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Alcohol Advertising in Televised Broadcasts of Australian Football Finals Series

Final Research Report

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Glossary

Note the use of the following acronyms used throughout this document.

Acronym	Definition
ABAC	Alcohol Beverages Advertising Code
AFL	Australian Football League
CHI	Centre for Health Initiatives
CUB	Carlton and United Breweries
CTICP	Commercial Television Industry Code of Practice
NRL	National Rugby League

Executive Summary

Alcohol marketing during sport, and alcohol industry sponsorship of sporting events, is highly lucrative. Within Australia it is estimated that \$600 million is spent on sports sponsorship; alcohol companies estimated to have a \$50 million share of this market, making them one of the largest spending industries within sports marketing (Lee, 2008).

Alcohol marketing has expanded in the last 10 years and is moving away from traditional marketing channels such as print and television. Sports sponsorship by alcohol companies it is no longer limited to professional sports leagues or competitions but has embedded itself at the grassroots level. Within junior sport, alcohol sponsors 'assist' with branded jerseys, club equipment and free or discounted alcohol (Mallam 2006; Turner 2009; Sawyer et al. 2012; Kelly et al. 2011a, 2011b, 2011c). Alcohol companies have sponsorship agreements with sports stadiums and individual players to further solidify this relationship.

The aim of this research project was to investigate the amount and type of alcohol marketing during two major sporting events in 2012. The six games that were chosen for analysis were the two semi-finals matches and the 2012 Grand Final for both the NRL and AFL. These were chosen due to the high volume of viewers, with the AFL and NRL grand finals attracting 3.196 million and 2.424 million viewers respectively. The AFL Grand Final had the highest television audience for a sporting event of the year, and the NRL Grand Final the fourth highest; both attracted higher viewership than the Olympic Games.

Alcohol marketing during the six matches was coded using a framework developed by Thomas et al (2012) for gambling marketing, adapted to assess alcohol marketing. This framework grouped marketing strategies into the five categories of:

1. Fixed advertising: Advertising on static banners within the stadium.
2. Dynamic advertising: Advertising on revolving or electronic banners within the stadium.
3. Commercial break advertising: Advertisements that appeared during commercial breaks.
4. Integrated advertising: Live announcements, popups and pull-through banners; and broadcast sponsorship announcements.
5. Team sponsorship: Logos on players' uniforms, logos within locker rooms, and team banners.

Games were coded for marketing incidences and duration during the game coverage, as well as alcohol advertisements (alcohol ads as a percentage of total advertisements), and total alcohol marketing exposure time. Alcohol advertisements were also coded against the Alcohol Beverages Advertising Code (ABAC). The ABAC clauses are particularly relevant to this study as there is substantial evidence that these advertisements appeal to young people, and that many circumvent the

guidelines and are inconsistent with the spirit and aims of the code. This is likely due in part to the fact that the code is voluntary, funded and administered by the alcohol industry, and has no directive power or penalties for breaching the code (AMA, 2012).

Across the three NRL broadcasts, there was an average of 530 incidents and 30 minutes 40 seconds of marketing per match. This ranged from 364 incidents totalling 23 minutes and 29 seconds (Melbourne Storm vs. Manly Sea Eagles) to 647 incidents totalling 37mins and 15 seconds (in the NRL Grand Final).

Across the three AFL broadcasts, there was an average of 244 incidents totalling 20 minutes of marketing per match. This ranged from 67 incidents totalling 8 minutes and 44 seconds (in the Grand Final) to 570 incidents totalling 39 minutes and 42 seconds (Sydney Swans vs. Collingwood Magpies).

Alcohol marketing was found to be ubiquitous across both the NRL and AFL finals series. Over 18% of the entire broadcast of the NRL grand final match featured some form of alcohol marketing. Within the Sydney Swans Collingwood Magpies match, 17.7% of the total broadcast time was devoted to various forms of alcohol marketing. Often this consisted of numerous alcohol advertisements/promotions within the same broadcasting screen shot.

This high level of alcohol advertising is in stark contrast to non-sporting broadcasts that were recorded concurrently. There were four incidents of alcohol marketing recorded across the comparison non-sporting broadcasts, all of which occurred during the news broadcast where highlights of either the NRL or AFL grand finals were shown.

Further highlighting the need to adequately address alcohol marketing and sports sponsorship, there is a large body of evidence which shows that being exposed to alcohol marketing has serious implications for children and adolescents and can help shape their attitudes, beliefs and behaviours towards drinking. Previous research has shown that the more a child is exposed to alcohol marketing, the earlier they will initiate drinking (Henriksen et al, 2008).

Findings from this report combined with other evidence from Australia and overseas indicate that we need to challenge the argument that we need 'more research' and 'more evidence'. There is a solid evidence base which shows that alcohol marketing is ubiquitous in Australian sport and that exposure to alcohol marketing results in earlier drinking initiation and higher rates of consumption among young people.

What is needed is evidence based policy change that will help protect children from excessive exposure to persuasive messages about alcohol, and particularly that link drinking with sport and with 'being Australian'.

Background and Introduction

The misuse of alcohol is a key public health concern in Australia; consequently, the marketing of alcohol is also of particular interest (Maher *et al.*, 2006). Alcohol advertising in Australia spans a growing number of mediums – such as television, print media, the internet (Facebook and company websites), event sponsorship, competitions, player sponsorship, sports sponsorship and point-of-sale promotions. It has been suggested that alcohol advertising not only influences the choice of beverage, but actually stimulates the consumption of alcohol (Carroll & Donovan, 2002). In both of the recent reviews on the effectiveness and cost-effectiveness of interventions to reduce alcohol-related harms, banning alcohol advertising was one of the key strategies identified (Anderson *et al.*, 2009; Babor *et al.*, 2010).

It is acknowledged that alcohol advertising during sport, and the sponsorship of sporting events by the alcohol industry, is lucrative business. The sports sponsorship market in Australia is estimated to be worth \$600 million per year (Cincotta, 2008), with an estimated \$50 million of this sponsorship from alcohol companies, making them one of the largest spending industries (Lee, 2008). An important commercial benefit of sports sponsorship is that it associates alcohol with the healthy, positive image of sport. An association with such healthy activities obscures the potential health risks that alcohol may pose, while also promoting consumption (Maher *et al.*, 2006).

The alcohol marketing landscape has changed significantly over the past 10 years in Australia with sports sponsorship not being limited to professional competitions. The alcohol industry has embedded itself within Australia's sporting culture; even down to the grassroots level, where alcohol sponsors 'assist' with branded jerseys, club equipment and free or discounted alcohol (Mallam 2006; Turner 2009; Sawyer *et al.* 2012; Kelly *et al.* 2011a, 2011b, 2011c).

An outcome of such aggressive advertising and sponsorship by the alcohol industry is the exposure of young people to a vast amount of alcohol marketing. Underage television viewers (13 – 17) have been found to be equally likely to be exposed to televised alcohol advertisements as young adults (18 - 24) (Fielder *et al.*, 2009), largely because of their placement during sporting telecasts. The broadcast of alcohol advertisements on commercial television in Australia is restricted to between 8:30pm and 5:00am; during M (mature classification), MA (mature audience classification) or AV (adult violence) classification programs. The one exemption to this 'rule' is during the live broadcast of sporting events on weekends and public holidays (Commercial Television Industry Code of Practice (CTICP), 2010) which means that from a very young age children will be exposed to large amounts of alcohol marketing via sport. An analysis of alcohol advertising expenditure in Australia found that almost half (46%) of alcohol advertisements were shown on weekends and public holidays, with 44% shown during live sports broadcasts – reflecting the impact of the CTICP exemption (Fielder *et al.*, 2009).

To further foster the culture of alcohol marketing in Australia, many of our major national sporting organisations have strong and ongoing sponsorships deals with various alcohol companies (Cricket Australia, Australian Football League (AFL), National Rugby League (NRL)). The AFL has Carlton Draught as a major corporate partner of the competition and the NRL had two major alcohol sponsors in 2012, Victoria Bitter and Bundaberg Rum. However, information as to the dollar figure that each company pays to be a major sponsor is not publicly available for either code, although it is estimated to be in the millions. Interestingly, both Carlton Draught and Victoria Bitter belong to the parent company of Carlton and United Breweries (CUB). It is also important to note that many individual teams also receive sponsorship from alcohol brands, such as the Sydney City Roosters (Victoria Bitter) and Brisbane Lions (Carlton Draught).

