

COMPLAINT NUMBER	21/214
COMPLAINT ON BEHALF OF ADVERTISER	Alcohol Healthwatch DB Breweries
ADVERTISEMENT	Thirsty Liquor, Signage
DATE OF MEETING	16 June 2021
OUTCOME	Settled – advertisement removed

Advertisement: The Thirsty Liquor store in Manurewa, Auckland displayed a number of alcohol advertisements on the exterior of the premises and on bollard sleeves.

The Chair ruled was Settled.

Complaint: This complaint relates to several alcohol advertisements located on the exterior of Thirsty Liquor Manurewa at 147 Great South Road, Manurewa, Auckland. The advertisements are located in very close proximity to a primary school (the boundary of Manurewa Central School is 50 metres away) and a preschool (St Andrews Preschool is located directly across Great South Rd). The advertisements consist of signage fixed to the exterior of the premises, advertising Vodka Cruiser and Woodstock Bourbon and Cola, and five bollard sleeves advertising DB Export Gold, Heineken, Long White Crisp, Tui Hard Soda, and Club Setter Seltzer. A further sign under the veranda advertises Kaiser Bier. Details of the advertisements are appended at the end of this letter. The advertisements were seen at the premises on 9 April 2021.

Principle 3 of the Code for Advertising and Promotion of Alcohol states: Alcohol advertising and promotions shall be directed at adult audiences. Alcohol advertising and promotions shall not be directed at minors nor have strong or evident appeal to minors in particular. This applies to both content and placement.

Given the placement of the advertisements in very close proximity to Manurewa Central School, and St Andrews Preschool, we submit that the placement of these advertisements is inconsistent with Principle 3 of the Code. The placement of the advertisements also raises concerns around social responsibility. We refer to recent complaints 20/006, 20/043, 20/223, 20/224, 20/357, 20/567, 20/591, and 21/026 as being relevant to this complaint. We submit that placement of alcohol advertisements in close proximity to schools is inconsistent with a high standard of social responsibility, and ask that the Complaints Board consider whether the advertisements breach the advertising Codes referred to above.

The relevant provisions were Code for Advertising and Promotion of Alcohol - Principle 1, Principle 3;

The Chair noted the Complainant was concerned the alcohol advertisements outside an Auckland alcohol store were in close proximity to a primary school and preschool.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Code for Advertising and Promotion of Alcohol had been breached. As part of the self-

regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser confirmed the advertisements subject to the complaint had been removed.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of removing the advertisements, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled.

Chair's Ruling: Complaint **Settled-advertisements removed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.