and videos they post to their profiles (Carah and Dobson 2016).

Online marketing poses new challenges for regulators seeking to protect young people from alcohol advertising because it represents a significant departure from the passive style of communication in traditional alcohol advertising. Key regulatory challenges include:

- Age-gating of websites is proving to be largely ineffective at blocking young people's exposure to web based alcohol advertising;
- Users often incorporate alcohol brands into their own online identity (Carah et al., 2014, Dobson 2012, Nicholls, 2012; Niland et al., 2016).
- Alcohol brands may encourage promotion (liking, sharing) of excessive alcohol consumption and other inappropriate content involving alcohol (Brodmerkel and Carah 2016, Carah et al. 2014, Carah et al., 2015).
- Inappropriate content is only removed after a public complaint, which is unlikely to occur because advertisers can use a combination of targeting and 'dark' posts to ensure that content is only seen by targeted consumers.
- Online advertising doubles as a data collection tool for brands regarding their target audience.
- Social media platforms' algorithms can potentially learn and then target specific users who are more likely to consume alcohol, reinforcing their preferences and behaviours (Carah and Meurk 2017).

### 3.9 CONTENT OF ALCOHOL ADVERTISING

Given the large volume of alcohol promotions that young people are exposed to, it is important to also examine the content of alcohol advertising in terms how it contributes to shaping the normative views and alcohol expectancies of young people, as these are known to be strongly associated with youth drinking. Research shows that the content of alcohol advertisements matters because of the strong association between the likeability of elements in advertisements and its influence on young people. Young people are more prone to have intentions to purchase an alcohol brand if they find elements of that brand's advertisement to be likable (Chen et al., 2006).

There is no systematic monitoring of alcohol advertising content in Australia. The self-regulatory codes that relate to advertising content only apply following voluntary pre-vetting of advertisements by alcohol marketers or following receipt of a public complaint about an advertisement. Nonetheless, a number of studies have examined the content of alcohol advertising in Australia, and in particular, how the content varies from the standards set out in codes that are intended to limit advertising content that may appeal to children. The overwhelming majority of these studies have found evidence that the content of alcohol advertisements is in breach of one or more standards in such codes, and several show evidence of content in alcohol advertisement that are likely to influence young people's normative views of drinking and their alcohol expectancies. A recent review of the literature on compliance with alcohol advertising codes found that code violations occur disproportionately in media with high youth exposure, and there is evidence from internal industry marketing documents that advertisers deliberately include inappropriate content that targets youth while staying within the letter of their self-regulatory codes (Rossen et al., 2017). For example, research that involved interviewing a sample of young people (aged 15–16 and 19–21 years) after exposing them to one of three alcohol advertisements found that young people perceived the main messages in the advertisement implied alcohol consumption would contribute to social and sexual success and contribute to a significant change in mood (stress reduction/relaxation) (Jones and Donovan, 2002). Another Australian study that examined 2,810 alcohol advertisements aired over two months in major cities found that the most common themes used were humour, friendship/mateship and value for money (Pettigrew et al., 2012). Australian research has also examined the use of child-oriented imagery and characters in alcohol advertisements as way of appealing to young people and fostering an enduring relationship with alcohol brands. A study of

Australian school children's recognition of characters used in food and beverage advertising found that three-quarters (75.4%) could recognise "Bundy Bear" and correctly associate the character with an alcoholic product (Carter et al. 2010).

A recent systematic review of the international research on alcohol advertising content found that alcohol advertisers consistently breach self-regulatory codes on advertising content (Noel et al., 2016). Seven of the studies included in the review were Australian based, and all of these studies reported evidence of alcohol advertising content that breached the alcohol industry's self-regulatory standards on advertising content. Overall, the review found similar content themes in alcohol advertising across the 1980s, 1990s and 2000s, with the most prevalent themes including physical success, health, humour and relaxation. However, this appears to have changed in recent times, with the review finding increased use of cartoon characters in television advertisements and increased use of youth-oriented digital content. For example, a study by Weaver and colleagues (2016) that investigated young people's perceptions of alcohol advertising on Facebook and perceived compliance with the ABAC code found that respondents identified social success and a significant improvement in mood as the main themes of alcohol advertising on Facebook, both of which breach the ABAC code. A recent study examining the portrayal of alcohol content in popular YouTube music videos, found that alcohol content was associated with sexualised imagery and lyrics, lifestyle and sociability, and with overtly encouraging excessive drinking and drunkenness (Cranwell, 2017). Risk taking and partying with alcohol is a theme that continues to be used in traditional advertising channels. In the United States, a recent systematic analysis of themes in all television advertisements from the top 20 beer and spirit brands broadcast over two a two-year period revealed five content classes that exploited the themes of "partying," "quality," "sports," "manly," and "relax" (Morgenstern et al., 2015). The partying class, which included advertising messages relating to partying, love, and sex, was the dominant theme, comprising 42% of all advertisements.

## Chapter 4: Effectiveness of current regulations in Australia

### Summary

- The available evidence shows that the self-regulatory system for alcohol advertising in Australia has failed to protect young people.
- There are almost no regulations applying to alcohol sponsorship of sport in Australia, which is of major concern given its large scale and the level of child and adolescent exposure to it.
- Recent changes to the regulations guiding the placement (i.e. time of day) of alcohol advertising on commercial television in Australia are likely to have increased young people's exposure to alcohol advertising, particularly when watching sport on television.
- There are emerging gaps in the regulation of digital and online advertising, raising fresh concerns about the increasingly targeted exposure of young people via these platforms.

### 4.1 INTRODUCTION

This chapter describes the current system of regulating alcohol advertising in Australia and presents evidence to assess how effective these regulations are in protecting children and young people from exposure to alcohol advertising. It has been almost a decade since the last comprehensive review of alcohol policy in Australia, led by the Preventative Health Taskforce (2009), reported concerns about the regulation of alcohol advertising in Australia. The Taskforce expressed concern about the high level of alcohol advertising exposure among children under the current regulatory system, particularly in sport, and recommended a staged “phase out” of “alcohol promotions from times and placements which have high exposure to young people aged up to 25 years” (Preventative Health Taskforce, 2009: 259). To date, sustained progress on this recommendation has not occurred.

#### 4.1.1 Focus of this chapter

This first half of this chapter provides a brief description of the current alcohol advertising regulatory system in Australia. While many of the same concerns with this system were raised in the 2009 review by the Preventative Health Taskforce, there are fresh concerns relating to the further weakening of regulations on when alcohol advertising may be broadcast on free-to-air commercial television, and emerging gaps in the regulation of digital and online alcohol marketing. Given these concerns, the second half of this chapter focuses on (i) the regulation of alcohol advertising in television, particularly where the advertising occurs within sporting programs, and (ii) the regulation of digital and online alcohol advertising. The chapter also includes a brief assessment of the overall effectiveness of the current self-regulatory system and outlines some options for strengthening or replacing the current regulatory approach.

## 4.2 SUMMARY OF CURRENT REGULATORY ARRANGEMENTS

There are few specific statutory controls on the advertising of alcohol in Australia, with regulation largely devolved from the Commonwealth to voluntary self-regulation by advertisers, media channels, the alcohol industry, and the companies and administrators they have appointed to self-regulate themselves. The current system can therefore be described as partially quasi-regulatory (i.e. some general but not explicit statutory rules), but mostly self-regulatory.

While this regulatory system for alcohol advertising in Australia forms a large and complex architecture with multiple codes, rules and administrators, previous reviews have found it to be largely ineffective in preventing children and young people's exposure to alcohol advertising and sponsorship (Lace, 2009; NCRAA, 2003; Preventative Health Taskforce, 2009). The figure below describes the overall system of alcohol advertising regulation in Australia, and the key organisational infrastructure and codes involved (see Figure 4.1). Many aspects of the self-regulatory system in Australia are based on a common foundation created internationally, and evaluations in other countries with similar self-regulatory arrangements have also found them to be ineffective in protecting children and young people from alcohol marketing (Jones and Donovan, 2002; Jones and Gordon, 2013; Noel et al., 2017a; Noel et al., 2017b).

The current quasi/self-regulatory system in Australia includes a set of codes for the placement of alcohol advertising, and separate codes for the content of alcohol advertising, listed below.

Codes for the placement of alcohol advertising (on television), include:

- Children's Television Standards (CTS) (ACMA, 2014).
- Commercial Television Industry Code of Practice (CTICP) (Free TV Australia, 2015).

Codes for the content of alcohol advertising, include:

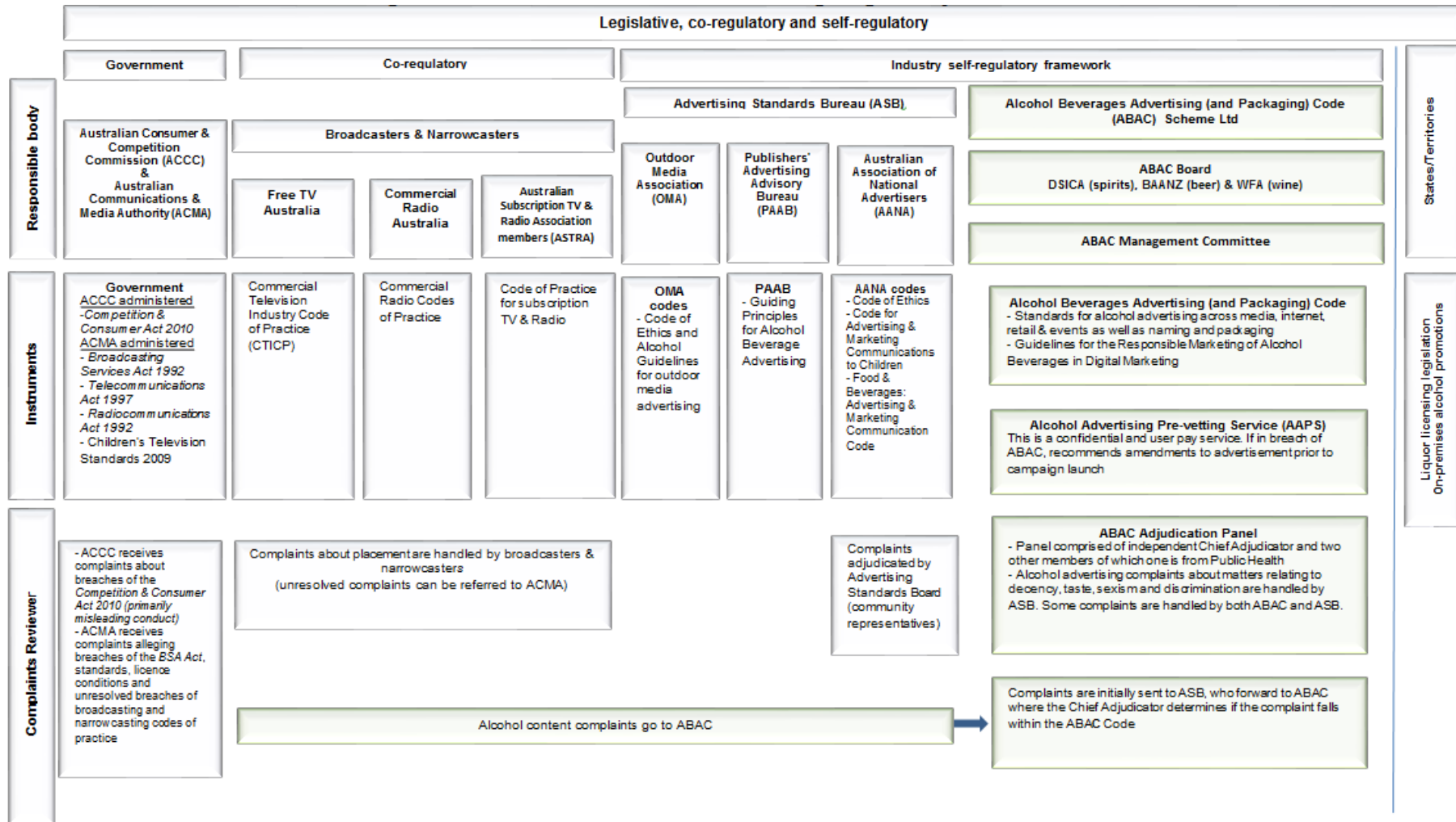
- Australian Association of National Advertisers' (AANA) Code of Ethics (AANA, 2017).
- ABAC Responsible Alcohol Marketing Code (ABAC Scheme Limited, 2017a).

