

4 Key Standards for Alcohol Marketing

1. Responsible and moderate portrayal of Alcohol Beverages

- 1.1. No depictions (not even by implication) or encouragement of:
 - excessive or rapid consumption of alcohol; or
 - misuse or abuse of alcohol; or
 - alcohol consumption inconsistent with Australian Guidelines (ie > 2 standard drinks a day); or
 - Irresponsible or offensive behaviour that is related to the consumption of alcohol.
- 1.2. No challenge or dare to consume alcohol.
- 1.3. No encouragement to choose a particular alcohol beverage by emphasising:
 - its alcohol strength (unless strength is lower than typical for similar beverages); or
 - the intoxicating effect of alcohol.

2. Responsibility toward Minors

- 2.1. No strong or evident appeal to minors, i.e. the marketing must not:
 - be likely to appeal strongly to minors; or
 - specifically target minors; or
 - have a particular attractiveness for a minor beyond its general attractiveness for an adult; or
 - use imagery, designs, motifs, animations or cartoon characters likely to appeal strongly to minors or that create confusion with confectionary or soft drinks; or
 - use brand identification on clothing, toys or other merchandise for use primarily by minors.
- 2.2. People who are or look under 18 may only be shown where:
 - they are in an incidental role in a natural situation (ie family socialising responsibly); and
 - there is no implication they will consume or serve alcohol.
- 2.3. People who are 18-24 years old and look over 18 may only be shown where:
 - The image of the person is not visually prominent within the marketing; or
 - Is of a real person in a real scenario (not a paid model or actor) only if it is placed in either:
 - Licensed premises that do not permit entry by minors; or
 - A digital platform that is:
 - Non-alcohol specific (set up for a purpose other than promotion of alcohol); and
 - Requires users to register with birth date and then login to use the platform; and
 - Is able to hide the existence of alcohol pages from users registered as under 18 years of age by selecting appropriate settings (ie facebook).

3. Responsible depiction of the effects of alcohol

- 3.1. No suggestion consumption/presence of alcohol creates/contributes to significant change in mood/environment.
- 3.2. No depiction (not even by implication) that the consumption or presence of alcohol is a cause or contributes to the achievement of personal, business, social, sporting sexual or other success.
- 3.3. No implication or suggestion that alcohol shown as part of a celebration was a cause of or contributed to the success or achievement.
- 3.4. No suggestion that alcohol offers any therapeutic benefit or is a necessary aid to relaxation.

4. Alcohol and Safety

- 4.1. No depiction (not even by implication) of alcohol being consumed before or during an activity that, for safety reasons, requires a high degree of alertness or physical co-ordination (i.e. control of a motor vehicle, boat or machinery or swimming).