

Question 1

Mr JUSTIN FIELD: It would be really useful to the Committee—and I have asked this of other presenters—if you could send screenshots of the types of images and posts that are being used that you think are targeted at young people. In particular, the industry says that it tries not to use people who look under the age of 25 as a way of creating a buffer between their statement of intent and the material they produce. The Committee would be interested to see anything that you think would generally breach the code if it were to be used in another form.

RESPONSE:

Example screen shots taken from Facebook on 14/12/17 are shown below.



Smirnoff

25 October · 🌟

Strap up your dancin' boots! We've buddied up with pedestrian.tv to bring a new kind of gym to Sydney. Find out more... <http://bit.ly/2z5eR6o>





Smirnoff is with Ranbir Alnaaga and Felix Wang.

3 November · 🌟

Bring it together 🍷



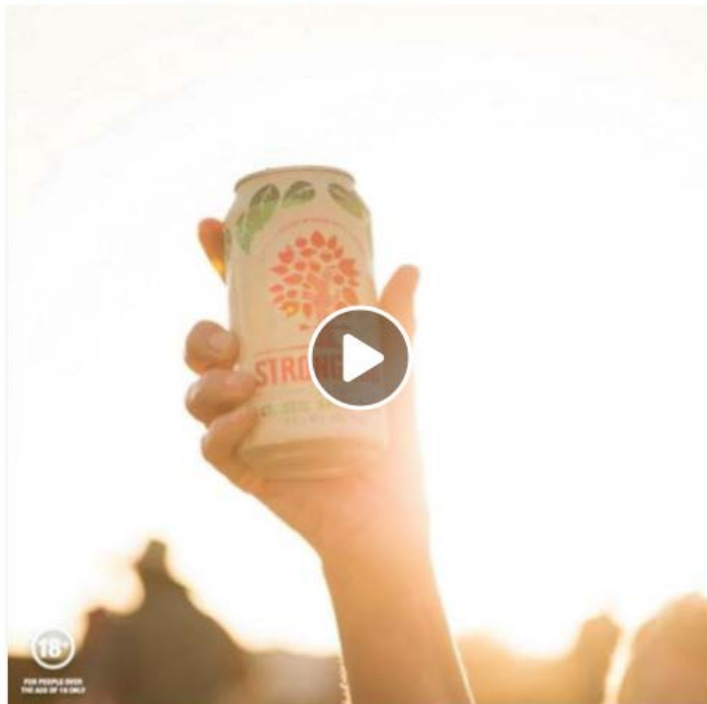
👍 Like 💬 Comment ➦ Share



Strongbow Australia

20 March · 🌟

We've had an awesome time partying with you all at the Red Hot Summer Tour Official concerts this summer. Take a browse through our album, you might just spot yourself! Only a couple events left to go. Check out which dates are remaining here: <http://bit.ly/2m5gBS8>



15k Views



Vodka Cruiser

8 December at 10:00 · *

Kick some major 🍷 in a pair of personally customized sneakers by Bianca Beers and our VCTV Hosts, as seen in this week's The Creators Steal my Steez ep. Snag a one-of-a-kind pair by showing us your old pair that needs an update! Sizing & Standard T's & C's apply.



Rekorderlig Cider added 4 new photos.

10 November · *

Longer days mean more time to catch up with friends. How will you spend your evening?



Like Comment Share



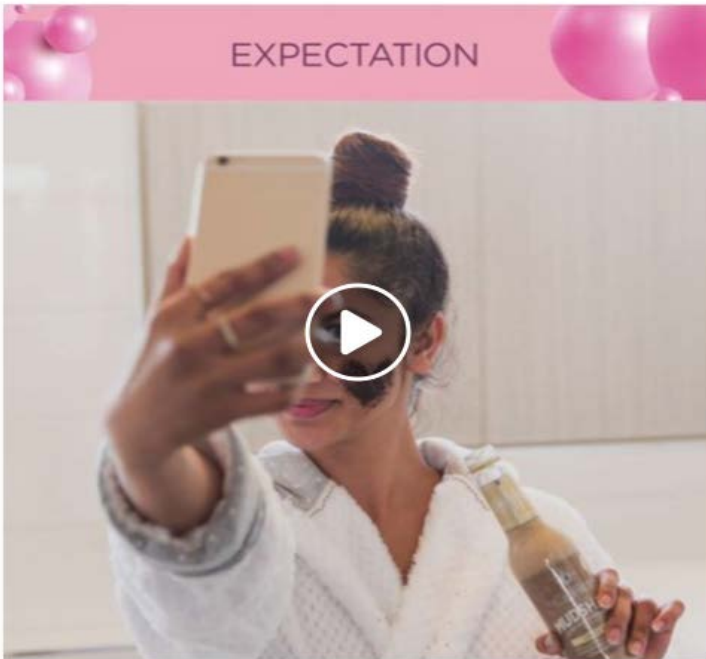


Vodka Cruiser

10 July · ✨



Coffee scrub feels on SnapChat vs IRL 😊



Captain Morgan

29 September 2016 · ✨



Who's the Captain now? #UniGames



Budweiser

@BudweiserAustralia

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Question 2

The CHAIR: Because you do state in your submission, "There was extensive international evidence showing that self-regulation is ineffective". Can you supply further information to support that claim?

