

House of Representatives

Supplementary Order Paper

Tuesday, 21 August 2012

Alcohol Reform Bill

Proposed amendment

Dr David Clark, in Committee, to move the following amendment:

New clause 220A:

After *clause 220* (after line 20 on page 155), insert:

220A Restriction of television and radio advertising

- (1) No person or entity may broadcast, or arrange for any other person or entity to broadcast, any alcohol product advertisement on television or radio in New Zealand.
 - (2) Nothing in **subsection (1)** shall apply to any advertisement included in any radio or television transmission originating outside New Zealand, or in any film or video recording made outside New Zealand, unless the advertisement is targeted primarily at a New Zealand audience.
 - (3) Nothing in **subsection (1)** applies to—
 - (a) the exhibition, in any museum or art gallery, of any work or artefact;
 - (b) the dissemination, broadcasting, or exhibition of any film, video recording, or sound recording, where—
 - (i) that film, video recording, or sound recording was made before 30 June 2012; and
 - (ii) the alcohol product advertisement included in that film, video recording, or sound recording is in the form of a reference to, or a depiction of, an alcohol product trade mark that is only an incidental part of that film, video recording, or sound recording.
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Explanatory note

This Supplementary Order Paper amends the Alcohol Reform Bill so as to increase the restrictions on the advertising of alcohol on television. The purpose of advertising is to present the product in an attractive light and increase the consumption of that product. This Supplementary Order Paper adopts the views of those who have an interest in promoting our public health and reducing crime and harm to the community rather than those who have a vested interest in the increased consumption. Ninety-four percent of the submitters to the select committee wanted greater restrictions on advertising. This Supplementary Order Paper will restrict a specific form of advertising that is primarily targeted to young people.
