

Responsible Promotion of Liquor Principles

1 The advertising or promotion of liquor must not encourage the consumption of liquor in excess of quantity and/or speed or reward such drinking behaviour. For example:

- Drinking games in ON-licence venue such as “boat races” or other challenges or dares that involve rapid consumption of liquor.
- Promotions that reward the purchase of bulk amounts of liquor in a single transaction.

2 Advertisements or promotions involving discounted or free alcoholic beverages must not go beyond reasonable limits. Selling Liquor for consumption at the premises at half or less than half the usual price. For example:

- Discounts of 50% or more off the retail price if the liquor is to be consumed at the premises.
- Promotions such as loyalty cards, drink cards or vouchers which by design or through potential exploitation incentivise patrons to irresponsibly consume alcohol e.g., loyalty cards with 2 for 1 discount, multiple free drinks.

3 The advertising or promotion of liquor must not employ the use of non-standard measures of liquor in container/vessels that encourage rapid consumption. For example:

- Pouring liquor straight into patrons’ mouths (for example, pouring liquor directly from a bottle or shooting liquor from a water pistol).
- In a container larger than maximum glass size (570ml) if the liquor is intended to be consumed directly from the container as prescribed in the regulation

4 The advertising or promotion of liquor must not target a class or group of people. The promotion of liquor must not portray people or depict material in a way that discriminates against, vilifies, or is demeaning to any person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability, or political belief. For example:

- Discounted drinks for groups/members, where membership is not available to all patrons.
- Advertising or promotions that use stereotyping to highlight racial differences.

5 The advertising or promotion of liquor must not depict activities that are violent, risky or dangerous. For example:

- Creating or suggesting a positive association between liquor and any form of antisocial, violence or reckless behaviour.
- The use of images or messages directly associating the consumption of liquor with risky or dangerous activities for example, sky diving, motor racing, drink driving, speed boating, swimming and water sports, driving a car, operating a boat/plane etc.

6 The advertising or promotion of liquor must not include imagery that is directly or indirectly sexual, sexually degrading or sexually discriminatory. For example:

- Wet T-shirt contests, prizes for engaging in challenges, contests or activities of a sexually suggestive, degrading, discriminatory or explicit nature.
- Using sexual images that depict gratuitous use of nudity to promote the supply of liquor or the conduct of licensed premises.

7 The advertising or promotion of liquor must not depict people younger than 18 years who are not clearly depicted as adults, unless there is absolutely no suggestion of them consuming liquor at any time. For example:

- People in situations that are typical of young people, such as schools or youth-oriented activities.
- Depicting models in school uniform or other clothing that is typically worn by young people.
- Using models in liquor advertising or promotions who are, or who appear to look under 18 years of age.

8 Using images, symbols, designs, names, or characters that have special appeal to children or young people. For example:

- Advertising liquor with cartoon characters that would appeal to children/young people.
- Using characters, imagery, designs, motifs, interactive games, merchandise or media that are likely to appeal to young people.

9 The advertising or promotion of liquor must not in any way encourage or accept breaking any territory or federal law. For example:

- Encouraging driving under the influence of liquor.
- Any association with, or allusion to, engagement in the use of a controlled substance.
- Consumption of liquor while not of legal drinking age.