An overarching set of statutory protections for Australian consumers, in cases of misleading and deceptive advertising, for example, are provided in Australian Consumer Law, which is set out in the Competition and Consumer Act 2010 and administered by the Australian Competition and Consumer Commission (ACCC).

### 4.2.1 Codes for the placement of alcohol advertising

It is under the Commonwealth Broadcast Services Act 1992 ("the BSA") that provision for the advertising placement codes exist. Compliance with these codes is a licence condition for commercial television broadcasters. The BSA empowers the Australian Communications and Media Authority (ACMA) to determine and enforce the Children's Television Standards (2009) (see Section 122 of the BSA) and develop codes of practice applicable to the commercial television broadcasting industry, which are set out in the Commercial Television Industry Code of Practice (CTICP)) (see Section 123 of the BSA).

Figure 4.1 Australia's Alcohol Advertising Regulatory System



Source: ANPHA (2014)



The codes detail the rules for when alcohol advertisements may be broadcast. The CTS provides some important minimum levels of protection for children from exposure to alcohol advertising (e.g. “Advertisements for alcoholic drinks may not be broadcast during a C period” (section 36(1)). However, as discussed in section 4.3 of this chapter (see below), these protections are substantially eroded by the comparatively weaker rules under a separate code: the CTICP. Other relevant codes that have some applicability to alcohol advertising and registered by ACMA include: the Commercial Radio Code of Practice; the Subscription Television Broadcast Code of Practice; the Subscription Narrowcast Television Code of Practice; and, the Subscription Narrowcast Radio Code of Practice.

#### 4.2.2 Codes for the content of alcohol advertising

While the codes relating to the placement of alcohol advertising generally derive from statutory provisions, the codes relating to content do not have any statutory backing, as they have been developed voluntarily by the industry. In Australia, the generic self-regulatory code containing standards for the content of all advertising is the Australian Association of National Advertisers’ (AANA) Code of Ethics (AANA, 2017). This code, which is voluntary and hence only binding on AANA members, has the stated object to “ensure that advertisements and other forms of marketing communications are legal, decent, honest and truthful and that they have been prepared with a sense of obligation to the consumer and society and a sense of fairness and responsibility to competitors”. The code is administered by a private company, the Advertising Standards Bureau (ASB), established and funded by the advertising industry. The ASB administers any relevant complaints received about advertising relating to children, the environment, food and non-alcoholic beverages, and wagering. It refers complaints about the content of alcohol advertising to a separate self-regulatory system known as the Alcohol Beverage Advertising Code (ABAC) Scheme, described below:

##### **Alcohol Beverage Advertising Code (ABAC) Scheme**

The Alcohol Beverage Advertising Code (ABAC) Scheme was established in 1998 by peak bodies of the alcohol industry in Australia (representing the producers of beer, wine and spirits), with others (e.g. supermarket retailers of alcohol) joining as signatories in more recent years. The Scheme consists of three elements:

- a set of standards (voluntary rules) for the content of alcohol advertising known as the ABAC Responsible Alcohol Marketing Code (see a full list of the rules contained in the current Code in Appendix C of this report);
- a pre-vetting service for advertisers; and,
- a complaints and adjudication process open to the public.

Membership of the ABAC Scheme is voluntary and there are no penalties for breaches or non-compliance with adjudicators’ decisions on complaints. The only consequence for advertisers who are found to breach the code is that they must withdraw the offending advertisement. However, this again is voluntary. The standards in the ABAC Responsible Alcohol Marketing Code for the content of alcohol advertising are extensive in comparison to the limited restrictions set out in the CTICP rules regarding the placement (days and times) when alcohol advertising may be broadcast. However, the narrow interpretation of these standards by the ABAC Scheme’s adjudicators of complaints has been found to undermine the ABAC Scheme’s effectiveness, and its credibility (Jones et al., 2008; Preventative Health

Taskforce, 2009). Previous reviews have concluded that the ABAC Scheme is not effectively addressing community concerns about alcohol advertising in terms of the wording and interpretation of the ABAC code, the influence of the alcohol industry within the ABAC Scheme, and its overall effectiveness in protecting children and adolescents from alcohol advertising that is appealing to them (Jones et al., 2008; Preventative Health Taskforce, 2009). Furthermore, the ABAC Code continues to explicitly exempt alcohol sponsorships and point-of-sale advertising from its rules.

The ABAC Scheme regularly publicises self-evaluation reports of its effectiveness. However, because those evaluations are not funded or undertaken independently of the ABAC Scheme, the veracity of the findings is unclear.

### **Recent changes to the ABAC Scheme:**

- Online and digital advertising rule changes in the ABAC Code:

In 2013, the ABAC Scheme published a “best practice guide” for advertisers regarding alcohol digital marketing. In 2014, the ABAC Scheme implemented various changes to the Code, including an expanded definition of marketing to clearly include digital marketing. Previously, the Code had defined internet advertising in a narrow way as only “internet sites primarily intended for advertising developed by producers or importers” or “banner advertising” (ABAC 2010). This effectively excluded the forms of advertising emerging on social media (ABAC 2013). From 1 July 2014, an expanded section 2(a) was included in the Code, stating it “applies to all Marketing Communications in Australia generated by or within the reasonable control of a Marketer, except as set out in Section 2(b)”. The code goes on to state that “digital communications (including in mobile and social media and user generated content)” are included. These changes are discussed further in section 4.4 of this chapter.

- Placement rule changes in the ABAC Code:

In July 2017, the ABAC Scheme announced further changes to the Code, including the addition of “placement rules” (see definition of “placement rules” in the Code). In announcing the new placement rules, the ABAC Scheme stated that these provide “additional safeguards for minors” (ABAC, 2017b). In summary, the placement rules require alcohol advertisers to:

- comply with the placement restrictions already contained in other codes (e.g. the CTICP, which is discussed below in section 4.3);
- use age restriction controls where they are available (e.g. age gating on websites);
- or if no such age restriction controls are available (e.g. in television, radio, cinema, digital), then only place advertisements where the audience is reasonably expected to comprise at least 75% adults;
- not place advertisements where the audience is primarily minors;
- not email advertisements to minors.

The effectiveness of these new placement rules in protecting children and adolescents from alcohol advertising is yet to be independently evaluated. However, the available evidence on television audience demographics, for example, suggests that the new placement rules are unlikely to reduce children’s exposure of alcohol advertising. This is because the new rules require that alcohol advertising may only be placed where the audience is 75% adult.

However, this threshold will not prevent alcohol advertising from continuing to be shown during daytime broadcasts of sport which, for example, Australian research shows is a major source of children's exposure to alcohol advertising (O'Brien et al., 2015). Furthermore, minors are unlikely to ever represent more than 25% of the viewing audience for televised sport, as they represent only 23.7% of the Australian population. While the number of children who watch broadcasts of major sporting events may be large, they invariably represent less than 25% of the audience. For example, an estimated 428,000 children watched the broadcast of 2016 AFL Grand Final, but they represented only 13.9% of the total audience (McCusker Centre for Action on Alcohol, 2017).

It is also significant that the ABAC Code specifically exempts all alcohol "sponsorship" activities from the rules of the code, and as discussed further below in section 4.3, alcohol sponsorship is also completely exempt from the rules under the current Commercial Television Industry Code of Practice (CTICP).

### **The effectiveness of the ABAC Scheme**

As discussed in Chapter 3 of this report, there has been considerable research on the content of alcohol advertising in Australia, providing independent evaluations the effectiveness of the ABAC Scheme in upholding the standards contained within the ABAC Code. Numerous studies show that the ABAC Scheme has been particularly ineffective in preventing the publication or broadcasting of alcohol advertisements that appeal to children and adolescents (Rossen et al., 2017). For example, Donovan et al (2007) found that more than a third of alcohol advertising in magazines in Australia breached the ABAC Code standard that requires advertising should not have strong or evident appeal to minors. In another study, Fielder et al (2009) analysed the content of the top 30 most viewed alcohol advertisements by children on television in Australia over a 12-month period. Their analysis found that all 30 advertisements contained at least one element appealing to children, with 23 advertisements containing two or more such elements. In a more recent study, Pettigrew et al (2012) investigated the placement and content of alcohol advertising on television in Australia over a two-month period and found that half of all alcohol advertisements appeared during children's popular viewing times, and that a large proportion of advertisements contained themes and imagery with potential appeal to children and adolescents, including animals (19.9%), sport (15.4%), and sex (5.9%). On the basis of this evidence, it appears the ABAC Scheme is failing to protect young people from exposure to alcohol advertising that is inappropriate and/or has strong appeal to them.

## **4.3 RULES FOR ALCOHOL ADVERTISING ON TELEVISION: RECENT CHANGES**

The Commercial Television Industry Code of Practice (CTICP) sets out the broadcasting rules for Australian commercial free-to-air television, including: classification zones (e.g. PG, M, MA+); allowable content of news and current affairs programs; disclosure of commercial arrangements; advertising limits (i.e. minutes of advertising permitted per hour); advertising restrictions (e.g. classification zones, days, and times when certain advertising is permitted); and the complaints processes (Free TV Australia, 2015). The CTICP is developed by Free TV Australia and is registered with the Australian Communications and Media Authority (ACMA) under subsection 123 of the Commonwealth Broadcasting Services Act 1992 (BSA). The CTICP sits beside other ACMA Standards and regulatory requirements such as, for example, the Children's Television Standards 2009 (CTS).

### 4.3.1 The effectiveness of the CTICP

The CTICP contains a number of rules on when (time/day) and where (classification zones) alcohol advertising may be broadcast on commercial television. However, as explained below, these rules provide insufficient protection of children and adolescents from exposure to alcohol advertising. Furthermore, the research evidence presented in chapter 3 of this report suggests the CTICP rules have in some ways contributed to where and when alcohol companies advertise on television, and in turn have exacerbated young people's already high levels of exposure to alcohol advertising. For example, it has been estimated that Australian children and adolescents received a total of 51 million exposures to alcohol advertising on television in one year, with almost half (47%) of this exposure occurring during the daytime (6am-8.29pm) (Carr et al., 2016).

### 4.3.2 Recent changes to the CTICP

In December 2015, a new version of the CTICP (see Free TV Australia, 2015) replaced the previous (2010) version. Among the changes to the CTICP, were substantive modifications to the rules around when alcohol advertising may be broadcast. In aggregate, these modifications result in substantially less regulatory protection for children from exposure to alcohol advertising that is broadcast on commercial television. The five most pertinent changes are described below.

**(i) The definition of an alcohol advertisement is now narrower.**

The definition of an alcohol advertisement has been narrowed, thereby allowing a wide range of alcohol marketing and promotions to escape the rules of the revised CTICP. For example, alcohol brand sponsorship announcements during a TV program that directly promote the purchase or use of alcohol are now exempt from the rules.

**(ii) Alcohol advertising can start earlier in the evening (8:30pm).**

Although alcohol advertising remains restricted to the MA15+ classification zone, under the revised CTICP the start time of the MA15+ classification zone has been brought forward from 9:00pm to 8:30pm, thereby allowing an additional 210 minutes per week during which alcohol advertisements may be broadcast.

**(iii) Alcohol advertising can be broadcast on any day/time during live sport.**

Alcohol advertisements were exempt from the above 9:00pm restriction (previously, the MA zone) under the previous Code if they were part of a "live broadcast of a sporting event on weekends and public holidays". Under the revised Code, this exemption for live sport has been widened to apply to the broadcast of an alcohol advertisement on *any day* or time if it is part of a live sport broadcast.

