

Appendix B

Summary of alcohol advertising provisions in media codes of practice

Commercial Television Industry Code of Practice (CTICP)

The CTICP is a code of practice for commercial free to air television; it includes regulations relating to the placement of alcohol advertising on commercial television. Breaches of the CTICP are resolved through a public complaints system administered by the Australian Communications and Media Authority.

The CTICP states that televised advertisements to children must not be for, or relate in any way to, alcoholic drinks or draw any association with companies that supply alcoholic drinks.¹ Additionally, the CTICP states that:

Alcohol advertising is only permitted during periods of M (mature classification), MA (mature audience classification) or AV (adult violence classification) programs.²

However, this clause is subject to an exemption, which permits alcohol advertising during the day as an accompaniment to the live broadcast of a sporting event on weekends and public holidays or if the sporting event is broadcast simultaneously across a number of licence areas or time zones.³

Australian Subscription Television and Radio Association (ASTRA) Code of Practice

Advertising on subscription television and radio is regulated by the Australian Subscription Television and Radio Association (ASTRA) Code of Practice. This instrument requires alcohol advertisements on subscription television and radio to comply with relevant AANA codes and the ABAC.

In comparison to commercial free-to-air television broadcasts, there are no restrictions on the placement of alcohol advertising on subscription television and radio. Instead, the ASTRA Code of Practice relies on subscribers to entirely block out a channel or to block certain levels of classified material (through disabling devices such as parental lock-out).⁴ When scheduling alcohol advertising, the ASTRA Code of Practice simply requires licensees to 'take into account the intellectual and emotional maturity of its intended audience'.⁵

Outdoor Media Association's Code of Ethics

Outdoor alcohol advertising is subject to Outdoor Media Association's Code of Ethics, which specifies that outdoor advertising must adhere to the ABAC, including approval through the ABAC advertising pre-vetting system.⁶

In 2009, the Outdoor Media Association introduced a policy requiring all members to limit the advertising of alcohol products on fixed signs that are located within a 150-metre sight line of a primary or secondary school.⁷ However, the policy does not apply where the school is in the vicinity of a club, pub

¹ Section 2.9, *Commercial Television Industry Code of Practice*, [http://www.freetv.com.au/media/Code_of_Practice/Revised_Code_of_Practice_\(including%20amendment%20for%20election%20period\)_060907.pdf](http://www.freetv.com.au/media/Code_of_Practice/Revised_Code_of_Practice_(including%20amendment%20for%20election%20period)_060907.pdf) at 25 November 2009

² Section 6.7, *Commercial Television Industry Code of Practice*, [http://www.freetv.com.au/media/Code_of_Practice/Revised_Code_of_Practice_\(including%20amendment%20for%20election%20period\)_060907.pdf](http://www.freetv.com.au/media/Code_of_Practice/Revised_Code_of_Practice_(including%20amendment%20for%20election%20period)_060907.pdf) at 25 November 2009

³ Sections 2.9 and 6.7, *Commercial Television Industry Code of Practice*, [http://www.freetv.com.au/media/Code_of_Practice/Revised_Code_of_Practice_\(including%20amendment%20for%20election%20period\)_060907.pdf](http://www.freetv.com.au/media/Code_of_Practice/Revised_Code_of_Practice_(including%20amendment%20for%20election%20period)_060907.pdf) at 25 November 2009

⁴ Australian Subscription Television and Radio Association *Codes of Practice 2007* 13 <http://s3.amazonaws.com/assets.astra.org.au/material/codes/STBCodesofPractice2007.pdf> at 14 September 2010

⁵ Ibid.

⁶ Outdoor Media Association Inc. *OMA Alcohol Advertising Guidelines* http://oma.org.au/media/Pdf/Alcoholadvertisingguidelines_Mar2009.pdf at 6 July 2010

⁷ Ibid.

or bottle shop or any other venue that sells alcohol products. The policy also does not apply to transit advertising on buses and taxis.⁸

Publishers' Advertising Advisory Bureau's 'Guiding Principle for Alcohol Beverages'

The Publishers' Advertising Advisory Bureau's Principle covers the placement and some content of alcohol advertising and states:⁹

In part:

- advertisements should only be placed where at least 70% of the audience is reasonably to be expected to be above the legal purchase age (determined by using reliable, up-to-date audience or readership data);
- advertisements should not contain the name of, or depict Santa Claus, Easter Bunny, or any other culturally significant figure or character likely to appeal to a person below the legal purchase age;
- the use of the word "schoolies" is banned in print advertisements;
- alcohol products should not be advertised or marketed on the comic or youth pages of newspapers, magazines; and
- all paid advertisements should contain a responsibility message in a manner and location that a reasonable person would be aware of its presence.

Print advertisements are also obliged to comply with the ABAC in relation to advertisement content.

⁸ Ibid.

⁹ Publishers Advertising Advisory Bureau Australia *Guiding Principle for Alcohol Beverage Advertising*
<http://www.publishersbureau.com.au/resources/pdf/PAAB%20-%20Alcohol%20Advertising%20Guidelines.pdf> at 14
September 2010