The relationship between the alcohol industry and the football codes appears to be a mutually beneficial one, which is reflected in the reactions of the football codes when the issue of the problems associated with alcohol sponsorship is raised. In 2009, Grant Dorrington (then the West Australian Football League Director of Football) argued that sponsorship money should be a primary consideration when looking in to a ban on alcohol marketing in sports: "Let's say someone has research that says for the sake of our community it (alcohol marketing) should be banned... Before they bring it out, they need to do a quick check – what community clubs are getting money and who's going to fund them... Don't do anything until you can answer that question" (Jones, 2010).

The following appears in the 2011 AFL Annual Report:

The 2011 season was a successful demonstration of one of the oldest partnerships in Australian sport. Carlton United Brewers leveraged its partnership with the AFL via an extensive advertising campaign in mainstream media and activations during the Toyota AFL Finals Series.

Highlights of the AFL's partnership with Foster's in 2011 included:

- Carlton Draught Slo-Lites, which captured players and fans in slow motion, were an audience favourite during Friday night football.*
- CUB) invited hand-transplant recipient Peter Walsh to toss the coin before one of the Finals Series matches.*
- Crown Lager hosted the Crown Lager Brownlow After Party at Studio 3, Crown Casino.*
- Carlton Draught was the presenting rights partner of the headline musical act for the 2011 Toyota AFL Grand Final pre-match entertainment featuring Meatloaf.*

Similarly, the NRL website states:

The NRL has capitalised on the success of the 2010 Telstra Premiership season by

securing new commercial partnerships and the renewal of a number of key long-term partnerships.

- VB, a long-term supporter of the NRL has confirmed a multi-million dollar four-year deal with the NSW VB Blues as naming rights partner.

- Bundaberg Distilling Company, the naming-rights sponsor of Bundaberg Friday Night Football and the official dark rum of the NRL, has extended its investment in Rugby League.

Although this relationship appears to be stable for the time being – with the industry opposed to any regulations on sport sponsorship – there appears to be strong community support for a reduction in the association between alcohol advertising and sport. In a 2010 study by VicHealth, 83% of respondents supported the removal of alcohol sponsorship from clubs if an alternate model could be implemented to recover lost revenue. This is an important factor for governments to consider when reviewing the potential for a more regulated approach towards alcohol marketing in sport.

Alcohol Advertising during Australian Football Final Series

The aim of this research project was to investigate the amount and type of alcohol marketing during two major sporting events in 2012. The games that were chosen to code and analyse were the 2012 two finals matches and the 2012 Grand Final for both the AFL and NRL. These six finals series matches were coded for advertising frequencies or rates (i.e. alcohol ads/hour) as well as proportions of advertising (alcohol ads as a % of total advertisements) and total exposure time for alcohol marketing/alcohol brand messages. The finals series were chosen due to the high volume of viewers, with the AFL and NRL grand finals attracting 3.196 million and 2.424 million viewers respectively.

Methods

In-Match Content Analysis

Using the AFL (n=3) and NRL (n=3) finals matches as case studies, we investigated the frequency, duration and nature of alcohol marketing during the televised broadcast of six finals games and compared this to six concurrently recorded non sporting broadcasts..

Although it is important to note that alcohol marketing is a prominent feature of sport broadcasts in a range of codes, we chose the AFL and NRL for the following reasons:

1. The AFL has the highest average sporting match attendance in Australia and fourth in world professional sport; and NRL average sporting match attendance was 16,415 in 2012, the second highest in the code's history
2. The AFL and NRL both promote a family friendly environment at games
3. The AFL and NRL have sponsorship alignments with the alcohol industry
4. The NRL secured their largest broadcast rights agreement with Channel 9 and FOX SPORTS for \$1,025 billion in 2012
5. The 2011 AFL grand final was the most watched annual sporting event in Australia with an average national network ten audience of 3,571,262; and the NRL had the three most watched sporting events on Free to Air television in 2011

We used the coding categories developed by Thomas et al (2012) for their study of gambling marketing during the 2011 AFL season; this grouped marketing strategies in to 5 categories:

1. Fixed advertising: Advertising on static banners within the stadium.
2. Dynamic advertising: Advertising on revolving or electronic banners within the stadium.
3. Commercial break advertising: Advertisements that appeared during commercial breaks.
4. Integrated advertising: Live announcements, popups and pull-through banners; and broadcast sponsorship announcements.
5. Team sponsorship: Logos on players' uniforms, logos within locker rooms, and team banners.

Within the preliminary finals and Grand Finals for both the AFL and NRL, none of the competing teams were sponsored by alcohol companies. This resulted in no team sponsorship advertising during these games. The major sponsors of each club are represented in the broadcasts are as follows;

AFL	NRL
Sydney Swans – QBE	Melbourne Storm – Crown Casino

Hawthorn Hawks – Tasmanian State Government	Canterbury Bulldogs – Jaycar Electronics
Collingwood Magpies – CGU and Emirates	Sydney City Rabbitohs – DeLonghi
Adelaide Crows – Toyota	Manly Sea Eagles – Kaspersky

As identified by Thomas et al (2012) and Sherriff et al (2010), alcohol marketing is usually visible in short, sharp bursts of activity and therefore we coded any alcohol marketing that lasted for at least one second. In each incident, the alcohol brand/logo/message had to be clearly recognisable to the viewer for it to be coded.

Three Research Assistants were trained on the use of the coding guide, which was piloted using broadcasts recorded in the regular season of both the AFL and NRL.

Each Research Assistant worked independently and coded two games each, with an investigator (LB) re-coding approximately 10% of the total recorded time to check for reliability. There was 98% inter-coder reliability between the research assistants and the investigator.

AFL broadcasts were recorded in the Illawarra on Prime Television, which is an affiliate of Channel 7; and NRL broadcasts on the WIN network, which is an affiliate of Channel 9. The recordings commenced with the pre-game show and concluded after the post-game analysis or winners presentation in the Grand Finals. Channel 7's contract with the AFL has given them the right to broadcast four AFL matches per week, all preliminary finals, the Brownlow medal ceremony and the Grand Final. This is the only television platform on free to air television that can broadcast this level of coverage of the AFL and they have exclusive rights for the next four years (SWM, 2013b). Much like Channel 7's partnership with the AFL, Channel 9 has exclusive rights to broadcast free to air NRL matches including 3 games per week (2 on Friday night and 1 on Sunday afternoon), Thursday night games on three weeks of the year, NRL test matches, City Country and State of Origin, all of the preliminary finals and grand final as well as 'The NRL Footy Show' (NRL.com, 2012)

Alcohol Advertising Content Analysis

There are two industry self-regulation codes that apply to alcohol advertisements (Jones, Phillipson and Barrie, 2010). The Australian Association of National Advertisers (AANA, 20012) Code of Ethics applies to all forms of advertising and covers issues such as discrimination and vilification, violence, sexuality and nudity, language and health and safety. The Alcohol Beverages Advertising Code (ABAC) covers alcohol-specific issues such as the portrayal of excessive alcohol consumption, encouragement of underage drinking and depiction of alcohol consumption and operation of a motor vehicle (Appendix 1).

The ABAC contains a number of clauses in relation to the way that alcohol is promoted that are particularly relevant to this present study. Firstly, advertisements "must not depict the consumption or presence of alcohol as a cause of or contributing to the achievement of personal, business, social, sporting or sexual success and if alcohol beverages are depicted as part of a celebration, must not imply or suggest that the beverage was a cause of or contributed to success or achievement" and "must not depict any direct association between the consumption of alcohol beverages, other than low alcohol beverages, and...the engagement of any sport". Also of significance to this study is a clause which specifies that alcohol advertisements "must not have any evident appeal to children or adolescents".