**(iv) Alcohol advertising may be broadcast during non-live sport on weekends/public holidays.**

The exemption for alcohol advertising during sport has been widened further to allow alcohol advertisements as part of a "Sports Program" on a weekend or a public holiday. Importantly, the new Code defines Sports Programs very broadly to include coverage of sporting events that are broadcast live or replayed, sporting commentaries/analysis/news, and sporting award ceremonies.

**Table 4.1** Implications for children's exposure to alcohol advertising resulting from changes to the Commercial Television Industry Code of Practice in December 2015.

Provisions of the Code that have changed	Rules under 2010 code	Rules under 2015 code	Main difference in rules	Implications for exposure to advertising
Definition of an alcohol advertisement (especially in relation to TV program sponsorship announcements).	<ul style="list-style-type: none"> <li>TV program sponsorship announcements by alcohol companies/retailers are allowed only if they do not promote alcohol purchase or use (s. 6.11).</li> </ul>	<ul style="list-style-type: none"> <li>TV program sponsorship announcements by alcohol companies/retailers are allowed only if they don't promote the price of alcohol (s. 8a) and don't directly promote an alcoholic drink for a manufacturer/retailer (s. 8b).</li> </ul>	<ul style="list-style-type: none"> <li>The catch-all ban on alcohol sponsorship announcements outside of MA times has been removed.</li> <li>Broadcasters may now include most types of program sponsorship announcements that promote the purchase and/or use of alcohol during programs broadcast at any day/time.</li> </ul>	<ul style="list-style-type: none"> <li>Certain types of alcohol advertisements (e.g. sponsorship announcements) are now allowed to be broadcast without any day/time restriction.</li> </ul>
Definition of mature audience (MA, MA15+) classification zones (i.e. the times during which broadcasting of alcohol advertising is allowed).	<ul style="list-style-type: none"> <li>The MA classification zone is all days between 9.00pm and 5.00am (s. 2.11).</li> </ul>	<ul style="list-style-type: none"> <li>The newly defined MA15+ classification zone is all days between 8.30pm and 5.00am (s. 2.2.3).</li> </ul>	<ul style="list-style-type: none"> <li>The evening time zone during which alcohol advertising is allowed now begins at 8:30pm, which is half-an-hour earlier than under the previous rules (9:00pm).</li> </ul>	<ul style="list-style-type: none"> <li>There is an additional 210 minutes per week (Monday-Sunday 8:30pm-9:00pm) of TV broadcast time during which alcohol advertising is now allowed.</li> </ul>
Exemption for alcohol advertising broadcast during live sport and other sports programs.	<ul style="list-style-type: none"> <li>Alcohol advertising is exempt from the MA time restriction (9:00pm) if it is accompanying the live broadcast of a sporting event on weekends or public holidays (s. 6.7.2).</li> <li>There are no such exemptions for other sports programs.</li> </ul>	<ul style="list-style-type: none"> <li>Alcohol advertising is exempt from the MA15+ time restriction (8:30pm) if accompanying the broadcast of a sports program on weekends and public holidays (s. 6.2.1b) or accompanying a live sporting event on <u>any day</u> of the year (s. 6.2.1c).</li> </ul>	<ul style="list-style-type: none"> <li>Previously, alcohol advertising was only exempt from the MA/MA15+ time restrictions if shown during live sport broadcasts on weekends/public holidays, but now most other "sports programs" (e.g. replays, highlights, commentaries, analysis) shown on weekends/public holidays are also exempt.</li> <li>Additionally, alcohol advertising is now exempt from the MA15+ time restriction when shown during live sport programs on any day of year (NB. Previously, alcohol advertising was only allowed during live sport broadcasts on weekends/public holidays).</li> </ul>	<ul style="list-style-type: none"> <li>There is a substantial increase (not yet estimated) in the days and times when alcohol advertising is now allowed during broadcasts of live sport and during other sports programs on TV.</li> </ul>
Definition of weekend (i.e. the days on which broadcasts of a sports program are allowed to include alcohol advertising).	<ul style="list-style-type: none"> <li>Weekend includes Saturday and Sunday only.</li> </ul>	<ul style="list-style-type: none"> <li>Weekend includes Friday from 6pm, and all Saturday and Sunday.</li> </ul>	<ul style="list-style-type: none"> <li>The duration of a "weekend" has been extended.</li> <li>As a consequence, the time zone during which alcohol advertising is allowed during a sports programs now begins at 6:00pm Friday, which is 180 minutes earlier than what was allowed under the old code (9:00pm), and that applied to live sport broadcasts only.</li> </ul>	<ul style="list-style-type: none"> <li>There is an additional 180 minutes per week (Friday 6pm-9pm) of TV broadcast time during which alcohol advertising is allowed.</li> </ul>
Summary	<ul style="list-style-type: none"> <li>Included greater restrictions on days/times when advertisements were allowed and greater restrictions on what type of alcohol sponsorship announcements were allowed.</li> <li>Included day-of-week restrictions, but no time-of-day restrictions, on alcohol advertising during live sport broadcasts.</li> </ul>	<ul style="list-style-type: none"> <li>Includes less restrictions on day/time when advertisements are allowed and what type of alcohol sponsorship announcements are allowed.</li> <li>Includes no time-of-day restrictions on alcohol advertising during any <u>sports programs</u> (live or otherwise) that are broadcast on weekends/public holidays.</li> </ul>	<ul style="list-style-type: none"> <li>The evening time restrictions on alcohol advertising have been relaxed.</li> <li>The time/day restrictions on alcohol advertising during live sport have been removed and restrictions during other sports programs have been relaxed.</li> <li>Alcohol sponsorship announcements are almost unrestricted under the new Code.</li> </ul>	<ul style="list-style-type: none"> <li>There is (at minimum) an additional 360 minutes (net) per week of alcohol advertising allowed due to changes in the definition of the mature audience zone (MA/MA15+) and the definition of weekend, most of which (83%) is concentrated on weekdays (Monday-Friday).</li> <li>Additionally, there is expected to be a substantial increase (not yet estimated) in alcohol advertising minutes on weekends/public holidays due to the wider definition of sports programs, and the relaxed definition of alcohol sponsorship announcements.</li> </ul>

(i) **Alcohol advertising can start earlier in the weekend (6:00pm Friday).**

Under the revised Code, the definition of weekend has been widened to “commence at 6.00 pm on a Friday and conclude at midnight on the following Sunday”. Under the previous Code a weekend included only Saturday and Sunday. Subsequently, the rule exemptions for alcohol advertisements broadcast during sporting programs now apply from 6:00pm Friday (rather than after 8:30pm as per the MA15+ zone). This allows for an additional 150 minutes per week when alcohol advertising may be broadcast.

As shown in the table above, the five recent changes to CTICP that were endorsed by ACMA in December 2015 have major implications for children’s potential exposure to alcohol advertising on television (see Table 4.1). Significantly, data from ACMA’s own research highlights several key concerns. First, while the new rules allow alcohol advertising to start 30 minutes earlier (8:30pm) than under the previous code (9:00pm), research published by ACMA shows that one of the most popular times for Australian children aged 0-14 years to view commercial television on weekdays and weekends is during the 8:00pm-8:59pm period (ACMA, 2015). Second, the same research reported that sporting programs represent a large number of the most popular FTV programs viewed by children aged 0-14 years.

## 4.4 CODES FOR ONLINE & DIGITAL ALCOHOL ADVERTISING: RECENT DEVELOPMENTS

### 4.4.1 Regulation of online and digital alcohol advertising under the ABAC Scheme

Online alcohol advertising in Australia is subject to the same codes for the content of alcohol advertising referred to above: the Australian Association of National Advertisers’ (AANA) Code of Ethics (AANA, 2017), and the ABAC Responsible Alcohol Marketing Code (ABAC Scheme, 2017a). However, there are some gaps in the coverage of these codes regarding online alcohol advertising:

- **Online advertising that includes images of young people**

For example, section 3(b)(iii) of the ABAC Code effectively allows brands to depict consumers who are under aged 25 years in advertisements if the images are produced in a licensed venue. This provision enables brands and licensed venues to continue producing and circulating images of young people drinking in licensed venues. This is significant in part because an emerging form of online advertising is “influencer” marketing where brands and venues work with young people who promote goods and services via their individual social media profiles (Carah et al., 2015).

- **Age-gating of access to online advertising**

In 2013, ABAC released a Best Practice Guideline for Responsible Digital Alcohol Marketing (ABAC Scheme, 2013). The guideline makes two important clarifications. Firstly, it clearly states that age “restriction, targeting or affirmation technologies should be used, where available” (Carah et al., 2015: 1). In practice, this means that alcohol advertisers are required to restrict their content to

Australians over the age of 18. However, these age-gating tools are significantly limited by the fact that users self-report their age.

- **Online advertising that includes user-generated content**

Also, the guideline makes clear that alcohol marketers are responsible for user-generated content within “digital platforms, controlled by alcohol beverage advertisers”. Although not explicitly clear in the guideline, decisions made by the ABAC Scheme from 2012, and the 2014 revisions to the code, indicate this extends to social media pages and profiles operated by brands. While this means that members of the public can complain to ABAC about user-generated content on alcohol brand pages, the likelihood of this is far smaller than for traditional forms of advertising. The algorithmic structure of social media platforms ensures that content is only seen by individuals in the target audience.

#### 4.4.2 Regulation of native and influencer alcohol advertising

“Native” and “influencer” advertising has become a common feature of online advertising. These forms of advertising embed brands within the content of websites and social media platforms, making advertisements indistinguishable from other forms of content. In 2016, the AANA published its Clearly Distinguishable Advertising Best Practice Guideline (AANA, 2016). The guideline refers to material marketers have a “reasonable control over” and that “intends to draw the attention of the public in a manner calculated to promote”. The guideline explains that advertisements do not have to be explicitly labelled. Rather, it must be clear to a reasonable member of the relevant audience that the content is commercial in nature. This is particularly important in native, influencer and branded content forms of online alcohol advertising. For example, a fashion blogger might be paid to attend a music festival and party in an alcohol branded bar and post images to their social media profiles that incorporate the brand’s logo, products, etc. Under the AANA guideline, this content does not have to be explicitly labelled as advertising. Actions such as using promotional language, or featuring a brand logo in the image, or tagging a brand in the post constitute adequate disclosure. This system does not provide systematic disclosure of alcohol advertising.

While in recent years the self-regulatory codes have explicitly included “digital marketing” within their remit, there remain several critical features of online advertising that are not addressed by these codes and may have impacts on young people, including:

- An increasing amount of advertising circulated via online platforms (e.g. dark posts on Facebook) is not open to public scrutiny, retrieval, recording, etc.;
- There are presently no restrictions on how alcohol advertisers can target an audience online;
- Content posted online by influencers is not age-gated, nor explicitly labelled as advertising;
- Content generated through brand sponsorships and real-world brand activations is not open to public scrutiny, and exempt from codes; and,
- While online advertising increases the likelihood that young people will be exposed to alcohol marketing, online platforms potentially offer new opportunities for monitoring advertising content and more streamlined reporting of breaches of regulatory codes.

## 4.5 EFFECTIVENESS OF INDUSTRY SELF REGULATION AND ALTERNATIVES

### 4.5.1 The effectiveness of self-regulation to protect young people

On balance, the available evidence reviewed in this report suggests that the current quasi/self-regulatory system is failing to protect young people from both exposure to alcohol advertising, and prevent advertisers from using content with appeal to young people. There are several reasons for this, but it appears that a common source of the problem relates to the vested interests of alcohol, advertising, and media industries. The failure of self-regulation of alcohol advertising is not unique to Australia. A recent review of the international research on industry self-regulation of alcohol advertising found consistent evidence of systematic failures in the effectiveness of these approaches to protect young people (Noel et al., 2017a). They report that the failures mostly relate to conflicts of interest by the alcohol industry in self-regulating, particularly in adjudicating over complaints about alcohol advertisements.

Another recent systematic review, which examined the international evidence on self-regulation of alcohol advertising placement (exposure controls) in 18 countries, and self-regulation of alcohol advertising content in 16 countries, found evidence of widespread industry circumvention of self-regulation and concluded that self-regulation approaches have comprehensively failed to protect young people (Noel et al., 2017b). Their review of 19 advertising code studies and 25 advertising content studies from countries where advertising is self-regulated found that all had detected evidence of advertising content harmful to young people. Additionally, their review of 57 advertising exposure studies in countries where advertising placement is self-regulated found high levels of exposure to alcohol advertising and high awareness of alcohol advertising among young people.

