

External alcohol advertising on alcohol off-licence outlets:

Results of an Auckland audit, practical
applications, and why this is important for
communities

March 2024

Alcohol Healthwatch



Presented By:
Andrew Galloway

OVERVIEW



01 ALCOHOL HEALTHWATCH

02 ALCOHOL IN NZ

03 ALCOHOL MARKETING

04 ADS AT OFF-LICENCES

05 PROTECTIONS AND
WHAT CAN WE DO

06 CASE STUDY: AUCKLAND

07 WRAP UP

Who are ALCOHOL HEALTHWATCH

- Promote and provide evidence based information
- Engage and mobilise communities
- Raise awareness



Our AHW Team

ALCOHOL IN NZ



New Zealand's most harmful
drug; acute and chronic
harms to drinker and others

Largest cause of death and
disabilities in NZers aged 15-
49 years

Inequities in harm and
exposure, including more
alcohol stores in deprived
communities

Off-licences sell the most and
cheapest alcohol; 48% of all
alcohol in NZ is consumed in
binge drinking sessions

- 1 in 6 NZers are hazardous drinkers; young people more so
- Normalised, glamourised, ubiquitous
- Communities don't feel protected by our regulation
- Costs society over \$7.85 billion per year



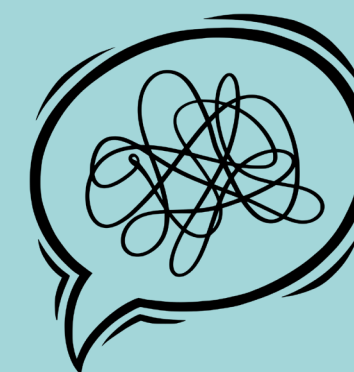
A cause of
youth drinking



Normalises &
works
subliminally



Repeated
exposure



Difficult for
vulnerable
groups



Young people
and children
at greater risk



Inequities

Alcohol ADVERTISING



ADVERTISING AT OFF- LICENCES



KidsCam = 30% of exposures from shop frontage



Increases chance of crime and robbery



Common near Auckland schools - 75% from shop frontage



Alcohol outlets harmful advertising 'hotspots' for children, worse for low SES children



Internationally, associated with youth intention to use alcohol, binge drinking, increased violent crime

COMMUNITY VOICE

In 2021, Alcohol Healthwatch supported the Auckland community to have their say on off-licence signage. We had over 800+ submissions from the community.

"My children unfortunately have grown up watching vulnerable adults waiting outside an alcohol shop on Line Road in Glen Innes before their school starts in the morning. They see people standing outside a shop with alcohol images and logos. This is not a healthy environment, in short its disgusting."

"Liquor stores are not kindergartens. Don't let them be painted up like a playground."

"I find the advertising coverage on outlets aesthetically awful and depressing to see; it is cheap and nasty and makes shopping areas look run down."

"I live in St Heliers and work in Glen Innes. The difference in the areas is so dramatic ... Why should Glen Innes children be exposed to this normalised alcohol acceptance. Liquor advertising is often bright, in your face and attractive to youth. Promoting inequity in the way certain areas bombard our youth with the wrong messaging."

CURRENT PROTECTIONS



Local Alcohol Policies

- Often include reference to signage
- LAPs only cover 35% of the population

Signs Bylaw/s

- Unenforced
- 97-100% non-compliance

Advertising Standards Authority: Alcohol code

- Self regulated
- “Ineffective, meaningless, inequitable”

Section 237 Irresponsible Promotion

- Mostly around discounting
- Not particularly strong, or tested

WAYS DLCS CAN REDUCE EXPOSURE

Conditions on licences

Can be wide -ranging and apply to sensitive sites, e.g. schools, hospitals, religious sites

Practice notes

Released to guide a Committee's approach to renewing and granting licences.

For example, in a licensing decision (NZ ARLA 123, 2021) for a bottle store within 500m of two schools, the following conditions were imposed:

- (i) Signage shall be limited to displaying the store name and logo on the existing roof display;
- (ii) No bright colours shall be used in the external decoration of the premises;
- (iii) No specific product or price specials shall be displayed externally; and
- (iv) No external advertising shall be displayed by way of flags or sandwich boards outside the store.