The ABAC code has come under much scrutiny in recent times with public health advocates calling for a complete overhaul of the regulation system. Common criticisms include that many advertisements are able to evade the current guidelines. Jones et al (2008) compared complaint adjudications made by the ABAC panel to the judgements of an independent expert panel recruited for the purpose of the study and found that there was little agreement between the two panels. It is also important to note that the code itself is voluntary, is funded and administered entirely by the alcohol industry, and does not have any directive powers or penalties for breaches of the code (AMA, 2012).

For the six televised broadcasts of the NRL and AFL finals matches, two Research Assistants further coded all alcohol advertisements shown during the pre-game show, during the match and in the post-match analysis. The ABAC guide was used as a coding framework for the recorded alcohol advertisements and researchers were trained to administer the coding pro-forma. Further to this, alcohol advertisements were also coded for the presence of features or themes that have been found to be appealing to young people in previous studies – such as humour, relaxation and bonding (Appendix 2). The coders watched each advertisement several times before beginning to code to ensure no important information was missed. Any discrepancies between the two Research Assistants were reported to a third researcher (LB) to adjudicate.

Results

Alcohol Marketing Content Analysis During Non-Sporting Broadcasts

During the non-sporting broadcasts, there were four incidents of alcohol marketing, totalling 28 seconds. These four incidents occurred during the news coverage on Channel Ten when both the NRL and AFL grand final highlights were being shown. There were no incidents of stand-alone alcohol marketing throughout the entire broadcast for the six recorded times.

Alcohol Marketing Content Analysis During Sporting Broadcasts

Types of Advertising

Fixed Advertising

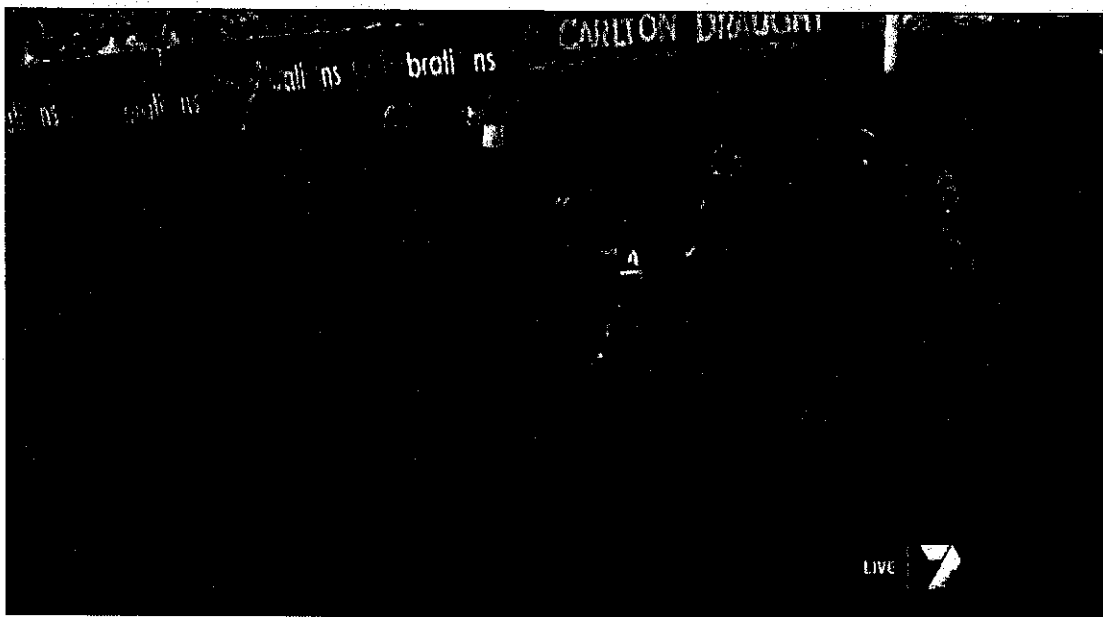
Fixed Advertising within the three coded AFL games included fixed stadium signage and fixed fence signage near the field. These were respectively seen on internal stadium structures and the fences behind and around the goals. The NRL games coded had both of these forms of advertising; again with fence signage being concentrated around the football posts and try lines. The majority of these adverts were for Tooheys New and Carlton Draught in the AFL and Tooheys New, Bundaberg Rum and VB within the NRL. In addition to the stadium and fence signage in the AFL, the NRL used further fixed advertising in the form of static field signage on the 10-metre line. In all three of these NRL matches, this form of advertising was for Bundaberg Rum and was at both ends of the field.

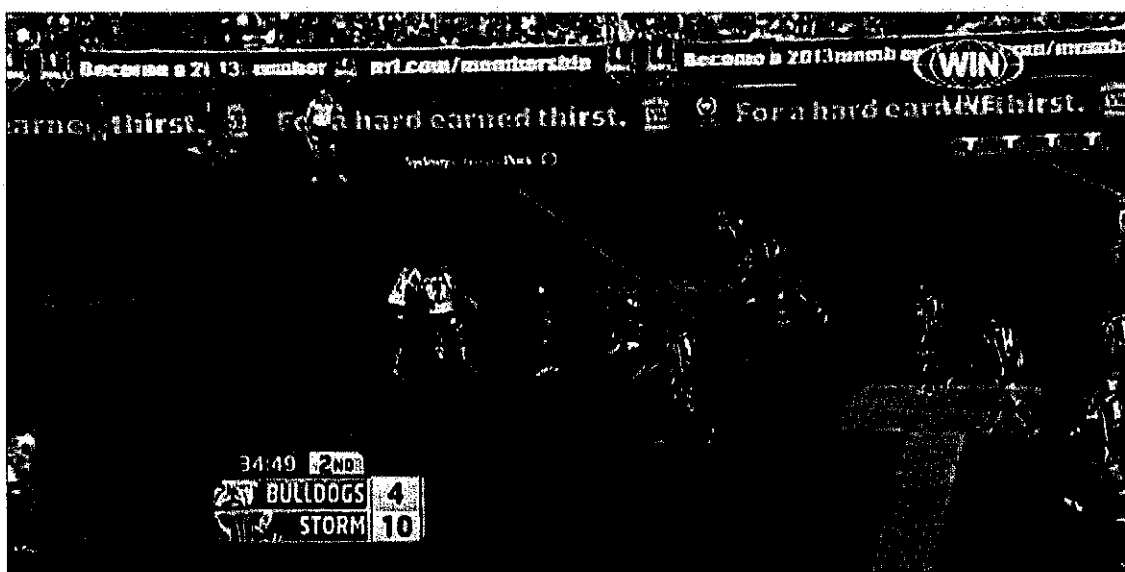




Dynamic Advertising

Dynamic advertisements within both the NRL and AFL included revolving electronic signs along the side of the field. This form of advertising occurred intermittently and was seen repeatedly during each game. This showed that dynamic advertising was a lot less consistent or structured than other forms of advertising within the broadcast. Within the AFL, Cellarbrations (bottle shop) and Carlton Draught were most often seen, whereas in the NRL dynamic advertising was predominantly for Bundaberg Rum and Victoria Bitter.