RESPONSE:

A systematic review of literature provided strong evidence of the ineffectiveness of self-regulatory codes for alcohol advertisements.¹ All 44 studies reviewed identified alcohol marketing content that could be considered harmful to young people. Studies from 18 countries found high exposure to and awareness of alcohol advertising among youth despite the presence of self-regulatory codes. Youth exposure was observed to be increasing over time, as was the frequency of youth-oriented content. A second systematic review² found very few complaints to industry-regulated codes were upheld.

I also recommend this blog post from VicHealth which nicely summarises the issues relating to self-regulation and Facebook marketing of alcohol -

<https://www.vichealth.vic.gov.au/media-and-resources/blog/how-the-alcohol-industry-misleads-young-people-on-facebook>

Question 3

The CHAIR: Have you given any consideration as to how social media could be regulated by the very nature of the way in which it operates?

Dr LIM: It would be very difficult because it is such a free-moving platform—it is international and it is constantly generating new content. I think it would have to involve working with the platforms themselves; for example, Facebook are pretty good at keeping nudity and violence out of their feeds and their content. So we know that it could work in theory.

The CHAIR: Could you take that question on notice and provide some more material to assist the Committee in how it might deal with the alcohol and social media issue?

RESPONSE:

As I stated during the inquiry, this will be difficult. However, I have some suggestions of potential avenues to address this.

¹ Noel, Babor, Robaina. Industry self-regulation of alcohol marketing: a systematic review of content and exposure research. *Addiction*; 2017, 112(s1): 28-50.

² Noel & Babor. Does industry self-regulation protect young people from exposure to alcohol marketing? A review of compliance and complaint studies. *Addiction*, 2017, 112(S1): 51-56.

- Firstly, I would recommend speaking with the Office of the eSafety Commissioner, as they have extensive experience working with social media platforms and investigation of online content.³
- Regulatory codes (e.g. ABAC) need revision to account for the complexity of social media. Clear direction is needed regarding different forms of advertising, including paid advertisements, posts to fans, use of social influencers, and user-generated content.
- Platforms do not currently provide any mechanism to complain about alcohol advertising or report breaches of the code. For example, Facebook has a policy that advertisements need to comply with local codes⁴ (e.g. ABAC), however there is not any way to report breaches of ABAC to Facebook. Providing some sort of in-built reporting system would make it possible for the community to report concerning advertisements.
- Social media platforms could implement strategies to improve age verification, current strategies are ineffective.
- There is a need for awareness raising among the general population about the ABAC code generally, including alcohol advertising on social media. A campaign might increase public familiarity with guidelines and what and how to report.
- Research into why young people engage in promoting alcohol brands on social media is needed. This might also identify potential methods of reducing 'free advertising' for alcohol brands created and shared by young people.
- Completely banning alcohol advertising on certain platforms is possible. This is done in many countries already.⁵

Question 4

The Hon. BEN FRANKLIN: You made a comment earlier in your evidence that when there is less advertising of alcohol there will be less alcohol consumption. I was wondering whether you could point me to the evidence you have for that?

RESPONSE:

I will withdraw this comment as there has been no research conducted that addresses this. Instead, I should have stated that there is clear evidence that exposure to alcohol advertising increases the likelihood that young people will start to drink and will drink more. For a summary of the evidence to support this I would recommend referring to the submission to this inquiry from the McCusker Centre for Action on Alcohol and Youth.

³ <https://www.esafety.gov.au/>

⁴ https://www.facebook.com/policies/ads/restricted_content/alcohol

⁵ https://www.facebook.com/policies/ads/restricted_content/alcohol

Question 5

The CHAIR: As it is public transport that means it would be relatively easy for the Government to issue a retraction that there be no alcohol advertising on public transport?

Dr LIM: I think the Australian Capital Territory has done that recently, so there is precedent.

The CHAIR: Could you take that on notice if you have some information we do not have?

RESPONSE:

Here is a link to the advertising policy for buses in Canberra. Alcohol advertising is not permitted. <https://www.transport.act.gov.au/about/policy/media-and-advertising/advertise-on-a-bus>