Case Study: AUCKLAND PRACTICE NOTE

01

Practice Note

- No external advertising of prices
- No sandwich boards, bollard covers, or flags
- No “alcohol -related lifestyle or branding images” exceeding 25% of façade

02

Project

With the help of a Population Health student, we looked at the façades of 11 off-licences with the new practice note

03

Findings

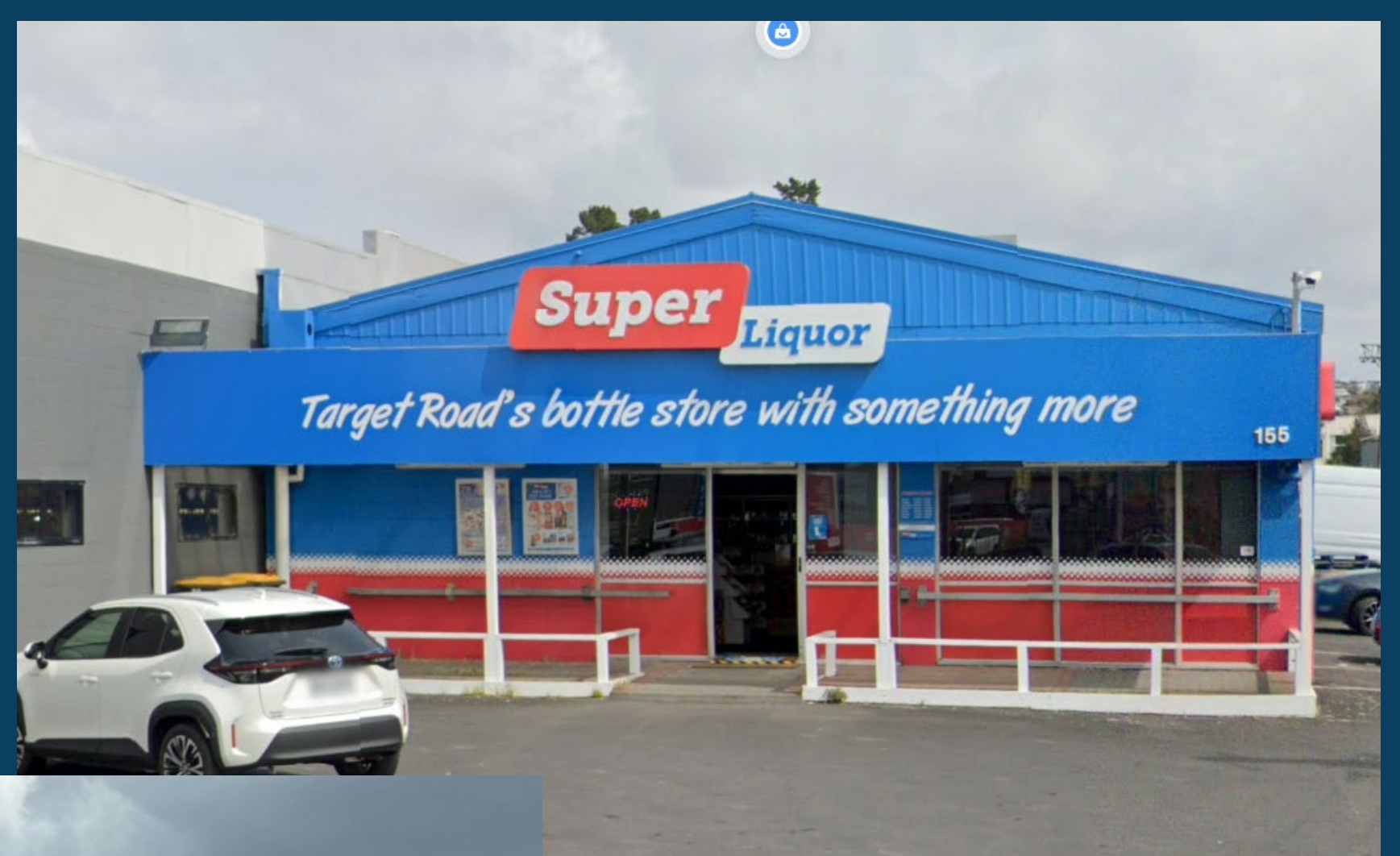
High compliance - 10 of the 11 were fully compliant.

