**IRRESPONSIBLE PROMOTION CHECKLIST**

You can use this checklist to assess whether, and if so how a promotion breaches the irresponsible promotion provisions of the Sale and Supply of Alcohol 2012 - Section 237

A person commits an offence if, in the course of carrying on a business, that person –

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| --- | --- |
| **Date & Time of incidence** |  |
| **Name of the licensed premises:** |  |
| **Address of the licensed premises** |  |
| **Who completed the Checklist** |  |
| **Please write down your contact details – email or phone number** |  |

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| Requirements | Your observations |
| 1. Encourages people, or is likely to encourage people, to consume alcohol to an excessive extent, whether on a licensed premises or at any other place. |  |
| Requirements | Your observations |
| 1. Promotes or advertises discounts on alcohol in a way that leads people, or is likely to lead people, to believe that the price is 25% or more below the price at which the alcohol is ordinarily sold (other than - 2. on a licensed premises; or 3. in the catalogue or similar price list of the holder of an off-licence endorsed under section 40) |  |
| 1. Holds or has on licensed premises a promotion or advertisement of discounts on alcohol that – 2. leads people, or is likely to lead people, to believe that the price is 25% or more below the price at which the alcohol is ordinarily sold; and 3. can be seen or heard from outside the premises |  |
| Requirements | Your observations |
| 1. Promotes or advertises alcohol that is free of charge (otherwise than – 2. by promoting or advertising the complimentary sampling of alcohol for consumption on premises for which an off-licence is held; or 3. by a promotion or advertisement within licensed premises that cannot be seen or heard from outside if the premises |  |
| 1. Offers (otherwise than by means of an offer made only on licensed premises, and made only in relation to the buying of alcohol on those premises) and goods or services, or the opportunity to obtain any goods or services, or the opportunity to win a prize, on the condition that alcohol is bought |  |
| 1. Promotes or advertises alcohol in a manner aimed at, or that has, or is likely to have, special appeal to minors |  |