**Advertising & Sponsorship**

**REQUEST FOR SIGNAGE BYLAW:**

**EXTERNAL SIGNAGE & ADVERTISING OF ALCOHOL**

**Name:**

**Address:**

**Telephone No:**

**Email:**

**Date:**

**Attn:**

**Address:**

**Email**

Dear Sir/Madam

**Subject: Request for Signage Bylaw(s) to be developed in relation to external signage & advertising of alcohol outside licensed premises in XX community**

I am writing to raise my concern about signage and advertising of alcohol that is often visible outside licensed premises in our community.

Alcohol signage outside liquor stores is a form of outdoor promotion of alcohol. When young people are exposed to alcohol advertising, such as outdoor promotions, they are more likely to take up drinking earlier and drink more heavily. Persons with alcohol addiction also struggle in environments where alcohol is heavily advertised..

There are currently no Council restrictions on this form of outdoor advertising. As such, I am writing to ask the Council to consider developing a signage bylaw that protects young people and those with addiction from the harms from alcohol advertising.

**In our community, we have observed:**

* Advertising on the top of veranda of licensed premises
* Sandwich boards being placed on the verge of XX street, which obstruct footpath access
* Multiple sandwich boards being placed outside premises
* Large sandwich boards that are over 1.2m high and 0.6m wide.

Many other Councils around the country prohibit these forms of advertising. We wish our Council to take such action.

I have also attached an incident log (including photos) that our community group has used to record issues in relation to licensed premises in our community.

Yours sincerely,

Signature

**INCIDENT LOG OF ALCOHOL ADVERTISING AND PROMOTION OUTSIDE LICENSED PREMISES**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Date & Time** | **Premises** | **Address** | **Name of alcohol product** | **Form of signage** | **Seen by who** | **Other details** |
| ***Example***  ***5 July 2016, 10am*** | **XXLiquor Store** |  |  | **Sandwich board** | **John S.**  **Contacts:**  **1234567** |  |
| **4 July 2016, 9am** | **XX Liquor Store** |  |  | **Rooftop sign** | **Emily W.**  **Contacts:**  **7654321** |  |
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