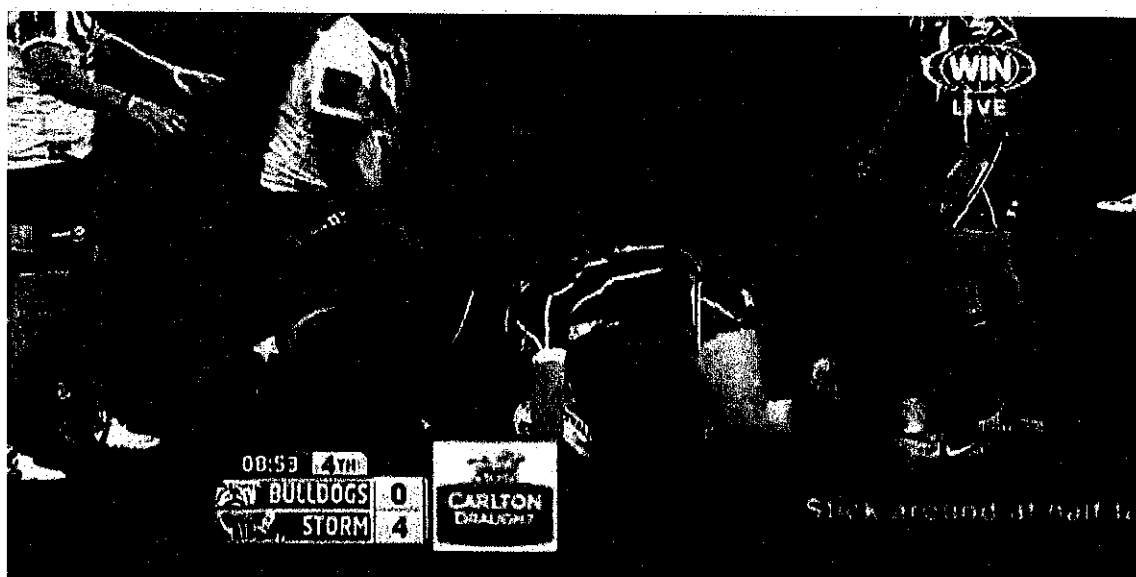
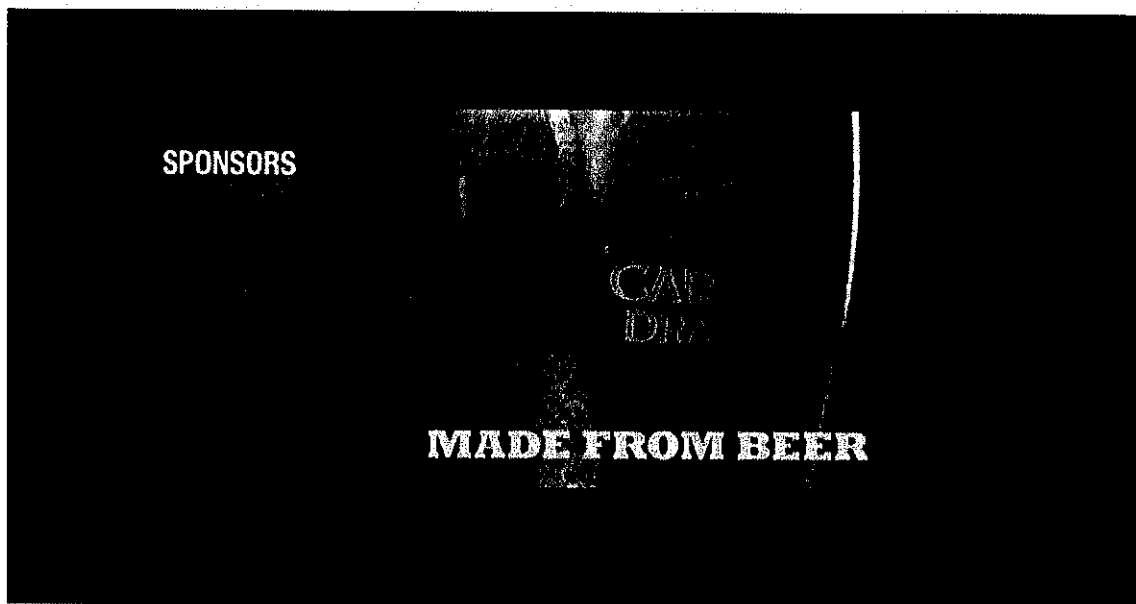
Television Commercials

Commercials were classified as any alcohol advertisement that was presented during the set pre, post or game time broadcast. They were usually structured as either 30 or 60 seconds in duration, with the one commercial often having various edits. An example of this is the 'outlaw drinker' commercial by Carlton Draught. The official advertisement is 1 minute and 30 seconds in length; however during the AFL and NRL games, either a 1-minute or 30-second edited version was shown. Advertisements would often be cut short or overlap due to the broadcast needing to display 'live' footage. As seen in the 'Commercial Break Alcohol Marketing Content' section below, AFL alcohol commercials consisted mainly of Bundaberg Rum and Carlton Draught whereas Carlton Draught and Carlton Mid were most common in the NRL.

Integrated Advertising

The two forms of integrated advertising that were prominent in both the NRL and AFL were sponsorship announcements coming back from a commercial break, and pop-up marketing which appeared at the bottom of the screen during live play. Within the AFL Football broadcast, Carlton Draught was the only brand with integrated advertising. In the NRL, Victoria Bitter was the main sponsorship announcement and Carlton Draught was the main pop up advertisement.

Within the six coded games this form of advertising lasted between one to 12 seconds per incidence. Another noteworthy form of integrated advertising was in the NRL when they spoke of next week's games and made reference to the 'VB' NSW Cup Grand Final.



Overall alcohol marketing - NRL

Across the three NRL broadcasts, there was an average of 530 incidents and 30 minutes 40 seconds of marketing per match (Table 1). This ranged from 364 incidents totalling 23 minutes and 29 seconds (in the Melbourne Storm versus Manly Sea Eagles finals game) to 647 incidents totalling 37 minutes and 15 seconds (in the NRL Grand Final between Melbourne Storm and the Canterbury Bulldogs). The majority of alcohol marketing incidents from the NRL broadcasts were fixed advertising, with 1437 incidents (90.4%), totalling 77 minutes and 31 seconds (Figure 2).

Six alcohol brands/stores were marketed across the three NRL games recorded; Bundaberg Red, Tooheys New, Victorian Bitter, Bottle Mart, Carlton Draught and Jim Beam (Table 2)

As mentioned previously, it is important to note that none of the final three games of the 2012 NRL season involved teams that were sponsored by an alcohol company and therefore there were no incidents of this category reported.

Overall alcohol marketing – AFL

Across the three AFL broadcasts, there was an average of 244 incidents totalling 20 minutes of marketing per match (Table 1). This ranged from 67 incidents totalling 8 minutes and 44 seconds (in the Grand Final between Sydney Swans and the Hawthorn Hawks) to 570 incidents totalling 39 minutes and 42 seconds (in the Sydney Swans versus Collingwood match at ANZ stadium). The majority of alcohol marketing in the final three AFL games of 2012 was fixed advertising, constituting 73.6% (n=538) of all incidents (Figure 3). However, it is interesting to note that in two of the three games (those played at the MCG), dynamic advertising was the most visible, and there was significantly less alcohol marketing than at the ANZ stadium.

Nine alcohol brands/stores were marketed throughout the three AFL games recorded; Carlton, Victorian Bitter, Tooheys, Bundaberg, De Bortoli, Boags, Cellarbrations, XXXX and West End (See table 3)

Table 1: Frequency and duration of alcohol marketing during AFL and NRL finals Games

Stadium	Match	Frequency and duration	Fixed advertising	Dynamic Advertising	Commercials	Integrated Advertising	Total
AAMI Stadium	Melbourne Storm v Manly Sea Eagles (NRL)	Frequency	316(87%)	41(11%)	3(1%)	4(1%)	364
Final 1		Duration	0:18:26(78%)	0:2:55(12%)	0:1:59(8%)	0:0:09(1%)	23:29
ANZ Stadium	Canterbury Bulldogs v South Sydney Rabbitohs (NRL)	Frequency	521(90%)	48(8%)	4(1%)	6(1%)	579
Final 2		Duration	0:25:28(81%)	0:3:02(10%)	0:1:59(6%)	0:0:46(2%)	31:15
ANZ Stadium	Melbourne Storm v Canterbury Bulldogs (NRL)	Frequency	600(93%)	40(6%)	4(1%)	3(0%)	647
Grand Final		Duration	0:32:57(88%)	0:1:34(4%)	0:2:29(7%)	0:0:15(1%)	37:15
TOTAL NRL		Frequency	1437	129	11	13	1590
		Duration	1:16:51	0:07:31	0:06:27	0:01:10	1:31:59
MCG	Hawthorn Hawks v Adelaide Crows (AFL)	Frequency	27(29%)	58(62%)	6(6%)	3(3%)	94
Final 1		Duration	0:1:03(9%)	0:7:31(65%)	0:2:45(24%)	0:0:15(2%)	11:34
ANZ Stadium	Sydney Swans v Collingwood Magpies (AFL)	Frequency	502(88%)	57(10%)	7(1%)	4(1%)	570
Final 2		Duration	0:31:07(78%)	0:4:28(11%)	0:3:42(9%)	0:0:25(1%)	39:42
MCG	Sydney Swans v Hawthorn Hawks (AFL)	Frequency	9(13%)	46(69%)	9(13%)	3(4%)	67
Grand Final		Duration	0:00:25(5%)	0:5:09(59%)	0:2:48(32%)	0:0:22(4%)	08:44
TOTAL AFL		Frequency	538	161	22	10	731
		Duration	0:32:35	0:17:08	0:09:15	0:01:02	1:00:00
TOTAL- AFL and NRL		Frequency	1975(85%)	290(13%)	33(1%)	23(1%)	2321
		Duration	1:49:26(72%)	0:24:39(16%)	0:15:42(10%)	0:02:12(1%)	2:31:59