### 4.5.2 Enhancements and alternatives to self-regulation

The apparent failure of Australia's current quasi/self-regulatory system for protecting young people from advertising raises two questions for policy makers. First, what can be done to make the current system more effective. Second, what are the alternatives to the current quasi/self-regulatory system. The recent systematic reviews discussed above, along with other reviews and Australian research, have identified several options that address these questions. These can be summarised as follows:

#### **Options for *strengthening* the current quasi/self-regulation system:**

- Increase public awareness of the standards and rules in codes.
- Simplify processes for making complaints and increase public awareness of these processes.
- Remove ambiguous language from standards and rules contained in codes that compromise objective and consistent interpretations by adjudicators.
- Include interpretations by young people and others (e.g. public health experts) in the pre-vetting and complaints adjudication processes.



- Remove those with vested interests (e.g. members of the alcohol, advertising, sport, retail, and media industries) from management and administration of the self-regulatory codes and from adjudication processes.
- Establish independent monitoring and enforcement of non-compliant advertising.
- Require alcohol industry disclosure of advertising expenditure.
- Allow advertising only where and when none (or a very small a proportion) of the audience are children.
- Strengthen age-verification controls for online and digital media.
- Impose escalating sanctions for repeat breaches of advertising standards and rules.
- Provide a supportive legal context (e.g. links to statutory provisions).

**Options for *replacing* the current quasi/self-regulation system:**

- Legislate for a new regulatory system, administered independently of the industries.
- Staged removal of alcohol advertising and sponsorship from media and environments where young people are exposed (e.g. sports, music).
- Related to the above, commence a publicly-funded buy-out of alcohol sponsorship.
- Statutory bans on alcohol advertising.

## Chapter 5: Opportunities and recommended actions for reducing young people's exposure to alcohol advertising

### Summary

- Stronger restrictions on alcohol advertising and sponsorship are required to protect children and young people from the harmful effects of such marketing. The majority of Australians (approximately 70%) and particularly parents (80%) support stronger restrictions on alcohol advertising and sponsorship. Policy makers would receive significant public support if stronger restrictions were implemented.
- The evidence base suggests that there are several effective means and opportunities for protecting children and young people from exposure to alcohol advertising, four of which stand out as areas for action:
  1. Stronger restrictions/bans on alcohol advertising and sponsorship on television at times when children are known to be watching, and particularly in live sport where alcohol advertising and sponsorship is allowed at any time of the day;
  2. Remove alcohol sponsorship from sport;
  3. Strengthen regulation of the content of alcohol advertising; and,
  4. Develop responsive regulation to online and digital alcohol advertising.
- Implementation of this four-point plan will position Australia as one of the world-leaders in evidence-based public health approaches to protecting children and young people from the harmful effects of alcohol advertising.

### 5.1 INTRODUCTION

This chapter sets out the opportunities and recommend actions for reducing young people's exposure to alcohol advertising in Australia in light of the evidence presented in the preceding chapters and the growing level of community concern. While the key actions require initiation and leadership by the Commonwealth at a national level, opportunities for complementary actions at the State and Territory level are also outlined. Some relevant examples of action to reduce young people's exposure to alcohol advertising that have been implemented successfully in other countries are also highlighted.

### 5.2 OPPORTUNITIES FOR REDUCING YOUNG PEOPLE'S EXPOSURE TO ALCOHOL ADVERTISING

The main findings of this report highlight the need for specific action to strengthen the regulation of alcohol advertising and sponsorship in order to protect children and young people in Australia. Many of the recommended actions are identified in previous reviews of the regulatory system, such as the review by the Preventative Health Taskforce (2009). Others are opportunities that reflect new and emerging issues and concerns. Implementation of this four-point plan will position Australia as one of the world-leaders in evidence-based public health approaches to protecting children and young people from the harmful effects of alcohol advertising.

**(i) Restrict alcohol advertising on television where and when children are present.**

The evidence presented in Chapter 3 of this report shows that a major source of Australian children's exposure to alcohol advertising occurs through watching free-to-air commercial television, particularly during televised sport in the daytime, and more extensively between 7pm and 9:30pm in the evenings during both sport and non-sport television programs. Australian research examining children's level of exposure to alcohol advertising on television under the previous (pre-2015) advertising placement rules in the CTICP indicates that the exemption for live sports programs from alcohol advertising restrictions has been the pivotal factor in how much alcohol advertising is broadcast during the daytime, and in turn, how much children are exposed to. With the exemptions for sport from advertising restrictions now widened even further under the new CTICP rules (post-2015), children are even more vulnerable to exposure than before. An evaluation of the impact of the new rules on children's exposure to alcohol advertising is yet to be undertaken, but given the increased amount of time per week within which alcohol advertising can now potentially be broadcast (i.e. at least, an additional 210 minutes per week (Monday-Sunday 8:30pm-9:00pm)), it is clear that children now face a heightened risk of exposure. While further analysis is required to identify the most appropriate placement restrictions for alcohol advertising on commercial television, the available evidence indicates that even a modest restriction (e.g. no alcohol advertising permitted during the daytime on weekends or school holidays) is likely to significantly reduce children's exposure (Carr et al., 2016)

**(ii) Remove alcohol sponsorship from sport.**

Alcohol sponsorship of sport is a key vehicle through which alcohol companies promote their products in Australia. However, as discussed in Chapter 4, the placement of this type of alcohol marketing is largely unregulated, and the content is completely unregulated. Because young people represent a major share of both sport audiences and sport participants, they are exposed to a large volume of alcohol promotions in sport. This contrast with the tobacco advertising in sport, which was banned by the Australian government three decades ago. Many argue that the successful removal of tobacco sponsorship from sport in Australia, and the subsequent decrease in tobacco use in the population, provides a proven blueprint for similar policy action on alcohol sponsorship of sport (Rossen et al., 2017).

In 2009, the Preventative Health Taskforce recommended that the Commonwealth, in a staged approach, phase out alcohol advertising from places where young people are likely to be exposed, and following this, in 2012, the Commonwealth allocated AUD\$25 million to fund the provision of alternative (non-alcohol) sponsorship for national sporting organisations. Twelve national sporting organisations agreed to cease their sponsorship arrangements with alcohol companies in order to receive the alternative funding. However, the three largest national sporting organisations, AFL, NRL and Cricket Australia, did not take up the alternative sponsorship. Around the same time, the AFL announced a 10-year AUD\$50 million extension to its sponsorship arrangement with Carlton United Breweries, now owned by global alcohol producer Anheuser-Busch InBev NV. Financial incentives alone may not be enough to persuade some sports to cease alcohol sponsorship, but the experience in 2012 indicates that an alternative funding program has potential to buy-out of alcohol sponsorship in several national sporting organisations, and the involvement of the largest organisations may be possible if the offer of sustained funding and other incentives (e.g. improved brand image for sport) is appropriately targeted.

While sports are often in a strong position to negotiate with alcohol companies over the value of sponsorship arrangements, the relationship between alcohol companies and some sports in Australia appears sometimes to be one of co-dependence, and this presents some challenges for policy makers in demonstrating the feasibility of phasing out alcohol advertising and sponsorship from sport. However, some countries have already moved to ban alcohol sponsorship in sport (e.g. France) and others are considering doing likewise in the near future (e.g. Ireland, New Zealand). The international experience of banning tobacco sponsorship from sport provides relevant experience, demonstrating in principle that an equivalent ban on alcohol sponsorship is feasible and is unlikely to threaten the future of sport (de Bruijn, 2014). Policy discussions on this are often thwarted by the lack of key information to inform a prospective evaluation of the likely impact of policy change. For example, accurate information on the dollar value of the advertising and sponsorship arrangements between alcohol companies and Australian sports is difficult to obtain, as these are not publicly reported. The authors of this report approached a range of potential key informants, but were unable to elicit key information such as the dollar value of current alcohol company spending on sport sponsorship. The Preventative Health Taskforce estimated that, in 2009, the total value of alcohol company sponsorship in Australia exceeded AUD\$300 million. However, this appears to be a conservative estimate, given the reported value of some individual sport sponsorship arrangements. For example, the sponsorship branding rights for the 2018 Queensland Rugby League jumper alone, which is currently held by XXXX Gold (beer) and Suncorp, is reported to be worth AUD\$42 million (Badel, 2017). Additionally, there are several sport sponsorship arrangements with alcohol companies made at the international level, which ultimately operate in Australia. For example, Heineken (beer) recently announced AUD\$337 million worth of sponsorship for Formula 1 racing (Fox Sports, 2016).

Experiences in other countries offer some guide as to how Australia might obtain key information to plan and prepare for the removal of alcohol sponsorship from sport. For example, in the United States, the Federal Trade Commission (FTC) recently ordered 14 major alcohol companies to disclose details of their annual marketing activities. Of the US\$3.45 billion total marketing expenditure reported by these alcohol companies, expenditures were distributed across traditional advertising (31.9%) (i.e. television, radio, magazine, and newspaper advertising, point of sale advertising (28.6%), sponsorships and public entertainment (17.8%), outdoor and transit advertising (6.8%), and online and digital advertising (7.9%) (FTC, 2014). Given the globalised nature of alcohol marketing, and the similarly long-established alcohol markets of the US and Australia, these figures provide a broad indication of the likely nature and extent of alcohol advertising expenditure in Australia. However, some differences between the countries limit how much can be extrapolated from the US to the Australian context. Requiring a similar level of reporting of marketing expenditure by the alcohol industry in Australia would be an important step forward in monitoring alcohol advertising in this country, and would provide key information required for planning a staged replacement of alcohol company sponsorship of Australian sport.

### **(iii) Strengthen regulation of the content of alcohol advertising.**

Australian research and previous regulatory reviews have consistently found that the content of alcohol advertising in Australia frequently has appeal to young people, despite the stated intent of the industry's self-regulatory ABAC Scheme. There are

three components of the ABAC Scheme: a set of standards (voluntary rules), a pre-vetting service, and a complaint and adjudication process. Concerns have been raised about aspects of each one of these components in terms of their effectiveness in protecting children and adolescents from alcohol advertising. As discussed in chapter 4 of this report, there are also doubts about the adequacy of new “placement rules”, intended to protect minors, that were added to the ABAC Code in 2017, and there are also concerns about loopholes in the ABAC code that allow alcohol advertisers to use images of young people in online marketing activities. More fundamentally, there is a concern about whether a self-regulatory system for advertising content can work effectively given the clear conflict of interest that advertisers, media, and the alcohol industry face in regulating their own practices. Notwithstanding these endemic concerns about the ABAC Scheme, there are some potential opportunities for strengthening it, including, but not limited to:

- Remove ambiguous language from standards that compromise objective and consistent interpretations by adjudicators.
- Include interpretations by young people in the pre-vetting and complaints adjudication processes.
- Remove those with vested interests (e.g. members of the alcohol, advertising, sport, retail, and media industries) from management and administration of the ABAC Scheme and from adjudication processes.
- Install independent management and administration of the ABAC Scheme.
- Impose tangible sanctions (e.g. fines, temporary bans) on advertisers who breach the ABAC code.

