

Fact sheet FS3029

# Liquor promotion guidelines summary

This fact sheet summarises the liquor promotion guidelines. They are intended to provide guidance as to what issues are considered important in determining whether a liquor promotion is undesirable and may be subject to a notice.

The following table provides a quick reference guide listing the 7 principles which detail the types of liquor promotion activity that are considered undesirable and include *some* examples of unacceptable practices.

Principle		Some examples of unacceptable promotions
1	The promotion must not have a special appeal to minors, because of the designs, names, motifs or characters in the promotion that are, or are likely to be, attractive to minors or for any other reason.	Promotions: <ul style="list-style-type: none"> <li>▲ which use characters, imagery, motifs, naming or designs which primarily appeal to minors</li> <li>▲ that include merchandise that primarily appeal to minors</li> <li>▲ using interactive games or technology predominantly targeted to minors.</li> </ul>
2	The promotion must not be indecent or offensive.	Promotions which: <ul style="list-style-type: none"> <li>▲ use images, including human bodies, that may be considered offensive to a reasonable adult</li> <li>▲ use insulting or offensive language in the liquor promotion material</li> <li>▲ offer free or discounted drinks for participating in an activity that may be offensive to a reasonable adult present on the licensed premises.</li> </ul>
3	The promotion must not involve the use of non-standard measures that encourages irresponsible drinking and is likely to result in intoxication.	Promotions encouraging the consumption of: <ul style="list-style-type: none"> <li>▲ alcohol in a yard glass for skolling, laybacks, slammers, blasters, bombs or consumption from a water pistol</li> <li>▲ multiple shooters or shots by an individual.</li> </ul> Or Promotions: <ul style="list-style-type: none"> <li>▲ which encourage an individual to purchase and consume on their own an alcoholic drink intended to be shared (that is, a drink containing a significant number of standard drinks).</li> </ul>

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4	The promotion should not use emotive descriptions or advertising that encourages irresponsible drinking and is likely to result in intoxication.	<p>Promotions:</p> <ul style="list-style-type: none"> <li>▲ or events which focus principally on the excessive consumption of alcohol, e.g. Mad Monday</li> <li>▲ labelling or titling of promotions that suggest irresponsible or excessive consumption of alcohol, e.g. 'Drink like a fish', 'Beat the clock'.</li> </ul>
5	The promotion should not involve the provision of free drinks or extreme discounts, or discounts for a limited duration that creates an incentive for patrons to consume liquor more rapidly than they otherwise might.	<p>Promotions providing:</p> <ul style="list-style-type: none"> <li>▲ free drinks which encourage rapid consumption of alcohol (e.g. All you can drink in a limited time frame)</li> <li>▲ drink cards, promotional cards, or vouchers which encourage rapid consumption of alcohol over a short period of time (e.g. \$50 voucher redeemable between 9pm and 10pm)</li> <li>▲ happy hours encouraging or facilitating the rapid consumption of alcohol.</li> </ul>
6	The promotion should not otherwise encourage irresponsible, rapid or excessive consumption of liquor.	<p>Promotions which involve:</p> <ul style="list-style-type: none"> <li>▲ the use of drinkware which encourages rapid consumption, such as test tubes, water pistols, yard glasses</li> <li>▲ drinking games, competitions, challenges, dares, lotteries or games of chance that involve the rapid or excessive consumption of liquor (such as skolling games, boat races, flip and win, 'around the world', 60 shots in 60 minutes', pub golf).</li> </ul>
7	The promotion should not be otherwise considered to not be in the public interest.	<p>Promotions which:</p> <ul style="list-style-type: none"> <li>▲ use images or messages which could be seen to be encouraging or condoning breaking the law or other anti-social behaviour or which link the promotion of alcohol with illicit drugs or allude to drug taking behaviour</li> <li>▲ associate liquor consumption with aggressive or violent behaviour towards other people.</li> </ul>

The determination of whether a promotion is undesirable and may be subject to a notice is made by the Secretary, Department of Industry or a delegate, such as the Director, Compliance, Liquor and Gaming NSW.

Before a determination is made, a licensee may be given the opportunity to comment or offer an explanation on why the promotion should not be considered undesirable. An application can be made to Liquor and Gaming NSW for the Independent Liquor and Gaming Authority to review a decision.

While each of the principles and examples provide guidance on liquor promotions that are generally considered undesirable, it is in the interests of venues to ensure that all promotions are conducted with

harm minimisation measures in place to prevent unacceptable outcomes.

Employing harm minimisation measures does not automatically negate the possibility of liquor promotions being restricted or prohibited, but appropriate management of all promotions is necessary.

A list of harm minimisation measures that may be appropriate include but are not limited to the following:

- ▲ RSA marshals
- ▲ Service of free food and water is part of the promotion
- ▲ Alcohol Management Plan specific to the promotion
- ▲ Drink limits

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- ▲ Signs prominently disclosing the content of mixed alcoholic drinks served to customers
- ▲ Appropriate time frame for conduct of promotion
- ▲ Alcohol content is measured and discernable
- ▲ Limits on the quantity of alcohol that can be purchased at a reduced price.

However it should be noted that there are no mitigating measures that will enable examples of promotions identified as being 'unacceptable' in the guidelines from being undertaken.

### For further information

#### Liquor & Gaming NSW

 1300 024 720

 [info@olgr.nsw.gov.au](mailto:info@olgr.nsw.gov.au)

For information, or to make a complaint, about liquor promotions please contact Compliance Unit.

 1300 024 720

 [complaints@olgr.nsw.gov.au](mailto:complaints@olgr.nsw.gov.au)

More detailed information on the principles and further examples are available in the GL4001 'Liquor promotion guidelines July 2013', available at [liquorandgaming.nsw.gov.au](http://liquorandgaming.nsw.gov.au).

The guidelines are subject to periodic review. Please go to [liquorandgaming.nsw.gov.au](http://liquorandgaming.nsw.gov.au) to ensure you are using the latest guidelines.