Figure 2: Proportion of alcohol advertising by type/nature NRL

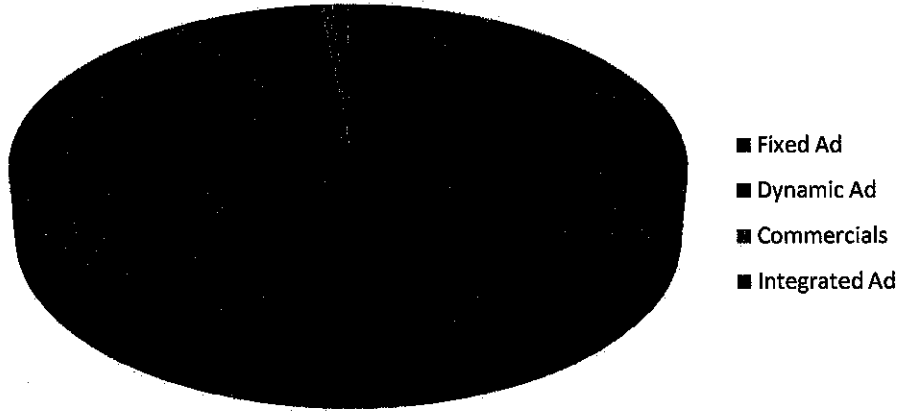


Figure 3: proportion of alcohol advertising by type/nature AFL

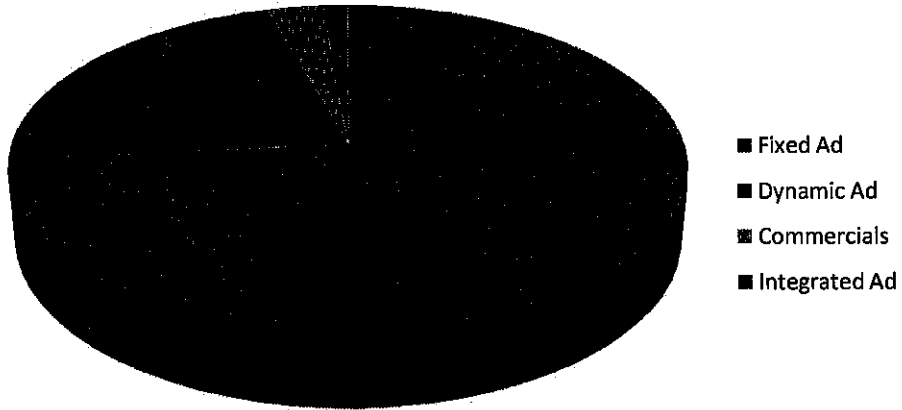


Table 2: Alcohol advertising (incidents) by brand in the NRL

	Bottle Mart	Bundaberg	Carlton	Jim Beam	Tooheys	VB
Bulldogs v Souths	22(4%)	277(48%)	5(1%)	-	215(37%)	60(10%)
Melbourne v Manly	297(82%)	-	3(1%)	1(0%)	1(0%)	62(17%)
Bulldogs v Melbourne	16(2%)	316(49%)	4(1%)	15(2%)	235(36%)	61(9%)
TOTAL	335	593	12	16	451	183

Table 3: Alcohol advertising (incidents) by brand in the AFL

	Boags	Bottle Mart	Bundaberg	Carlton Draught	Cellarbrations	De Bortoli Wines	Tooheys New	West End	XXXX
Hawks v Crows	-	-	2(2%)	68(72%)	1(1%)	-	23(24%)	-	-
Sydney v Collingwood	-	55(10%)	4(1%)	142(25%)	95(17%)	6(1%)	268(47%)	-	-
Swans v Hawks	1(1%)	-	-	63(94%)	-	-	1(1%)	1(1%)	1(1%)
TOTAL	1	55	6	173	96	6	292	1	1

Commercial Break Alcohol Marketing Content

Overview

Alcohol advertisements (i.e., those shown in commercial breaks, and thus covered by ABAC) constituted 5.4% (15min 23sec) of total advertising time compared to 6.9% (19min 31sec) for junk food and 5.8% (16min 27sec) for gambling. We also note that only two 'public service' alcohol advertisements, totalling 60 seconds, were shown across the six games. [NOTE: some of the commercials were cut short to be able to cross back to the live match that was being played which is why some of the commercials did not fit with the normal 30 second or 60 second commercial slot.

Table 4: Advertisements by type during Commercial Advertising

	Alcohol Ad	Junk Food Ad	Gambling Ad	Anti Drink Driving Ad	Other category Ad	Total Ads
Melbourne v Manly	0:02:00 (7%)	0:01:30 (5%)	0:02:29 (9%)	0:00:30 (2%)	0:21:30 (77%)	0:27:59 (100%)
Bulldogs v Souths	0:01:59 (7%)	0:02:00 (7%)	0:02:27 (9%)	-	0:21:35 (77%)	0:28:01 (100%)
Bulldogs v Melbourne	0:02:34 (7%)	0:02:04 (5%)	0:03:11 (8%)	-	0:30:12 (79%)	0:38:01 (100%)
Hawks v Crows	0:02:45 (5%)	0:04:15 (7%)	0:04:00 (7%)	-	0:46:40 (81%)	0:57:40 (100%)
Sydney v Collingwood	0:03:42 (10%)	0:01:15 (3%)	0:02:20 (6%)	-	0:31:27 (81%)	0:38:40 (100%)
Swans v Hawks	0:02:23 (3%)	0:08:27 (9%)	0:02:00 (2%)	0:00:30 (1%)	1:19:26 (86%)	1:32:46 (100%)
TOTAL	0:15:23 (5.4%)	0:19:31 (6.9%)	0:16:27 (5.8%)	0:01:00 (0.4%)	3:50:50 (81.5%)	4:43:07 (100%)

A description of each ad shown during the sports broadcast along with the coding analysis is presented below.

Advertisement 1- Carlton Draught

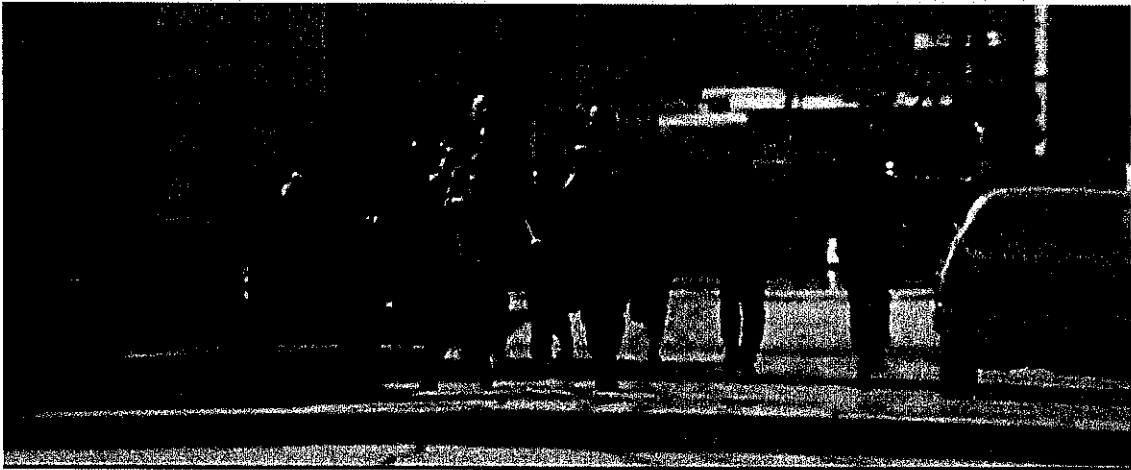
Title: Carlton Draught: Outlaw Drinkers.