#### **(iv) Develop responsive regulation to online and digital alcohol advertising.**

Alcohol advertising through online and digital channels is expanding rapidly throughout the world. This is of particular concern given young people are the largest consumers of these media channels, and alcohol advertising in these environments is more targeted and less regulated than advertising in other media. There are a number of opportunities for strengthening monitoring and regulation of online and digital alcohol advertising in order to better protect young people, including:

- **Research and monitoring** to determine the effectiveness of age-gating of online and digital alcohol advertising. For instance, given that there are no platform that ‘verify’ age, it is unclear how effective age-gating technologies are in preventing children’s exposure of alcohol advertising.
- **Disclose promoted posts.** There is an opportunity to require alcohol brands to make all online and digital advertising open to public scrutiny. At present, ‘dark’ or unpublished posts, influencer partnerships, and other kinds of digital advertising are only visible to targeted consumers. This undermines the possibility of public monitoring and accountability.
- **Simplify reporting.** All social media platforms have simple “one click” processes for reporting content that a user believes violates the “community standards” of a platform. There is an opportunity to enable user reports of alcohol advertisements on a platform to flow through to a formal complaints process dedicated to regulating online alcohol marketing.
- **Revise the best practice guidelines on influencer marketing.** The current AANA (2016) best practice guideline on clearly distinguishable advertising does not facilitate systematic disclosure of alcohol brands (and associated licenced venues, sporting

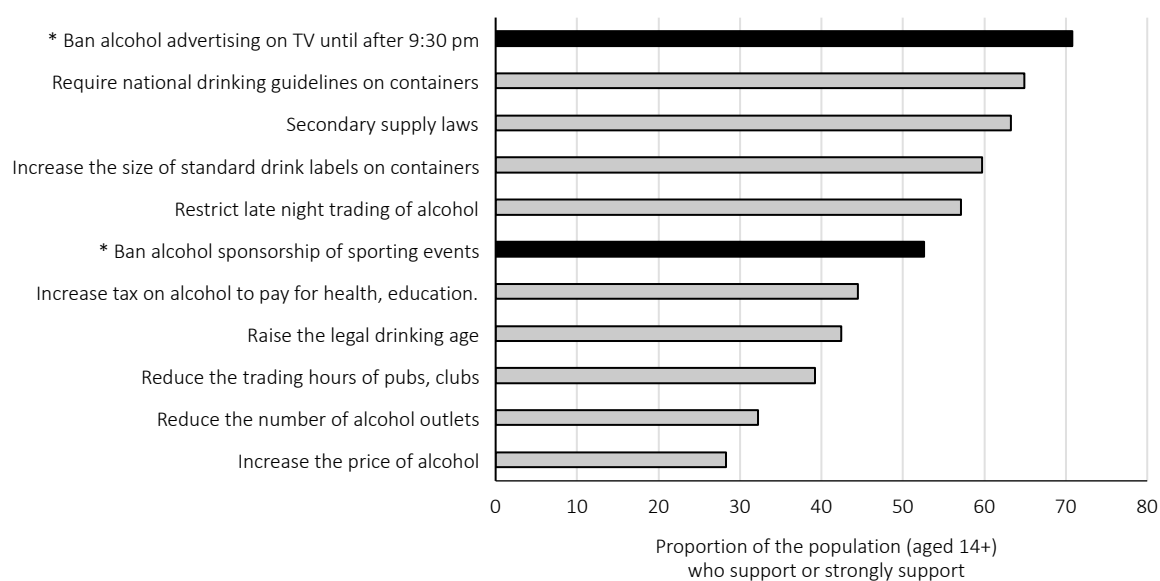
organisations, music festivals, etc.) undertaking promotional activities in partnership with influencers. There is an opportunity to strengthen the relevant guidelines, and require clear and systematic disclosure of these influencer partnerships both on individual items of content and in a publicly searchable repository.

- **Create a best practice guideline on targeting.** A contemporary regulatory system must not only address advertising content, volume, and placement, but especially also targeting in the case of digital marketing. The regulatory framework should recognise that a critical feature of digital media is the capacity to “learn” and “target” the predispositions of consumers, and to target them in specific times and settings. Consideration could also be given to requiring alcohol companies to report levels of advertising exposure by age, location, and other demographic details they have readily available to them (e.g. through their Facebook dashboards).
- **Provide users with transparent information and control over alcohol advertising.** Users should be able to see if a platform is targeting alcohol-based advertising at them, a full list of all advertisement that have been targeted at them, and they should be able to permanently block all alcohol advertising from their feeds.

### 5.3 COMMUNITY SUPPORT FOR THE IDENTIFIED OPPORTUNITIES AND RECOMMENDED ACTIONS

There is a consistently high level of community support for some of the opportunities discussed above. The results of the 2016 national drug strategy household survey (AIHW, 2017a) indicate that more than two thirds (71%) of the Australian population support a ban on alcohol advertising on television until after 9:30pm at night (see Figure 5.1). This is significant given the current rules in the CTICP (2015) allow alcohol advertising on television from 8:30pm, or anytime of the day/week if shown during a live sports broadcast. In other words, the survey results suggest that Australians support more restrictive controls on the placement of alcohol advertising.

**Figure 5.1** Public support for alcohol policies, Australia, 2016



Source: AIHW (2017a)

The survey results also show that the majority (53%) of Australians support a ban on alcohol sponsorship of sporting events. This is also significant, considering that a large number of Australians view sport and participate in sport, and that alcohol sponsorship has been prominent in Australian sport for decades. It appears that although alcohol advertising is entrenched in some sports, there is considerable public disaffection with this. It should also be noted that the high levels of public support for these bans on alcohol advertising and sponsorship have emerged despite any sustained national community awareness campaigns on the harmful effects of alcohol for young people.

## 5.4 IMPACTS ON STAKEHOLDERS

The opportunities for reducing young people's exposure to alcohol advertising identified above will, potentially, impact across a range of stakeholders. Primarily, the impact will be upon young people. These impacts may include reductions in exposure to alcohol advertising, reductions in alcohol use, and reductions in alcohol related problems. At a broader level, there is potential for impacts across the whole of the community from stricter controls on alcohol advertising. The estimated cost to the Australian community from alcohol misuse is AUD\$15 billion, with the costs to government falling mostly on the health system and law enforcement. However, Australian research estimates that this cost could be reduced by AUD\$2.4 billion with the implementation of partial bans on alcohol advertising, or even further, by AUD\$3.9 billion, with the implementation of complete bans on alcohol advertising (Collins and Lapsley, 2008). Further, an Australian analysis of the cost-effectiveness of seven different interventions to reduce alcohol related harm concluded that a comprehensive ban alcohol advertising (e.g. via television, radio, billboards, etc.) is one of the least costly and most effective policy options (Cobiac et al., 2009).

The economic impacts of such policies on advertisers, media, and alcohol companies, individually, is not known. No precise information on the current value of their respective investment and/or revenue from alcohol advertising and sponsorship activities has been identified in this review. As discussed above, the Preventative Health Taskforce estimated that, in 2009, the total value of alcohol company sponsorship in Australia exceeded AUD\$300 million. However, this is considered a conservative estimate given the reported value of some individual sport sponsorship arrangements in recent years.

## 5.5 APPROACHES IN OTHER JURISDICTIONS

A growing number of countries around the world have taken steps to reduce young peoples' exposure of alcohol advertising. For example, France has one of the most restrictive laws on alcohol marketing known as the Évin Law. The law has three main measures: placement controls (alcohol advertising is banned on television, at sporting events); content controls (only factual statements are permitted; models etc. are banned); and, a health warning ("Alcohol is dangerous for health") must appear on all advertisements (Gallopel-Morvan et al., 2017). In Norway, alcohol advertising is banned on television, radio, outdoors, and cinema. Alcohol advertising and sponsorship messages are also banned at sporting events. In Ireland, the Government recently announced plans to tackle alcohol misuse through a package of measures including pricing, marketing and advertising, labelling, and sports sponsorship. In the case of sports sponsorship, the Government announced its intention to place the existing voluntary code for sport sponsorship on a statutory footing (Working Group on Regulating Sponsorship by Alcohol Companies of Major Sporting Events, 2014). In 2011, Turkey implemented a total ban on alcohol advertising and sponsorship in sport

despite a number of their high profile sports teams having alcohol companies as primary sponsors, and in 2013, a total ban on alcohol advertising was implemented. From 1 January 2018, Lithuania became the newest country to ban all major forms of alcohol advertising, as well as placing restrictions on alcohol trading hours and increasing the taxation of alcohol.

## 5.6 OPPORTUNITIES AT THE STATE AND TERRITORY LEVEL

In addition to regulating alcohol advertising at the Commonwealth level, there is potential to regulate some forms of alcohol advertising at the State and Territory level in Australia. The most practical opportunities, given States' and Territories' responsibilities and legislative powers, include further imposing restrictions on alcohol advertising that occurs in public spaces, such as on public transport, and restricting alcohol advertising by alcohol outlets and venues. However, because of constitutional constraints (e.g. the major responsibilities for laws governing communications, competition, and consumer protection reside with the Commonwealth), it appears to be unlikely that States and Territories could impose restrictions on television, digital and online advertising or on sponsorship. Hence, State and Territory level measures are best seen as a complement to action at the Commonwealth level, rather than a substitute.

Some examples of current State and Territory regulatory approaches to alcohol advertising include:

- In Queensland, Section 142ZZC of the Liquor Act 1992 prohibits alcohol outlets from advertising, or allowing anyone to advertise, a range of matters, including free liquor, discounted liquor or the sale price of liquor for consumption on premises (restaurants and cafés excepted).
- In New South Wales, Section 102 of the Liquor Act 2007 includes provisions for banning certain types of alcohol promotions, such as promotions likely to have a special appeal to minors because of the use of designs, names, motifs or characters in the promotion that are, or are likely to be, attractive to minors or for any other reason.
- In Victoria, Section 115A of the Liquor Control Reform Act 1998 includes provisions for banning certain types of alcohol advertising and promotions, including advertising and promotions likely to encourage irresponsible consumption of alcohol or is otherwise not in the public interest. In March 2018, the Victorian Government announced a ban on alcohol advertising within 150 metres of all Victorian schools.



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Staltz A. (2017) *The web began dying in 2017, here's how*. Accessed at: <https://staltz.com/the-web-began-dying-in-2014-heres-how.html>

Stautz K, Brown KG, King SE, *et al.* (2016) Immediate effects of alcohol marketing communications and media portrayals on consumption and cognition: a systematic review and meta-analysis of experimental studies. *BMC Public Health* 16: 465

Stevenson M and Thompson J. (2014) On the road to prevention: road injury and health promotion. *Health Prom J Aust* 25(1) 4-7

Stockwell T. (2004) Australian alcohol policy and the public interest: a brief report card. *Drug and Alcohol Review* 23: 377-379

Story M and French S. (2004) Food Advertising and Marketing Directed at Children and Adolescents in the US. *Int J of Behav Nutrition Physical Activity* 1(3)

The Senate. (2016) *Need for a nationally-consistent approach to alcohol-fuelled violence. Interim Report*. Legal and Constitutional Affairs References Committee. Canberra: Commonwealth of Australia

Tucker, J., Miles, J. and D'Amico, E., (2013). 'Cross-lagged associations between substance use-related media exposure and alcohol use during middle school.' *Journal of Adolescent Health*, 53: 4: 460–464.

Westgate EC and Holliday J. (2016) Identity, influence, and intervention: The roles of social media in alcohol use. *Current Opinion in Psychology* 9:27–32

White V, Faulkner A, Coomber K, *et al.* (2015) How has alcohol advertising in traditional and online media in Australia changed? Trends in advertising expenditure 1997–2011. *Drug and Alcohol Review* 34(5): 521-530

White V, Azar D, Faulkner A, *et al.* (2017) Adolescents' exposure to paid alcohol advertising on television and their alcohol use: exploring associations over a 13-year period. *Addiction* 112(10): 1742-1751.