BEFORE & AFTER # 1

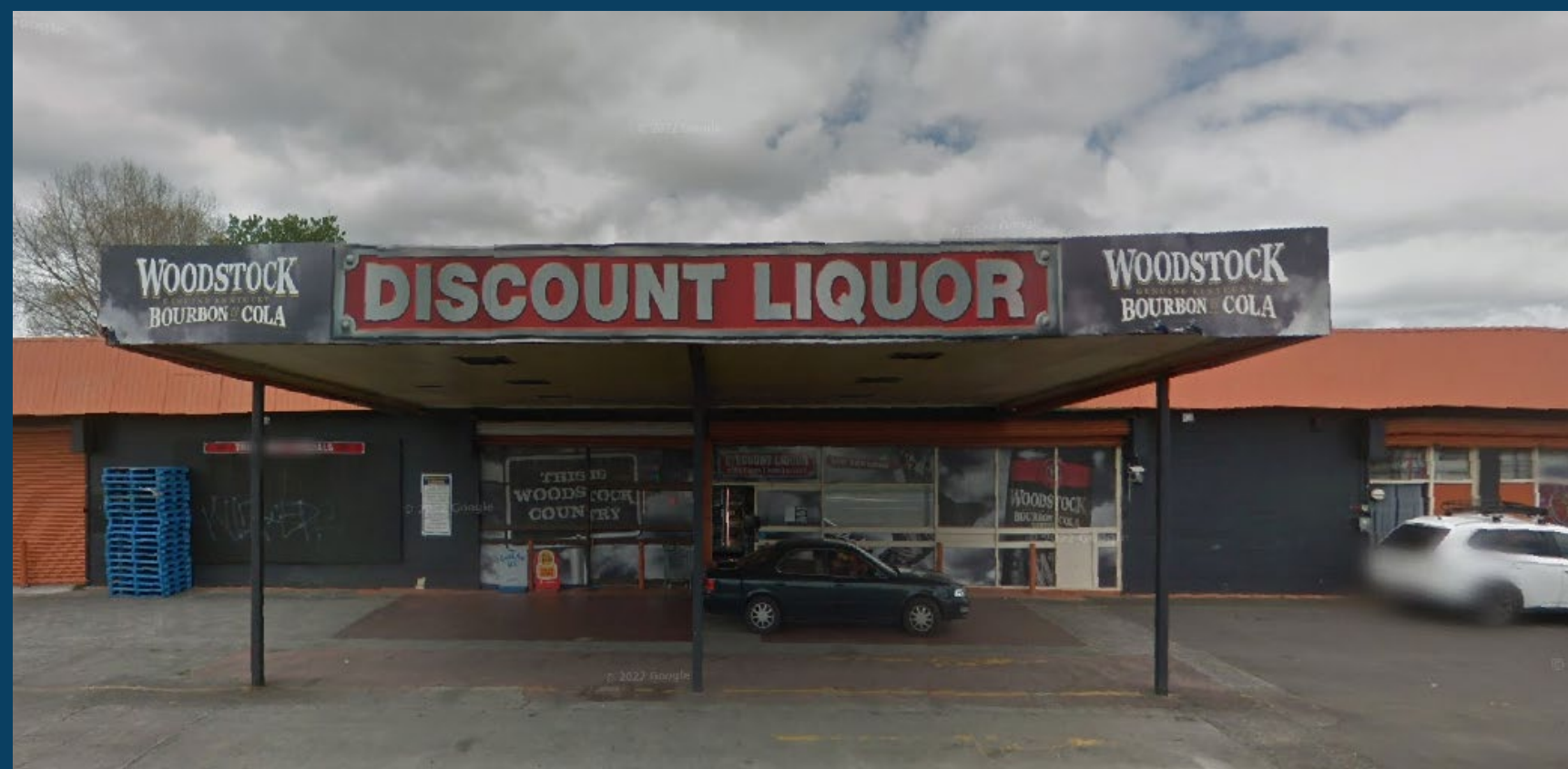


An off -licence in Mt. Albert

BEFORE & AFTER # 2

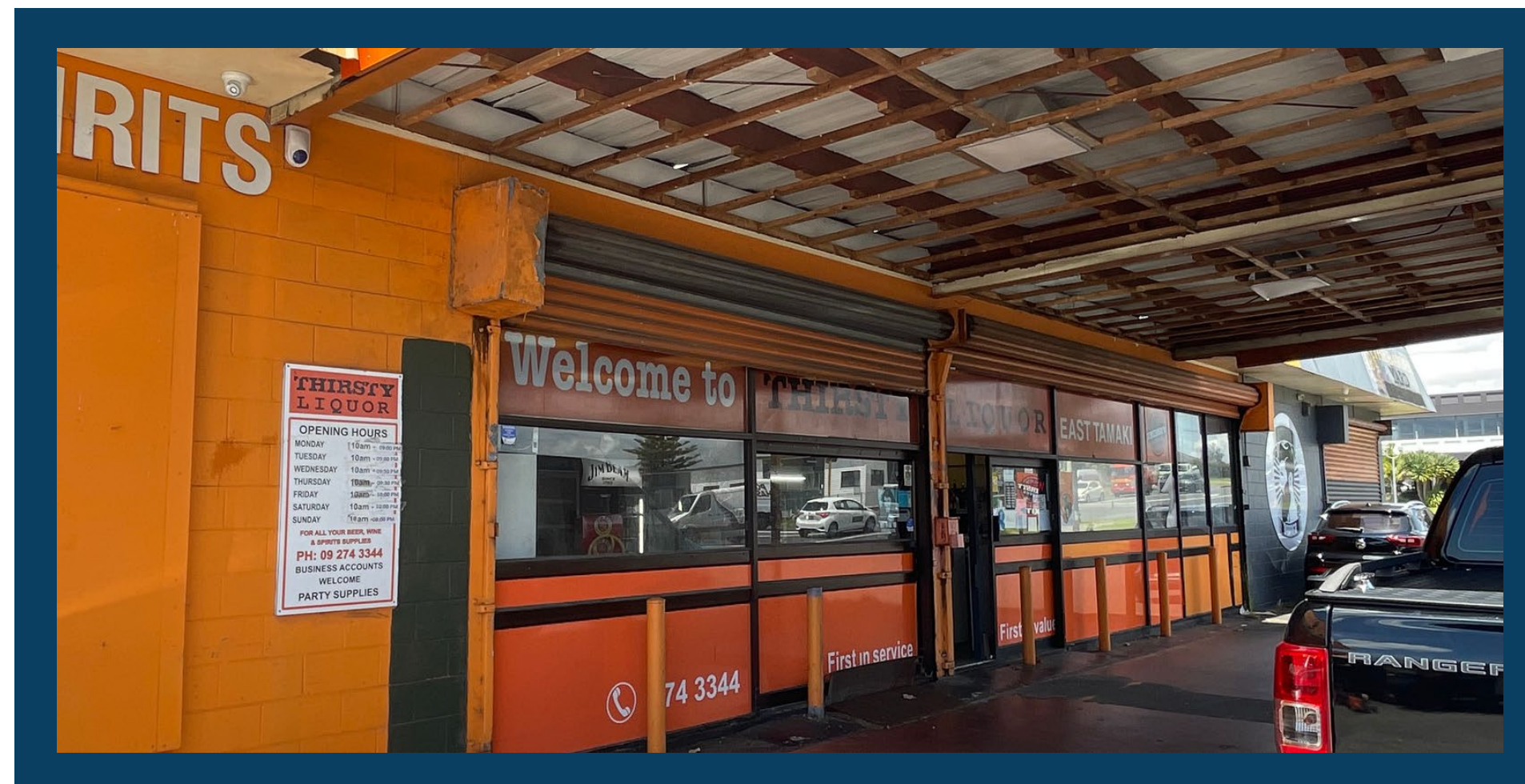


An off -licence in Wairau Park



BEFORE & AFTER # 3

An off -licence in Ōtara



BEFORE & AFTER # 4



An off -licence in East Tam aki

OTHER EXAMPLES

Trends towards more subdued shop fronts in many areas.

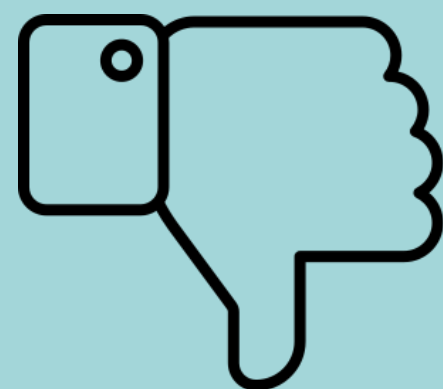


OVERALL

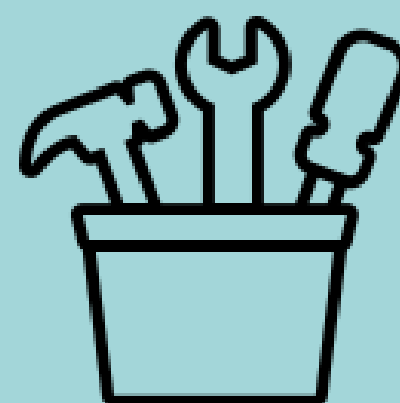
Solutions exist to minimise the harm from alcohol ads at shop fronts.



Off-licence alcohol signage is a problem



Communities dislike and it presents particular harms to children



Practice notes or conditions on licences are one tool to address



Increasing importance of measures that DLCs can take

THANK YOU

For further information, evidence or research,
or specialised support, please don't hesitate
to reach out.

021244 7610

andrew@ahw.org.nz

www.ahw.org.nz

www.actionpoint.org.nz