

Advertising ban on drink promotions

Dangerous new trends are becoming apparent with an increase in the number of young people who are binge drinking. Binge drinking greatly increases the risk and incidence of injury, assault, public disorder, social, health and other problems.

Extreme discounts, free drink promotions and other drink promotions targeting young people perpetuate a culture of binge drinking. The practice is usually driven by one or two licensees in a locality with others then being driven by competitive pressures to follow.

In response to this trend, the *Liquor Act 1992* bans the external advertising of drink prices, free drinks, multiple drinks and/or discounted liquor at all licensed premises in Queensland. This law became effective on 29 April 2005.

The ban is aimed at curbing inappropriate behaviour associated with alcohol use.

The following are examples of what must not be advertised external to the licensed premises:

- free drinks
- multiple quantities of liquor, for example two for one, six drinks for a certain price etc.
- the sale price of liquor
- any type of drinking promotion, for example, happy hours, all you can drink, toss the boss etc.

This will only apply where there is consumption of the alcohol on the licensed premises or premises to which the permit relates. Thus the ban will not apply to bottle shops.

Advertising of discounted drinks and/or drink promotions may still occur inside the premises, but only if it is not visible or audible to a person who is outside the premises.

Advertising includes, but is not limited to:

- all written and oral advertising
- all types of signage external to the premises
- the handing out of flyers
- advertising over the internet
- advertising on radio or TV
- advertising in newspapers or magazines
- SMS and touting.

The law does not ban the provision of free drinks, multiple drinks or promotions, just the advertising of such.

Holders of an on-premises (meals) licence may display the liquor list with the selling price of the liquor, but they must comply with the other advertising prohibitions set out in this section. The liquor list must not advertise free drinks, multiple drinks or drink promotions.

Wineries licensees under the Wine Industry Act will still be able to advertise wine tastings and will not be affected by this ban.

Licensees who breach the advertising ban may be fined up to \$7500.

The *Liquor Act 1992* can be downloaded from www.legislation.qld.gov.au.

For further information, contact the Liquor Licensing Division on 1300 654 919 or www.liquor.qld.gov.au.

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The laws referred to in this guide are complex and various qualifications may apply in different circumstances. You are encouraged to obtain independent legal or financial advice if you are unsure of how these laws apply to your situation.

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