Working Group on Regulating Sponsorship by Alcohol Companies of Major Sporting Events. (2014) *Report of the Working Group on Regulating Sponsorship by Alcohol Companies of Major Sporting Events*. Accessed at: [https://www.taoiseach.gov.ie/eng/Work\\_Of\\_The\\_Department/Social\\_Policy\\_and\\_Public\\_Ser](https://www.taoiseach.gov.ie/eng/Work_Of_The_Department/Social_Policy_and_Public_Ser)

vice\_Reform/Report\_of\_the\_Working\_Group\_on\_Regulating\_Sponsorship\_by\_Alcohol\_Companies\_of\_Major\_Sporting\_Events.pdf

World Health Organisation (WHO). (2014) *Global status report on alcohol and health 2014*. Geneva: WHO

## Appendix A

### List of studies included in the systematic reviews of longitudinal research into the effects on alcohol marketing.

#### Studies reviewed by Smith and Foxcroft (2009):

Casswell S, Pledger M, Prata S. (2002) Trajectories of drinking from 18 to 26 years: identification and prediction. *Addiction* 97: 1427–37

Casswell S, Zhang J. (1998) Impact of liking for advertising and brand allegiance on drinking and alcohol-related aggression: a longitudinal study. *Addiction* 93: 1209–17

Connolly GM, Casswell S, Zhang JF et al. (1994) Alcohol in the mass media and drinking by adolescents: a longitudinal study. *Addiction* 89: 1255–63

Ellickson PL, Collins RL, Hambarsoomians K et al. (2005) Does alcohol advertising promote adolescent drinking? Results from a longitudinal assessment. *Addiction* 100: 235–46

Robinson TN, Chen HL, Killen JD. (1998) Television and music video exposure and risk of adolescent alcohol use. *Pediatrics* 102: e54–9

Sargent JD, Wills TA, Stoolmiller M, Gibson J, Gibbons FX. (2006) Alcohol use in motion pictures and its relation with early-onset teen drinking. *J Stud Alcohol* 67: 54–65

Snyder LB, Fleming-Milici F, Slater M et al. (2006) Effects of alcohol advertising exposure on drinking among youth. *Arch Pediatr Adolesc Med* 160: 18–24

Stacy AW, Zogg JB, Unger JB et al. (2004) Exposure to televised alcohol ads and subsequent adolescent alcohol use. *Am J Health Behav* 28: 498–509

Van Den Bulck J, Beullens K. (2005) Television and music video exposure and adolescent alcohol use while going out. *Alcohol* 40: 249–53

#### Studies reviewed by Anderson et al. (2009) (all of the above, plus the following)

Collins RC, Ellickson PL, McCaffrey D et al. (2007) Early adolescent exposure to alcohol advertising and its relationship to underage drinking. *J Adolesc Health* 40:527–34.

Fisher LB, Williams Miles I, Austin B et al. (2007) Predictors of initiation of alcohol use among US adolescents findings from a prospective cohort study. *Arch Pediatr Adolesc Med* 161:959–66

Hanewinkel R, Sargent JD. (2009) Longitudinal study of exposure to entertainment media and alcohol use among German adolescents. *Pediatrics*

Henriksen L, Feighery EC, Schleicher NC et al. (2008) Receptivity to alcohol marketing predicts initiation of alcohol use. *J Adolesc Health* 42:28–35

McClure AC, Stoolmiller M, Tanski SE et al. (2009) Alcohol branded merchandise and its association with drinking attitudes and outcomes among US adolescents. *Arch Pediatr Adolesc Med*

Pasch KE, Komro KA, Perry CL et al. (2007) Outdoor alcohol advertising near schools: what does it advertise and how is it related to intentions and use of alcohol among young adolescents? *J Stud Alcohol Drugs* 68: 587–96

Wills TA, Sargent JD, Gibbons FX et al. (2009) Movie exposure to alcohol cues and adolescent alcohol problems: a longitudinal analysis in a national sample. *Psychol Addict Behav*

Studies reviewed by Jernigan et al. (2017):

Chang F. C., Lee C. M., Chen P. H., et al. (2014) Using media exposure to predict the initiation and persistence of youth alcohol use in Taiwan. *Int J Drug Policy* 25: 386

de Bruijn A., Tanghe J., Beccaria F., et al. (2012) Report on the impact of European alcohol marketing exposure on youth alcohol expectancies and youth drinking. Alcohol Measures for Public Health Research Alliance (AMPHORA0, Deliverable 2.3 and 3.7, Work Pack- age 4). Nijmegen: European Centre for Monitoring Alcohol Marketing

Gordon R., MacKintosh A. M., Moodie C. (2010) The impact of alcohol marketing on youth drinking behaviour: a two-stage cohort study. *Alcohol Alcohol* 45: 470–80

Grenard J. L., Dent C. W., Stacy A. W. (2013) Exposure to alcohol advertisements and teenage alcohol-related problems. *Pediatrics* 131: e369–79

Harris F., Gordon R., MacKintosh A. M., Hastings G. (2015) Consumer socialization and the role of branding in hazardous adolescent drinking. *Psychol Market* 32: 1175–90

McClure A. C., Tanski S. E., Li Z., et al. (2016) Internet alcohol marketing and underage alcohol use. *Pediatrics* 137: e20152149

Morgenstern M., Isensee B., Sargent J. D., Hanewinkel R. (2011) Attitudes as mediators of the longitudinal association between alcohol advertising and youth drinking. *Arch Pediatr Adolesc Med* 165: 610–16

Morgenstern M., Sargent J. D., Sweeting H., et al. (2014) Favourite alcohol advertisements and binge drinking among adolescents: a cross-cultural cohort study. *Addiction* 109: 2005–15

Ross C. S. (2014) *Social and Familial Risk Factors for Alcohol Initiation and Affective Response to Marijuana Use*. Dissertation. Boston, MA: Boston University School of Public Health, Department of Epidemiology

Saffer H., Dave D., Grossman M. (2015) A Behavioral Economic Model of Alcohol Advertising and Price. *Health Econ* 25: 816–28

Tanski S. E., Dal Cin S., Stoolmiller M., Sargent J. D. (2010) Parental R-rated movie restriction and early-onset alcohol use. *J Stud Alcohol Drugs* 71: 452-9

Other longitudinal studies included in recent systematic reviews:

Included in the systematic review by Gupta et al. (2016):

Huang GC, Unger JB and Soto D, et al. (2014) Peer influences: the impact of online and of offline friendship networks on adolescent smoking and alcohol use. *J Adolescent Health* 54:508-14

Included in the systematic review by Jones (2016):

Collins RL, Ellickson PL, McCaffrey D, Hambarsoomians K. (2007) Early adolescent exposure to alcohol advertising and its relationship to underage drinking. *J Adolesc Health* 40(6): 527-534

Fisher LB, Miles IW, Austin SB, Carmargo CA Jr, Colditz GA. (2007) Predictors of initiation of alcohol use among US adolescents: findings from a prospective cohort study. *Arch Pediatr Adolesc Med* 161(10): 939-966

Henriksen L, Feighery EC, Schleicher NC, Fortmann SP. (2008) Receptivity to alcohol marketing predicts initiation of alcohol use. *J Adolesc Health* 42(1): 28-35

McClure AC, Stoolmiller M, Tanski SE, Worth KA, Sargent JD. (2009) Alcohol-branded merchandise and its association with drinking attitudes and outcomes in US adolescents. *Arch Pediatr Adolesc Med* 163(3): 211-217

Included in the review by Rossen *et al* (2017):

Morgenstern M, Li Z, Li Z, Sargent JD. (2016) The party effect: Prediction of future alcohol use based on exposure to specific alcohol advertising content. *Addiction* 112(1): 63-70

McClure AC, Tanski SE, Li Z, *et al*. (2016). Internet alcohol marketing and underage alcohol use. *Pediatrics* 137(2)

Included in the systematic review by Scott (2016):

de Bruijn A., Tanghe J., Beccaria F., *et al*. (2012) *Report on the impact of European alcohol marketing exposure on youth alcohol expectancies and youth drinking*. Alcohol Measures for Public Health Research Alliance (AMPHORA0, Deliverable 2.3 and 3.7, Work Pack- age 4). Nijmegen: European Centre for Monitoring Alcohol Marketing

de Bruijn A, Tanghe J, de Leeuw J, *et al*. (2016) European longitudinal study on the relationship between adolescents' alcohol marketing exposure and alcohol use. *Addiction* 111: 1774-83

Ellickson P, Collins R, Hambarsoomians K, *et al*. (2005) Does alcohol advertising promote adolescent drinking? Results from a longitudinal assessment. *Addiction* 100: 235-46.

Fisher LB, Miles IW, Austin SB, *et al*. (2007) Predictors of initiation of alcohol use among US adolescents: findings from a prospective cohort study. *Arch Pediatr Adolesc Med* 161: 959-66.

Grenard JL. (2008) *Exposure to alcohol advertising on television and alcohol use among young adolescents* (dissertation). University of Southern California

Grenard JL, Dent CW, Stacy AW. (2013) Exposure to alcohol advertisements and teenage alcohol-related problems. *Pediatr* 131: e369-79

McClure AC, Dal Cin S, Gibson J, *et al*. (2006) Ownership of alcohol- branded merchandise and initiation of teen drinking. *Am J Prev Med* 30: 277 - 83

McClure AC, Stoolmiller M, Tanski SE, *et al*. (2009) Alcohol-branded merchandise and its association with drinking attitudes and outcomes in US adolescents. *Arch Pediatr Adol Med* 163: 211-7

Morgenstern M, Sargent JD, Sweeting H, *et al*. (2014) Favourite alcohol advertisements and binge drinking among adolescents: a cross-cultural cohort study. *Addiction* 109: 2005-15

Stacy AW, Zogg JB, Unger JB, *et al*. (2004) Exposure to televised alcohol ads and subsequent adolescent alcohol use. *Am J Health Behav* 28:498 - 509



Tobler AL. (2009) *Neighbourhood context and alcohol use among urban, low-income, multi-ethnic, young adolescents*. Ph.D. Thesis. University of Florida

Tobler AL, Komro KA, Maldonado-Mollina MM. (2009) Relationship between neighbourhood context, family management practices and alcohol use among urban, multi-ethnic, young adolescents. *Prev Sci* 10: 313-24

Tobler AL, Livingston MD, Komro KA. (2011) Racial/ethnic differences in the etiology of alcohol use among urban adolescents. *J Stud Alcohol Drugs* 72: 799-810.

Zogg J. (2004) *Adolescent exposure to alcohol advertising: a prospective extension of Strickland's model* (dissertation). University of Southern California.

Included in the literature review by Westgate and Holiday (2016):

Tucker JS, Miles JN, D'Amico EJ. (2013) Cross-lagged associations between substance use-related media exposure and alcohol use during middle school. *J Adolesc Health* 53: 460-464

## Appendix B

### List of cross-sectional studies on the effects on alcohol marketing that are included in recent systematic and literature reviews.

(Australian-based studies are denoted with an asterisk)

#### Alcohol sports sponsorship (Brown, 2016):

Davies F. (2009) An investigation into the effects of sporting involvement and alcohol sponsorship on underage drinking. *Int J Sports Mark Sponsorship* 11: 25-45

\* Kelly SJ, Ireland M, Alpert F, *et al.* (2014) The impact of alcohol sponsorship in sport upon university sportspeople. *J Sports Management* 28: 418-32

\* Kingsland M, Wolfendon L, Rowland B, *et al.* (2013) Alcohol consumption and sport: a cross-sectional study of alcohol management practices associated with at-risk alcohol consumption at community football clubs. *BMC Public Health* 13: 762

O'Brien K, Kypri K. (2008) Alcohol industry sponsorship and hazardous drinking among sportspeople. *Addiction* 103: 1961-6

\* O'Brien K, Miller P, Kolt G, *et al.* (2011) Alcohol industry and non-alcohol industry sponsorship of sportspeople and drinking. *Alcohol Alcohol* 46: 1-4

O'Brien K, Ferris J, Greenlees I, *et al.* (2014) Alcohol industry sponsorship and hazardous drinking in UK university students who play sport. *Addiction* 109: 1647-54

#### Digital marketing of unhealthy commodities (Buchanan *et al.*, 2018):

\* Carrotte ER, Dietze PM, Wright CJ, Lim MS. (2016) Who 'likes' alcohol? Young Australians' engagement with alcohol marketing via social media and related alcohol consumption patterns. *Aust NZ J Public Health* 40: 474-479

Critchlow N, Moodie C, Bauld L, *et al.* (2016) Awareness of, and participation with, digital alcohol marketing, and the association with frequency of high episodic drinking among young adults. *Drugs Educ Prev Policy* 23: 328-336

De Bruijn A, Engels R, Andersen P, *et al.* (2016) Exposure to Online Alcohol Marketing and Adolescents' Drinking: A Cross-sectional Study in Four European Countries. *Alcohol and Alcoholism* 51: 615-621