Duration: 60 Seconds.

Viewing time: NRL- 2min 28sec (n=3) AFL- 6min 13sec (n=17)

Description:

Four men walk into a pub with a bag of stolen money and drop it on the floor while they order four Carlton Draught schooners. The bartender then signals to the men that the police are also in the same venue drinking and watching them. Realising they need to leave, they walk out of the venue and pause in front of their vehicle. The four men look at their beers, shake their heads (to indicate not to drive) and the next scene shows the men imitating a police car chase by foot along the road while each carrying their full Carlton Draught schooner (they remain full for the entire chase). This chase continues with John Farnham's 'Thunder in your Heart' playing in the background. Finally the four men jump off a bridge, land on a boat and thus elude the police and enjoy their beers.



Themes Present:

Humour and bonding appeared to be the most prominent themes, highlighted by the fake car chase that took place with the main characters on foot being chased by the police, and the final scene after escaping in which the four men raise a glass to one another. The presence of the 'escape and adventure' theme was integrated with the rebellious nature of the main characters who had just come into possession of a large sum of money. The thrilling fake car chase with the high energy sound track in the background ensures that the viewer is taken on an adventure with four friends who turned up at the wrong bar. The concept of 'ceremony' was central to the advertisement – including entering the bar as a group and purchasing four Carlton Draughts to celebrate the recent acquisition (at the beginning) and the raising of glasses to celebrate escaping the police (at the end).

ABAC coding:

The themes and content presented in the Outlaw Drinkers commercial would be appealing to young people and does not appear to abide by the spirit of the

Alcohol Beverages Advertising Code. There are several grey areas within this commercial that are worth discussing.

In regards to ABAC clause a-iv) *an advertisement must only depict the responsible and moderate consumption of alcohol beverages*; the coders agreed that the alcohol that was carried (not consumed) by the four main characters during the car chase did not convey a message of excessive consumption. The fact that the characters were imitating a high-speed car chase whilst carrying schooners of Carlton Draught is potentially concerning and irresponsible due to the implied links to drink driving. While the advertisement shows the main characters clearly making the (responsible) decision not to get in a vehicle, the subtext is that they are 'driving' dangerously. This is done in a humorous manner, potentially making the advertisement appealing to a young audience, and it would be interesting to see how young people interpret the mixed messages around drink driving. This is exacerbated by the fact that they are able to evade the police and celebrate by consuming their beers.

Advertisement 2- Bundaberg

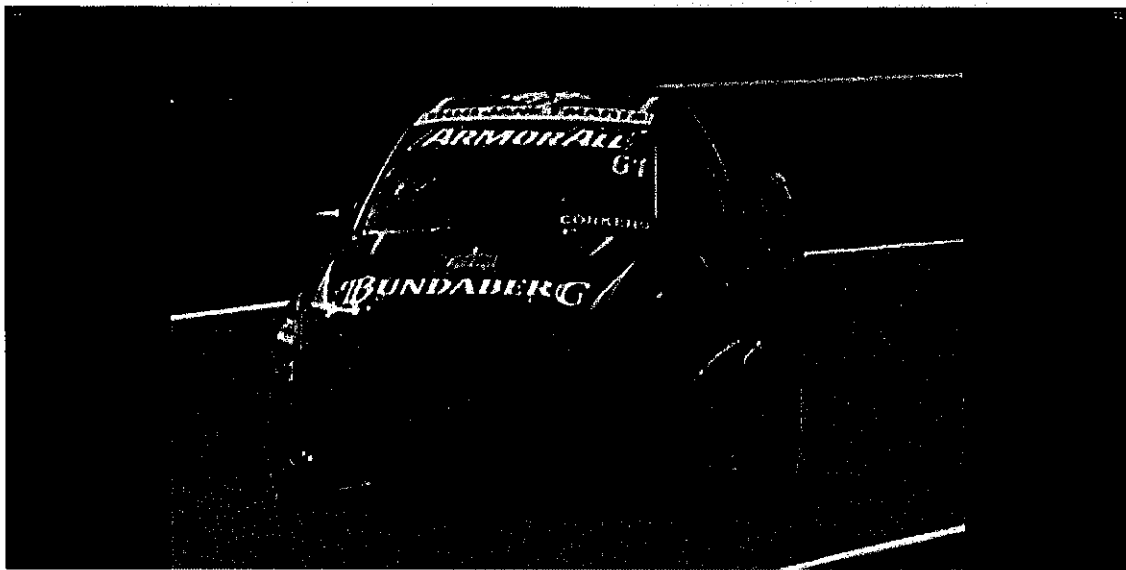
Title: Bundaberg Rum: Bundy Competition.

Duration: 30 Seconds.

Viewing time: NRL- 0min AFL- 3min (n=6)

Description:

This commercial is for a competition that Bundaberg was running in conjunction with the Auto One V8 Ute Racing. A V8 Ute is shown racing around Bathurst race track while a voiceover explains that you could win the 'Bundaberg Rum racing experience for you and three mates' with flights, accommodation, a helicopter ride over the track and dinner with Cam McConville (Auto One V8 Ute Racing Driver) by spending \$30.00 or more on Bundaberg rum products at Cellarbrations, IGA Liquor or The Bottle-O. Throughout the advertisement, there are images of the Bundaberg racing team's car along with driver sponsorship logos.



Themes Present:

Coders identified five key themes in this advertisement. The two most evident themes were 'sports' and 'escape/adventure' – evident through the visuals of the Bundaberg Ute racing around the Bathurst track and the voiceover highlighting that you could be a part of this experience. The Bundaberg name is also visible on the V8 Ute, clearly highlighting them as a major sponsor. The themes of 'Hedonism' and 'Bonding' are also present – with the offer of an exciting prize that will allow a group of mates to indulge for a weekend at Bathurst and let go of their normal responsibilities. 'Mateship' is also highlighted through the quote "you and three mates could win the Bundaberg Rum racing experience". Lastly, the advertisements use 'Patriotism' and the well-established Bathurst 1000 to promote the competition. Bathurst is the largest event on the car racing calendar in Australia and has a rich tradition going back decades, which is highlighted by the question posed at the start of the advertisement "Want to win the ultimate Bathurst weekend?"

ABAC coding:

Although the consumption of alcohol is not represented within this commercial, there is a clear but indirect association between alcohol and the use of a motor vehicle - both in the visuals (the Bundaberg logo on the racing car) and in the competition itself (buy alcohol to win a driving-related experience). These car races, like the football, are televised during the day and are therefore seen by thousands of children around Australia.

Advertisement 3- Carlton Mid Strength

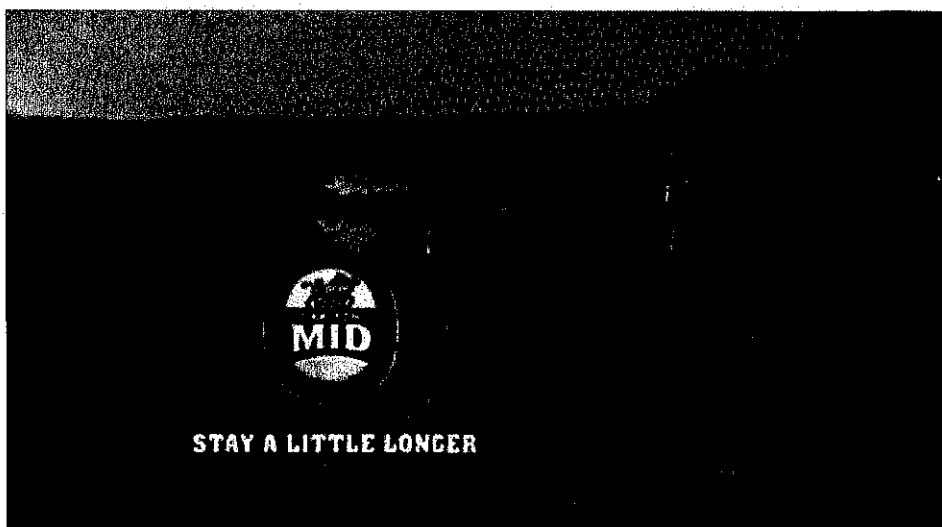
Title: Carlton Midstrength: Speak Women

Duration: 30 Seconds.

