



Distillers raise the bar with new responsible marketing principles

As part of its commitment to promote a responsible drinking culture in Australia, the Distilled Spirits Industry Council of Australia (DSICA) has adopted a comprehensive and progressive set of standards governing the way spirit-based products are marketed in Australia.

Going beyond advertising in traditional media, the DSICA *Statement of Responsible Drinking Practices for Alcohol Advertising and Marketing* defines the principles for promotional activity on social networking sites; product placement in movies, video games and music videos; the role of energy additives; responsible drinking labelling; and use of the term 'Schoolies'.

"While the Alcohol Beverages Advertising Code (ABAC) regulates the content of advertising in traditional media very well, the new DSICA Statement provides - for the first time - clarity and governance surrounding new media, product development and packaging and on-premise activity," said Stephen Riden, Information and Research Manager for DSICA.

"This is the first time that an alcohol industry body has formalised a comprehensive set of guidelines that cover all areas of marketing," Mr Riden added.

"Distillers have listened to concerns regarding the appropriate marketing and advertising of alcohol and acted to raise the bar through a rigorous set of principles and standards," he said.

"A good example is the ban we have applied to alcohol products containing the energy additive taurine. DSICA members see no role for this style of product in Australia."

Key aspects of the DSICA *Statement of Responsible Drinking Practices for Alcohol Advertising and Marketing* include:

- Content provided via online and social networking sites must comply with ABAC and be formatted in a manner that can be detected by parental control software;
- Product placement in movies, television programs, music videos and video games must not promote illegal activity, underage drinking or be directed at persons below the legal purchase age;
- Inclusion of clearly visible responsible drinking messages on product labelling;
- Ban on advertising using the term 'Schoolies' and schoolies promotions except on licensed premises;
- Ban on the energy additive taurine and the limit of caffeine or caffeine-equivalent content to a level no higher than in conventional cola soft drinks; and
- Commitment to ensure at least 70 per cent of a media audience or readership is above the age of 18 years.



The *Statement of Responsible Drinking Practices for Alcohol Advertising and Marketing* follows other initiatives by DSICA members designed to promote a responsible drinking culture, including the inclusion of safe drinking labels on all products and a trial restriction on television advertising before 9.00pm.

DSICA is the peak body representing the interests of distilled spirit manufacturers and importers in Australia. Formed in 1982, current DSICA members include:

- ⚡ Bacardi Lion Pty Ltd;
- ⚡ Beam Global Spirits and Wine Inc;
- ⚡ Brown-Forman Australia;
- ⚡ Bundaberg Distilling Company;
- ⚡ Diageo Australia Ltd;
- ⚡ Mast-Jagermeister AG;
- ⚡ Maxxium Australia Pty Ltd;
- ⚡ Moet Hennessey Australia Pty Ltd;
- ⚡ Suntory (Australia) Pty Ltd; and
- ⚡ William Grant and Sons International Ltd.

DSICA members are committed to:

- ⚡ Responsible marketing and promotion of distilled spirits;
- ⚡ Supporting social programs aimed at reducing the harm associated with the excessive or inappropriate consumption of alcohol;
- ⚡ Supporting the current quasi-regulatory regime for alcohol advertising; and
- ⚡ Making a significant contribution to Australian industry through primary production, manufacturing, distribution and sales activities.

Ends#

Media Contact Details:

Stephen Riden, DSICA – 0408 372 496 or
Jay Pleass, Ethical Strategies – 0412 623 578
John Morton, Ethical Strategies – 0416 184 044