

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 (<https://www.nhmrc.gov.au/files/nhmrc/publications/attachments/ds10-alcohol.pdf>); 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).
- 2.4. Not directed at under 18s by:
 - breach of media specific codes ie within 150m of a school or outside times allocated for alcohol ads on tv
 - use of available age restriction controls
 - only placing where audience is at least 75% adults
 - not placing with programs or content primarily aimed at under 18s
 - not sending to under 18s by electronic mail (unless due to under 18 providing incorrect date of birth)

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).