Viewing time: NRL- 2min 58sec (n=6) AFL- 0min

Description:

A woman is shouting at her partner/boyfriend/husband forbidding him to go drinking with his friends who are waiting outside. Bravely, one of the men enters the house and begins talking to the woman in a soft, soothing voice while his friends refer to the fact that "he speaks women". After he tells the woman that her partner needs time to invigorate his soul to love her even more, she then encourages the man to go drinking with his friends. The song 'stay just a little bit longer' plays in the background and the final scene shows all the men drinking at a scenic location relaxing and enjoying a laugh together.



Themes Present:

The coders identified seven themes in this advertisement. Humour was the main theme throughout this advertisement. This can be seen when the man enters the house where the young couple are arguing. As he passes a friend with a worried look on his face to enter the house, a third mate states "what's he doing?" to which he gets the response "he speaks women". With the four male actors taking the lead in this ad, it is apparent that the bonding theme is once again present (a common theme in beer commercials). As the story unfolds, several other themes emerge such as romance and relationships as the male friend is able to smooth over the argument with ease and the partner is able to leave with his friends. In the final scene, themes such as achievement, hedonism, escape/adventure and relaxation are evident. The four male characters are seen relaxing happily together after the successful rescue of the friend, overlooking beautiful scenery and drinking a Carlton Mid-Strength beer.

ABAC coding:

The coders believed that, in the final scene of this commercial, it could be interpreted that Carlton Mid-Strength beer is used as an aid to relaxation. The code states that "*the alcohol product must not suggest that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation*". In the build-up to the final scene where the four main characters are consuming alcohol, there is a tense (but humorous) situation depicting one of the males convincing his mate's girlfriend to let him go away with his friends. After getting permission to leave with his friends, the male character has a relieved and happy look on his face. The scene cuts to the four males consuming alcohol, relaxing in beautiful surrounds. Although it is not clear whether the trigger to relax is being together with friends or the consumption of the alcoholic beverage, both coders agreed that given the previous scene, the message implies that alcohol does act as an aid to relaxation.

Advertisement 4- Bundaberg

Title: Bundaberg Red Rum: Shadow of the Red Gum Tree

Duration: 30 Seconds.

Viewing time: NRL- 1min 1sec (n=2) AFL- 0min

Description:

A catfish is swimming in a lake while a voiceover explains that the fish has significantly more taste buds than humans, however it has to search the nether regions of the river bed under red gum trees to find its food. The shot moves to a man fishing from a chair under the same tree while a voiceover compares the catfish to humans. He states that humans think that "everything tastes like chicken and sip undeservingly on red gum tree filtered Bundaberg Red, a rum that tastes as smooth as life is rough".



Themes Present:

This advertisement uses a number of different subtle themes to appeal to the viewer. Wealth/prestige, adventure, relaxation, humour and sport were all represented within this Bundaberg Red advertisement with humour being the most prominent.

Humour was portrayed in two ways within this commercial – with the elderly eccentric man on the river's edge and with the audience being invited to tease the catfish and its harsh living conditions in murky waters. The focus on luxury and leisure by the river as the old man enjoys a flavour that is more advanced than his taste demonstrates the wealth and prestige theme present in the ad.

The fact that he is fishing gives the viewer the perception that he is relaxed and self-indulged in his own escape or adventure. Fishing, and to a lesser extent hunting, provide evidence of a minor theme within this ad surrounding sport and the success within these endeavours.

ABAC coding:

Coders agreed that the Bundaberg Red Rum advertisement was not consistent with the spirit of the ABAC guidelines in several ways. The first of these was the guideline which states that advertisements *c-i) must not depict the consumption or presence of alcohol beverages as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success.* The elderly man shown at the end is comically content with his life as he sips away on his Bundaberg product. Also whilst enjoying the product the man's reel spins as he catches the fish he was sitting there patiently waiting for.

The second of the guidelines in question states that alcohol advertisements 'must not depict any direct association between the consumption of alcohol beverages, other than low alcohol beverages, and the operation of a motor vehicle, boat or aircraft or the engagement in any sport (including swimming and water sports) or potentially hazardous activity' and, accordingly 'any depiction of the consumption of alcohol beverages in connection with the above activities must not be represented as having taken place before or during engagement of the activity in question and must in all cases portray safe practices'. Fishing is classified as a sport and drinking whilst fishing is not a desired behaviour. This implies a potentially hazardous environment as the man is drinking alcohol whilst on a river's edge. This then allows for the potential risk of drowning, suggesting this advertisement does not portray safe drinking or water sport practice.

Discussion and Implications

Alcohol marketing was found to be ubiquitous across both the NRL and AFL finals series. This is in contrast to non-sporting broadcasts that were recorded concurrently where there were no incidents of alcohol marketing across all recordings.

There were substantially more incidents of alcohol marketing on average per game in the NRL than the AFL. Over 18% of the entire broadcast of the NRL Grand Final match – the most viewed match of the NRL season – featured some form of alcohol marketing. There were a total of 647 separate incidents of alcohol marketing, totalling 37 minutes and 15 seconds. The sheer prevalence of alcohol marketing during this high profile sporting event raises concerns about the level of exposure to these messages, particularly among children and adolescents under the legal drinking age.

Similarly, during the AFL Final, played between the Sydney Swans and Collingwood Magpies, there were 570 incidents of alcohol marketing totalling 39 minutes and 42 seconds. That is, 17.7% of the total broadcast time incorporated alcohol marketing.

It is interesting to note that although both codes are sponsored by alcohol companies (e.g. CUB), other alcohol brands – such as Tooheys New and Jim Beam – still had a high level of coverage throughout the finals series. Most of the advertising for these brands occurred through fixed advertising at the stadiums which held the matches rather than through television advertisements. For example, Tooheys New is a corporate partner of ANZ Stadium and therefore their alcohol marketing (mainly fixed signage) was clearly visible and had a higher number of incidents than other stadiums that did not have alcohol companies as corporate partners. This also raises broader issues in regards to the prevalence of alcohol marketing throughout public venues in Australia and the proliferation of means by which alcohol messages can reach their audience. In 2012, ANZ stadium hosted numerous large scale sporting events – including the T20 Big Bash League, NRL regular season matches, A League and International Rugby Union – with the majority of these being televised nationally. The presence of alcohol marketing throughout these venues not only allows alcohol brands to become further embedded in Australian culture but also ensures increased exposure of young people to the various alcohol brands.

Although there has been little action in this area in Australia, Western Australia appears to be leading the charge. From 2011, a new sponsorship arrangement between Healthway and Venues West meant that patrons no longer see signage and other promotions for alcohol in five venues owned by the state government. This equates to approximately 2 million people annually who attend these venues.

The alcohol advertisements (commercials) that were recorded during the sporting broadcasts were also of concern. Each of the four commercials shown during the finals series included content that appeared to contradict the spirit (if not the letter) of the ABAC Code. It is important to keep in mind that the purpose of this Code is to

"ensure that alcohol advertising presents a responsible approach to drinking, and does not appeal to children or adolescents."

The Bundaberg Red Gum advertisement clearly depicts a man fishing on the edge of a river whilst drinking Bundaberg Rum. This is a clear incident where the Code's effectiveness must be questioned. Furthermore, the Carlton Mid-Strength beer advertisement shows alcohol as an aid to relaxation after a tense scene with a character's girlfriend. Finally, and most worryingly, is the depiction of a high-speed (on foot) 'car chase' whilst the main four male characters are all holding full schooners of Carlton Draught. Although humorous in nature, there is a clear link to drink driving which is a major public health issue in Australia. In NSW, drink driving is a factor in one in every five crashes where someone loses their life. What is alarming is that the clever use of humour and analogy means this advertisement was not directly in breach of the ABAC guidelines despite there being a clear depiction of alcohol consumption in relation to driving a vehicle. This is just one example of how the ABAC Code lets advertisements 'slip through' as they do not directly contravene the Code.