Gordon R, Harris F, MacKintosh MA, *et al.* (2011) Assessing the cumulative impact of alcohol marketing on young people' s drinking: Cross-sectional data findings. *Addict Res Theory* 19: 66-75

Hoffman EW, Pinkleton BE, Weintraub AE, *et al.* (2014) Exploring college students use of general and alcohol-related social media and their associations with alcohol-related behaviors. *J Am Coll Health* 62: 328-335

\* Jones SC, Magee CA. (2011) Exposure to Alcohol Advertising and Alcohol Consumption among Australian Adolescents. *Alcohol and Alcoholism* 46: 630-637

\* Jones SC, Robinson L, Barrie L, *et al.* (2016) Association Between Young Australian' s Drinking Behaviours and Their Interactions With Alcohol Brands on Facebook: Results of an Online Survey. *Alcohol and Alcoholism* 51: 474-480

Lin EY, Caswell S, You RQ, Huckle T. (2012) Engagement with alcohol marketing and early brand allegiance in relation to early years of drinking. *Addict Res Theory* 20: 329-338

McClure AC, Tanski SE, Li ZG, *et al.* (2016) Internet alcohol marketing and underage alcohol use. *Pediatrics* 137: e20152149

Pinsky I, El Jundi SARJ, Sanches Met *al.* (2010) Exposure of adolescents and young adults to alcohol advertising in Brazil. *J Public Aff* 10: 50-58

\* Weaver ERN, Wright CJC, Dietze PM, *et al.* (2016) 'A Drink That Makes You Feel Happier, Relaxed and Loving' : Young People' s Perceptions of Alcohol Advertising on Facebook. *Alcohol and Alcoholism* 51: 481-486

Internet-based alcohol-related content (Gupta *et al.*, 2016):

Glassman T. (2012) Implications for college students posting pictures of them- selves drinking alcohol on Facebook. *J Alcohol Drug Educ* 56: 38-58

Gordon R, MacKintosh AM and Moodie C. (2011) Assessing the cumulative impact of alcohol marketing on young people's drinking: cross-sectional data findings. *Addict Res Theory* 19: 66-75

Hoffman EW, Pinkleton BE and Austin EW, *et al.* (2014) Exploring college students use of general and alcohol-related social media and their associations with alcohol-related behaviors. *J Am Coll Health* 62: 328-35

\* Jones SC, Magee CA. (2011) Exposure to alcohol advertising and alcohol consumption among Australian adolescents. *Alcohol and Alcoholism* 46: 630-7

\* Jones SC, Robinson L and Barrie L, *et al.* (2015) Association between young Australian's drinking behaviours and their interactions with alcohol brands on Facebook: results of an online survey. *Alcohol and Alcoholism* 50: 1-17

McClure AC, Tanski SE and Jackson KM, *et al.* (2013) TV and internet alcohol marketing and underage alcohol use. *Alcohol Clin Exp Res* 37: 13A

Stoddard S, Bauermeister JA and Gordon-Messer D, *et al.* (2012) Permissive norms and young adults' alcohol and marijuana use: the role of online communities. *J Stud Alcohol Drugs* 73: 968-75

Westgate EC, Neighbors C and Heppner H, *et al.* (2014) "I Will Take a Shot for Every 'Like' I Get on This Status": posting alcohol-related Facebook content is linked to drinking outcomes. *J Stud Alcohol Drugs* 75: 390-8

Alcohol branded merchandise (ABM) ownership (Jones, 2016):

Gordon R, Harris F, Mackintosh AM, Moodie C. (2011) Assessing the cumulative impact of alcohol marketing on young people's drinking: cross-sectional data findings. *Addict Res Theory* 19(1): 66-75

Hurtz SQ, Henriksen L, Wang Y, Feighery EC, Fortmann SP. (2007) The relationship between exposure to alcohol advertising in stores, owning alcohol promotional items, and adolescent alcohol use. *Alcohol and Alcoholism* 42(2): 143-149

\* Jones SC, Andrews K, Caputi P. Alcohol-branded merchandise: association with Australian adolescents' drinking and parent attitudes. *Health Promot Int* 31(2): 314-324

McClure AC, Dal Cin S, Gibson J, Sargent JD. (2006) Ownership of alcohol-branded merchandise and initiation of teen drinking. *Am J Prev Med* 30(4): 277-283

McClure AC, Tanski SE, Gilbert-Diamond D, *et al.* (2013) Receptivity to television fast-food restaurant marketing and obesity among U.S. youth. *Am J Prev Med* 45(5): 560-568

Swahn MH, Palmier JB, Benegas- Segarra A, Sinson FA. (2013) Alcohol marketing and drunkenness among students in the Philippines: findings from the nationally representative Global School-based Student Health Survey. *BMC Public Health* 13(1): 1159

Swahn MH, Palmier JB, Kasirye R. (2013) Alcohol Exposures, Alcohol Marketing, and Their Associations with Problem Drinking and Drunkenness among Youth Living in the Slums of Kampala, Uganda. *ISRN Public Health*. Volume 2013. Article ID 948675: 1-9

Workman JE. (2003) Alcohol promotional clothing items and alcohol use by underage consumers. *Fam Consum Sci Res J* 31(3): 331-354

Workman JE. (2004) Alcohol promotional clothing items and alcohol use by university students. *Anal Soc Issues Public Policy* 4(1): 69-89

Digital media marketing of alcohol (Lobstein *et al.*, 2017):

De Bruijn A. (2013) *AMPHORA – Alcohol Public Health Research Alliance – Deliverable D1.4 – Report on the Volume of Youth Exposure to Alcohol Advertisements in European Countries*. Technical report of the AMPHORA project to the European Commission

Goldfarb A, Tucker CE. (2011) Advertising bans and the substitutability of online and offline advertising. *Journal of Marketing Research* 48: 201-27

Gordon R, Harris F, Mackintosh AM, Moodie C. (2011) Assessing the cumulative impact of alcohol marketing on young people's drinking: cross- sectional data findings. *Addiction Research and Theory* 19: 66-75

Hoffman EW, Pinkelton BE, Austin EW, Reyes-Velazquez W. (2014) Exploring college students' use of general and alcohol-related social media and their associations with alcohol-related behaviors. *Journal of American College Health* 62: 328–35

\* Jones SC, Magee CA. (2011) Exposure to alcohol advertising and alcohol consumption among Australian adolescents. *Alcohol and Alcoholism* 46: 630-37

Kim MS, McClung SR. (2010) Acceptability and ethics of product placement in sport video games. *Journal of Promotion Management* 16: 411-27

Lyons AC, McCreanor T, Hutton F, Goodwin I, Barnes HM, Griffin C *et al.* (2014) *Flaunting it on Facebook: Young Adults, Drinking Cultures and the Cult of Celebrity*. Wellington: Massey University School of Psychology

McClure AC, Tanski SE, Jackson KM, Sargent JD. (2013) TV and Internet alcohol marketing and underage alcohol use. *Alcoholism: Clinical and Experimental Research* 37(Supp2): 13A

Pinsky I, Sanches M, Zaleski MJB, Laranjeira RR, Caetano R. (2010) Exposure to adolescents and young adults to alcohol advertising in Brazil. *Journal of Public Affairs* 10: 50-8

Scharf DM, Martino SC, Setodji CM, Staplefoote BL, Shadel WG. (2013) Middle and high school students' exposure to alcohol- and smoking-related media: a pilot study using ecological momentary assessment. *Journal of the Society of Psychologists in Addictive Behaviors* 27:1201-06

Winpenny EM, Marteau TM, Nolte E. (2014) Exposure of children and adolescents to alcohol marketing on social media websites. *Alcohol and Alcoholism* 49: 154-59

Alcohol promotions and young people's alcohol consumption (Rossen *et al.*, 2017):

Bestman A, Thomas SL, Randle M, Thomas SD. (2015). Children's implicit recall of junk food, alcohol and gambling sponsorship in Australian sport. *BMC Public Health* 15(1): 1022.

Critchlow N, Moodie C, Bauld L, *et al.* (2015). Awareness of, and participation with, digital alcohol marketing, and the association with frequency of high episodic drinking among young adults. *Drugs: Education, Prevention and Policy* 23(4): 328-336.

de Bruijn A, Engels R, Anderson P, *et al.* (2016) Exposure to online alcohol marketing and adolescents' drinking: a cross-sectional study in four European countries. *Alcohol and Alcoholism* 51: 615-21

\* Faulkner A, Azar D, White V. (2016). 'Unintended' audiences of alcohol advertising: exposure and drinking behaviors among Australian adolescents. *Journal of Substance Use* 1-5

Hoffman EW, Pinkleton BE, Weintraub Austin E, Reyes-Velázquez W. (2014). Exploring college students' use of general and alcohol-related social media and their associations with alcohol-related behaviors. *Journal of American College Health* 62(5): 328-335.

\* Jones SC, Magee CA. (2011) Exposure to alcohol advertising and alcohol consumption among Australian adolescents. *Alcohol and Alcoholism* 46: 630-7

\* Jones S, Smith KM. (2011). The effect of point of sale promotions on the alcohol purchasing behaviour of young people in metropolitan, regional and rural Australia. *Journal of Youth Studies*, 14(8): 885-900.

\* Jones S, Barrie L, Gregory P, *et al.* (2015). The influence of price-related point-of-sale promotions on bottle shop purchases of young adults. *Drug and Alcohol Review* 34(2): 170-176.

\* Jones S, Robinson L, Barrie L, *et al.* (2016). Association between young Australian's drinking behaviours and their interactions with alcohol brands on Facebook: Results of an online survey. *Alcohol and Alcoholism* 51(4): 474-480.

McClure AC, Stoolmiller M, Tanski SE, *et al.* (2013). Alcohol marketing receptivity, marketing-specific cognitions, and underage binge drinking. *Alcoholism: Clinical and Experimental Research* 37(1): 404-413

Martino SC, Kovalchik SA, Collins RL, *et al.* (2016). Ecological momentary assessment of the association between exposure to alcohol advertising and early adolescents' beliefs about alcohol. *Journal of Adolescent Health*, 58(1): 85-91

\* Pettigrew S, Biagioni N, Jones S, *et al.* (2015). Sales promotion strategies and youth drinking in Australia. *Social Science and Medicine* 141: 115-122.

\* Pettigrew S, Rosenberg M, Ferguson R, *et al.* (2013). Game on: Do children absorb sports sponsorship messages? *Public Health Nutrition* 16(12): 2197- 2204.

Roberts SP, Siegel MB, DeJong W, *et al.* (2016). Brands matter: Major findings from the Alcohol Brand Research Among Underage Drinkers (ABRAND) project. *Addiction Research and Theory* 24(1): 32- 39

Ross CS, Maple E, Siegel M, *et al.* (2014). The relationship between brand-specific alcohol advertising on television and brand-specific consumption among underage youth. *Alcoholism: Clinical and Experimental Research*, 38(8): 2234-2242

Ross CS, Maple E, Siegel W, *et al.* (2015). The relationship between population-level exposure to alcohol advertising on television and brand-specific consumption among underage youth in the US. *Alcohol and Alcoholism* 50(3): 358-364

Ross CS, Ostroff J, Siegel MB, *et al.* (2014). Youth alcohol brand consumption and exposure to brand advertising in magazines. *Journal of Studies on Alcohol and Drugs* 75(4): 615

Siegel M, Ross CS, Albers AB, *et al.* (2016). The relationship between exposure to brand-specific alcohol advertising and brand-specific consumption among underage drinkers - United States, 2011-2012. *The American Journal of Drug and Alcohol Abuse* 42(1): 4-14

Siegel M, DeJong W, Cioffi D, *et al.* (2016). Do alcohol advertisements for brands popular among underage drinkers have greater appeal among youth and young adults? *Substance Abuse* 37(1): 222-229

Alcohol marketing elements (Price, Product, Promotion, and Place) (Scott *et al.*, 2017).

