**Alcohol & Sponsorship**

**CODE FOR ADVERTISING AND PROMOTION OF ALCOHOL**

The Advertising Standards Authority (ASA) provides the rules by which all advertisements in New Zealand should comply. The ASA is a **voluntary** group comprising advertisers, communications agencies, and media organisations in New Zealand.

The ASA has developed standards for the advertising and promotion of alcohol. This is called the Code of Practice for Advertising and Promotion of Alcohol. It applies to the advertising and promotion for alcoholic drinks to be broadcasted/published in New Zealand and includes all products with an alcohol strength above 1.15% by volume. Because it is only a voluntary code, it means that all alcohol advertising in New Zealand is self-regulated by the industry-based body.

The Code is designed to ensure that alcohol advertising and promotion is consistent with the need for responsibility and moderation in merchandising and consumption, and does not encourage consumption by minors. There are four principles in the ASA code for advertising and promotion: these are:

1. Alcohol advertising and promotions shall observe a high standard of social responsibility.
2. Alcohol advertising and promotions shall be consistent with the need for responsibility and moderation in alcohol.
3. Alcohol advertising and promotions shall be directed at adult audiences. Alcohol advertising and promotions shall not be directed at minors nor have strong or evident appeal to minors in particular. This applies to both content and placement.
4. Sponsorship advertisements shall clearly and primarily promote the sponsored activity, team or individual. The sponsor, the sponsorship and items incidental to them, may be featured only in a subordinate manner.

The guidelines cover most forms of advertising, including magazines, newspapers, television, cinema, product packaging, outdoor advertising, radio, word of mouth marketing, advergaming, website, and emails. It also includes user-generated content such as that found on Facebook, etc. In relation to television, the Code requires that **no alcohol advertisements are permitted to be broadcast between 6:30am and 8:30pm**. There are guidance notes to accompany the Code.

A Liquor Advertising Promotion and Pre-vetting Service (LAPS) is provided for advertisers to refer their advertisements and check for compliance with the code. However, this is a voluntary system – it is not compulsory to have advertisements pre-vetted for compliance.

If any person believes that an advertisement is in breach of the Code, a complaint can be made to the ASA. The ASA Complaints Board will review the complaint and make a judgement on whether the Code has been breached. The Board comprises nine members, which include five members from the public and four from the advertising industry.

If an advertisement is found to breach the code, the only penalty is that the advertisement must be removed. This means that an advertisement may have been running for many months before a complaint is made and a decision on any breach is made.

***For more information, please check out the following links:***

* **Code for Advertising and Promotion of Alcohol** <http://www.asa.co.nz/codes/codes/code-for-advertising-and-promotion-of-alcohol/>
* **Guidance notes on Code for Advertising and Promotion of Alcohol** <http://www.asa.co.nz/codes/code-guidance-notes/code-for-advertising-and-promotion-of-alcohol/>
* **Guidance notes on Social Media**

<http://www.asa.co.nz/codes/code-guidance-notes/social-media/>