One of the limitations of this study is that we only examined the frequency, content and duration of alcohol marketing during matches and did not talk to young people about their exposure, interpretation, and response to this ubiquitous alcohol marketing or what impact these might have on the attitudes, beliefs and behaviours. Despite this, it is very clear that there is a high degree of alcohol marketing during, and integrated into, sporting broadcasts; broadcasts which are viewed by millions of people in Australia, many of whom are children and adolescents.

There is a large body of evidence which shows that being exposed to alcohol marketing has serious implications for children and adolescents and can help shape their attitudes, beliefs and behaviours towards drinking. Previous research has shown that the more a child is exposed to alcohol marketing, the earlier they will initiate drinking (Henriksen et al, 2008). Furthermore cross sectional studies have shown a positive association between exposure to alcohol marketing and alcohol consumption amongst young people (Jones and Magee, 2011; Gordon et al, 2011).

Further highlighting the need for action on alcohol marketing is a recent systematic review of longitudinal studies by Anderson et al (2009) which concluded that "alcohol advertising and promotion increases the likelihood that adolescents will start to use alcohol and to drink more if they are already using alcohol". International evidence also highlights that banning alcohol advertising is one of the most effective strategies in reducing alcohol related harms based on several comprehensive reviews (Anderson, Chisholm, Fuhr, 2009).

Findings from this report combined with other evidence from Australia and overseas indicate that we need to challenge the argument that we need 'more research' and 'more evidence'. There is a solid evidence base which shows that alcohol

marketing is ubiquitous in Australian sport and that exposure to alcohol marketing results in earlier drinking initiation and higher rates of consumption among young people.

What is needed is evidence based policy change that will help protect children from excessive exposure to persuasive messages about alcohol, and particularly that link drinking with sport and with 'being Australian'.

From a policy perspective, it is important to note that alcohol 'advertisements' made up only 5% of the alcohol marketing observed during these sporting broadcasts. This is important as there is substantial evidence that exposure to advertising that is integrated into program content – particularly program content which is emotionally engaging – is more influential in forming attitudes and brand connections than stand-alone commercials (Calvert, 2008; Gill, Grossbart and Lacznik, 1988). This leads to two key implications for advocacy. First, it demonstrates that studies (and industry reports) which look only at alcohol 'advertisements' dramatically underestimate the extent of exposure to commercial messages about alcohol among our vulnerable young people; and that any moves by industry to divert attention from this issue solely by reducing 'advertising' whilst not reducing other commercial messages will only address a small part of the problem. Second, it further demonstrates the need to address the issue of alcohol sponsorship – of players, teams, events, codes, and venues – if we are to break the nexus between sport and alcohol.

Conclusions and Recommendations

Based on the findings of this research project and previous evidence, it is clear that young people in Australia are being exposed to vast amounts of alcohol marketing through its association with sport. There is a large body of evidence in Australia and internationally that highlights the negative impact of alcohol marketing on young people and it is now time for policy change.

We recommend:

Prohibiting all alcohol advertisements during sporting broadcasts; that is, removing the current (counter-intuitive) exemption to the prohibition on advertising alcohol during children's viewing times

Moving away from an industry-led self-regulatory system for alcohol advertising, which has repeatedly been shown to be ineffective, to an regulatory independent body

Phasing out alcohol sponsorship of sportspeople, sporting teams, sporting events, sporting codes, stadiums/venues, and grassroots sports activities in Australia.

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APPENDIX 1- The ABAC Guidelines

(a) Must present a mature, balanced and responsible approach to the consumption of alcohol beverages and, accordingly–
(i) must not encourage excessive consumption or abuse of alcohol
(ii) must not encourage under-age drinking
(iii) must not promote offensive behaviour, or the excessive consumption, misuse or abuse of alcohol beverages
(iv) must only depict the responsible and moderate consumption of alcohol beverages
(b) Must not have a strong or evident appeal to children or adolescents and, accordingly–
(i) adults appearing in advertisements must be over 25 years of age and be clearly depicted as adults
(ii) children and adolescents may only appear in advertisements in natural situations (e.g. family barbecue, licensed family restaurant) and where there is no implication that the depicted children and adolescents will consume or serve alcohol beverages
(c) Must not suggest that the consumption or presence of alcohol beverages may create or contribute to a significant change in mood or environment and, accordingly
(i) must not depict the consumption or presence of alcohol beverages as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success
(ii) if alcohol beverages are depicted as part of a celebration, must not imply or suggest that the beverage was a cause of or contributed to success or achievement
(iii) must not suggest that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation
(d) Must not depict any direct association between the consumption of alcohol beverages, other than low-alcohol beverages, and the operation of a motor vehicle, boat or aircraft or the engagement in any sport (including swimming and water sports) or potentially hazardous activity and, accordingly–
(i) any depiction of the consumption of alcohol beverages in connection with the above activities must not be represented as having taken place before or during engagement of the activity in question and must in all cases portray safe practices
(ii) any claim concerning safe consumption of low-alcohol beverages must be demonstrably accurate
(e) Must not challenge or dare people to drink or sample a particular alcohol beverage, other than low-alcohol beverages, and must not contain any inducement to prefer an alcohol beverage because of its higher alcohol content
f) Comply with the Advertiser Code of Ethics adopted by the Australian Association of National Advertisers.
g) Not encourage consumption that is in excess of, or inconsistent with the Australian Alcohol Guidelines issued by the NHMRC.
h) Not refer to The ABAC Scheme, in whole or in part, in a manner which may bring the scheme into disrepute.

APPENDIX 2- Themes Used to Code Alcohol Commercials

Theme	Description
Achievement (Hill et al, 2005).	Product use will result in increased socioeconomic status, income, success, respect in the business world, or improved professional relationships. Product use is associated with an increase in self-esteem, confidence or personal image.
Empowerment (Mishra & Tripathi, 2011).	Independent/free/has power/ authority. Empowerment: options, control, choice, power, ability to make decisions, control over one's life and resources, ability to affect one's own well being and make strategic life decisions
Bonding/partying/ hanging out (Hill et al, 2005).	Bonding, partying, socialising, hanging out, celebrating special occasions/events, and camaraderie among friends.
Ceremony (Hill et al, 2005).	Product use is associated with rewarding one's self, weddings, anniversaries, graduations, etc...
Escape/adventure (Hill et al, 2005).	Associated product use with outdoor activities (e.g. rafting, mountain climbing, skiing or extreme sports) or activities that lead to psychological escape, relaxation or release from the tensions of everyday life.
Exotic associations (Minkler et al, 1987) (Dictionary definition).	From another part of the world; foreign/intriguingly unusual or different/excitingly strange.
Hedonism (Hill et al, 2005).	Encourages letting oneself go, excessive self indulgence, or abdication of normal responsibilities.
Humour (Hill et al, 2005).	Use of humorous mannerisms, satire, sarcasm, physical humour (e.g. slapstick), jokes, irony, spoofs, parody, illogical or improbable situations.
Patriotism (Hill et al, 2005).	Appealing to one's love for duty to country. Evoking memories of war, jingoism, showing support for current war/military.

Rebellion (Hill et al, 2005).	Creating an identity that separates one from authority figures or general cultural norms. Being different/going against the norms.
Relaxation (Minkler et al, 1987) (Dictionary description).	Product is associated with relaxing/unwinding/ /rest/relief (physically/mentally) e.g. being massaged.
Romance/relationship (Hill et al, 2005).	Product use is associated with building social/emotional relationships among lovers, significant others, marriage partners.
Sports (Hill et al, 2005).	Watching or participating in traditional sports (e.g. basketball/football/lawn bowls).
Wealth/prestige/affluence (Austin & Hust, 2005) (Venkatesan & Losco, 1975).	Focus on luxury leisure, expensive adornments, material possession and decorative products.

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