Collins RL, Ellickson PL, McCaffrey D, *et al.* (2007) Early adolescent exposure to alcohol advertising and its relationship to underage drinking. *J Adolesc Health* 40:527-34

Faria R, Vendrame A, Silva R, *et al.* (2011) Association between alcohol advertising and beer drinking among adolescents. *Rev Saude Publica* 45: 441-7

Gordon R, Harris F, Mackintosh AM, *et al.* (2010) Assessing the cumulative impact of alcohol marketing on young people' s drinking: cross-sectional data findings. *Addict Res Theory* 19: 66-75

Gordon R, MacKintosh AM, Moodie C. (2010b) The impact of alcohol marketing on youth drinking behaviour: a two-stage cohort study. *Alcohol Alcohol* 45: 470-80

Gordon R. (2011) Critical social marketing: assessing the cumulative impact of alcohol marketing on youth drinking. Ph.D. Thesis. University of Stirling

Henriksen L, Feighery EC, Schleicher NC, *et al.* (2008) Receptivity to alcohol marketing predicts initiation of alcohol use. *J Adolesc Health* 42: 28-35

\* Jones SC, Magee CA. (2011) Exposure to alcohol advertising and alcohol consumption among Australian adolescents. *Alcohol and Alcoholism* 46: 630-7

Lin EY, Caswell S, You RQ, Huckle T. (2012) Engagement with alcohol marketing and early brand allegiance in relation to early years of drinking. *Addict Res Theory* 20: 329-338

Saffer H, Dave D. (2006) Alcohol advertising and alcohol consumption by adolescents. *Health Econ* 15:617-37

Stoolmiller M, Wills TA, McClure AC, *et al.* (2012) Comparing media and family predictors of alcohol use: a cohort study of US adolescents. *BMJ Open* 2:e000543

Swahn MH, Ali B, Palmier JB, *et al.* (2011) Alcohol marketing, drunkenness, and problem drinking among Zambian youth: findings from the 2004 Global School-based Student Health Survey. *J Environ Public Health* 497827.

Workman JE. (2003) Alcohol promotional clothing items and alcohol use by underage consumers. *Fam Consum Sci Res J* 31:331-54.

Social media and alcohol use (Westgate and Holliday, 2016):

Cook SH, Bauermeister JA, Gordon-Messer D, Zimmerman MA. (2013) Online network influences on emerging adults' alcohol and drug use. *J Youth Adolesc* 42:1674-1686

D'Angelo J, Zhang C, Eickhoff J, Moreno M. (2014) Facebook influence among incoming college freshmen sticky cues and alcohol. *Bull Sci Technol Soc* 34:13-20

Epstein JA. (2011) Adolescent computer use and alcohol use: what are the role of quantity and content of computer use? *Addict Behav* 36:520-522

Hoffman EW, Pinkleton BE, Weintraub AE, *et al* (2014) Exploring college students' use of general and alcohol-related social media and their associations with alcohol-related behaviors. *J Am Coll Health* 62:328-335

Miller J, Prichard I, Hutchinson A, Wilson C. (2014) The relationship between exposure to alcohol-related content on Facebook and predictors of alcohol consumption among female emerging adults. *Cyberpsychol Behav Soc Netw* 17:735-741.

Morgan EM, Snelson C, Elison-Bowers P. (2010) Image and video disclosure of substance use on social media websites. *Comput Hum Behav* 26:1405-1411.

\* Ridout B, Campbell A, Ellis L. (2012) 'Off your Face(book)': alcohol in online social identity construction and its relation to problem drinking in university students. *Drug Alcohol Rev* 31:20-26

Stoddard SA, Bauermeister JA, Gordon-Messer D, *et al*. (2012) Permissive norms and young adults' alcohol and marijuana use: the role of online communities. *J Stud Alcohol Drugs* 73:968-975

van Hoof JJ, Bekkers J, van Vuuren M. (2014) Son, you're smoking on Facebook! College students' disclosures on social networking sites as indicators of real-life risk behaviors. *Comput Hum Behav* 34:249-257

Westgate EC, Neighbors C, Heppner H, Jahn S, Lindgren KP. (2014) "I will take a shot for every 'like' I get on this status": posting alcohol-related Facebook content is linked to drinking outcomes. *J Stud Alcohol Drugs* 75:390-398

# Appendix C

## **ABAC Responsible Alcohol Marketing Code** (as at November 2017)

### **1. Preamble**

The ABAC Responsible Alcohol Marketing Code is designed to ensure that alcohol is marketed in a responsible manner. Signatories to the Code are committed to ensuring that the content of their marketing complies with the Code's spirit and intent.

The Code complements Australian legislation, the AANA Code of Ethics and media-specific codes relevant to the placement of marketing. From time to time, the ABAC Scheme may publish best practice advice to industry.

That advice does not form part of the Code but complements it by assisting industry to achieve high levels of responsibility in the management of its marketing.

### **2. Application**

a The Code APPLIES to all Marketing Communications in Australia generated by or within the reasonable control of a Marketer, except as set out in Section 2(b). This includes, but is not limited to:

- brand advertising (including trade advertising)
- competitions
- digital communications (including in mobile and social media and user generated content)
- Alcohol Beverage product names and packaging
- Advertorials
- alcohol brand extensions to non-alcohol beverage products
- point of sale materials
- retailer advertising
- Marketing Collateral.

b The Code does NOT apply to:

- (i) materials or activities whose sole purpose is to educate about misuse or abuse of alcohol beverages and which do not include a company's product branding;
- (ii) information in company annual reports, corporate public affairs messages or internal company communications;
- (iii) the name or packaging of an Alcohol Beverage product, including the use of a trademark on a product which a supplier can demonstrate, to the satisfaction of the Adjudication Panel, had been supplied for bona fide retail sale in the ordinary course of business in Australia prior to 31 October 2009;
- (iv) point of sale Marketing Communications initiated by Alcohol Beverage retailers (as these are regulated by liquor licensing legislation), provided that a producer or distributor of Alcohol Beverages has no control over the point of sale Marketing Communication;
- (v) Sponsorship.

### **3. Standards to be applied**

a Responsible and moderate portrayal of Alcohol Beverages A Marketing Communication must NOT:

- (i) show (visibly, audibly or by direct implication) or encourage the excessive or rapid consumption of an Alcohol Beverage, misuse or abuse of alcohol or consumption inconsistent with the Australian Alcohol Guidelines;
- (ii) show (visibly, audibly or by direct implication) or encourage irresponsible or offensive behaviour that is related to the consumption or presence of an Alcohol Beverage;
- (iii) challenge or dare people to consume an Alcohol Beverage; or



- (iv) encourage the choice of a particular Alcohol Beverage by emphasising its alcohol strength (unless emphasis is placed on the Alcohol Beverage's low alcohol strength relative to the typical strength for similar beverages) or the intoxicating effect of alcohol.

**b Responsibility toward Minors**

**A Marketing Communication must NOT:**

- (i) have Strong or Evident Appeal to Minors;
- (ii) depict a person who is or appears to be a Minor unless they are shown in an incidental role in a natural situation (for example, a family socialising responsibly) and where there is no implication they will consume or serve alcohol;
- (iii) depict an Adult who is under 25 years of Age and appears to be an Adult unless:
  - they are not visually prominent;
  - they are not a paid model or actor and are shown in a Marketing Communication that has been placed within an Age Restricted Environment; or
- (iv) be directed at Minors through a breach of any of the Placement Rules.

**c Responsible depiction of the effects of alcohol**

**A Marketing Communication must NOT:**

- (i) suggest that the consumption or presence of an Alcohol Beverage may create or contribute to a significant change in mood or environment;
- (ii) show (visibly, audibly or by direct implication) the consumption or presence of an Alcohol Beverage as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success;
- (iii) if an Alcohol Beverage is shown (visibly, audibly or by direct implication) as part of a celebration, imply or suggest that the Alcohol Beverage was a cause of or contributed to success or achievement; or
- (iv) suggest that the consumption of an Alcohol Beverage offers any therapeutic benefit or is a necessary aid to relaxation.

**d Alcohol and Safety** A Marketing Communication must NOT show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical coordination, such as the control of a motor vehicle, boat or machinery or swimming.

#### **4. No fault breach**

A breach of this Code that is reasonably unforeseeable by or outside the reasonable control of the Marketer or their agency will be classified as a no fault breach.

#### **5. Interpretation**

Compliance of a Marketing Communication with the Code is to be assessed in terms of the probable understanding of the Marketing Communication by a reasonable person to whom the material is likely to be communicated, and taking its content as a whole.

Capitalised terms have the meanings set out in section 6 below.

Headings do not expand the Code.

#### **6. Definitions**

In this Code:

**AANA Code of Ethics** means the Australian Association of National Advertisers Code of Ethics.

**ABAC Scheme** means The ABAC Scheme Limited.

**Adjudication Panel** means the panel convened to adjudicate a complaint received by the ABAC Scheme.

**Adult** means a person who is of legal purchase age in Australia.

**Age-Restricted Environment** means:

- licensed premises that do not permit entry by Minors; or
- a non alcohol-specific age-restricted digital platform (including, for example, a social media website or application) which:
  - requires users to register and login to use the platform, including the provision of their full date of birth; and
  - is able to hide the existence of any alcohol-related pages, sites and content such that they are not visible other than to a user who has registered on the platform as being 18 years of age or over.

**Alcohol Beverage** means a beverage containing at least 0.5% alcohol by volume.

**Australian Alcohol Guidelines** means the electronic document 'Australian Guidelines to Reduce Health Risks from Drinking Alcohol (1–2)' published by the National Health & Medical Research Council ("NHMRC") as at 1st January 2010.

**Code** means this ABAC Responsible Alcohol Marketing Code.

**Marketer** means a producer, distributor or retailer of Alcohol Beverages.

**Marketing Collateral** means material used by a Marketer to promote a brand and support the sales and marketing of Alcohol Beverages, including gifts with purchase, competition prizes and branded merchandise.

**Marketing Communications** means marketing communications in Australia generated by or within the reasonable control of a Marketer (apart from the exceptions listed in Section 2(b)), including but not limited to brand advertising (including trade advertising), competitions, digital communications (including in mobile and social media), product names and packaging, advertorials, alcohol brand extensions to non-alcohol beverage products, point of sale materials, retailer advertising and Marketing Collateral.

**Minor** means a person who is under 18 years of age and therefore not legally permitted to purchase an Alcohol Beverage in Australia.

**Placement Rules** means:

- (i) a Marketing Communication must comply with codes regulating the placement of alcohol marketing that have been published by Australian media industry bodies (for example, Commercial Television Industry Code of Practice and Outdoor Media Association Alcohol Guidelines)
- (ii) if a media platform on which a Marketing Communication appears has age restriction controls available, the Marketer must utilise those age restriction controls to exclude Minors from the audience
- (iii) if a digital, television, radio, cinema or print media platform does not have age restriction controls available that are capable of excluding Minors from the audience, a Marketing Communication may only be placed where the audience is reasonably expected to comprise at least 75% Adults (based on reliable, up-to-date audience composition data, if such data is available)
- (iv) a Marketing Communication must not be placed with programs or content primarily aimed at Minors
- (v) a Marketing Communication must not be sent to a Minor via electronic direct mail (except where the mail is sent to a Minor due to a Minor providing an incorrect date of birth or age).

**Strong or Evident Appeal to Minors** means:

- (i) likely to appeal strongly to Minors;
- (ii) specifically targeted at Minors;
- (iii) having a particular attractiveness for a Minor beyond the general attractiveness it has for an Adult;
- (iv) using imagery, designs, motifs, animations or cartoon characters that are likely to appeal strongly to Minors or that create confusion with confectionary or soft drinks; or
- (v) using brand identification, including logos, on clothing, toys or other merchandise for use primarily by Minors.

**Sponsorship** means any agreement or part of an agreement involving payment or other consideration in lieu of payment by a Marketer to support a sporting or cultural property, event or activity, in return for which the sponsored party agrees to be associated with or promote the sponsor's Alcohol Beverage or outlet. Sponsorship also includes naming rights of events or teams and the inclusion of a brand name and/or logo at an event venue or on uniforms of participants (excluding branded merchandise).