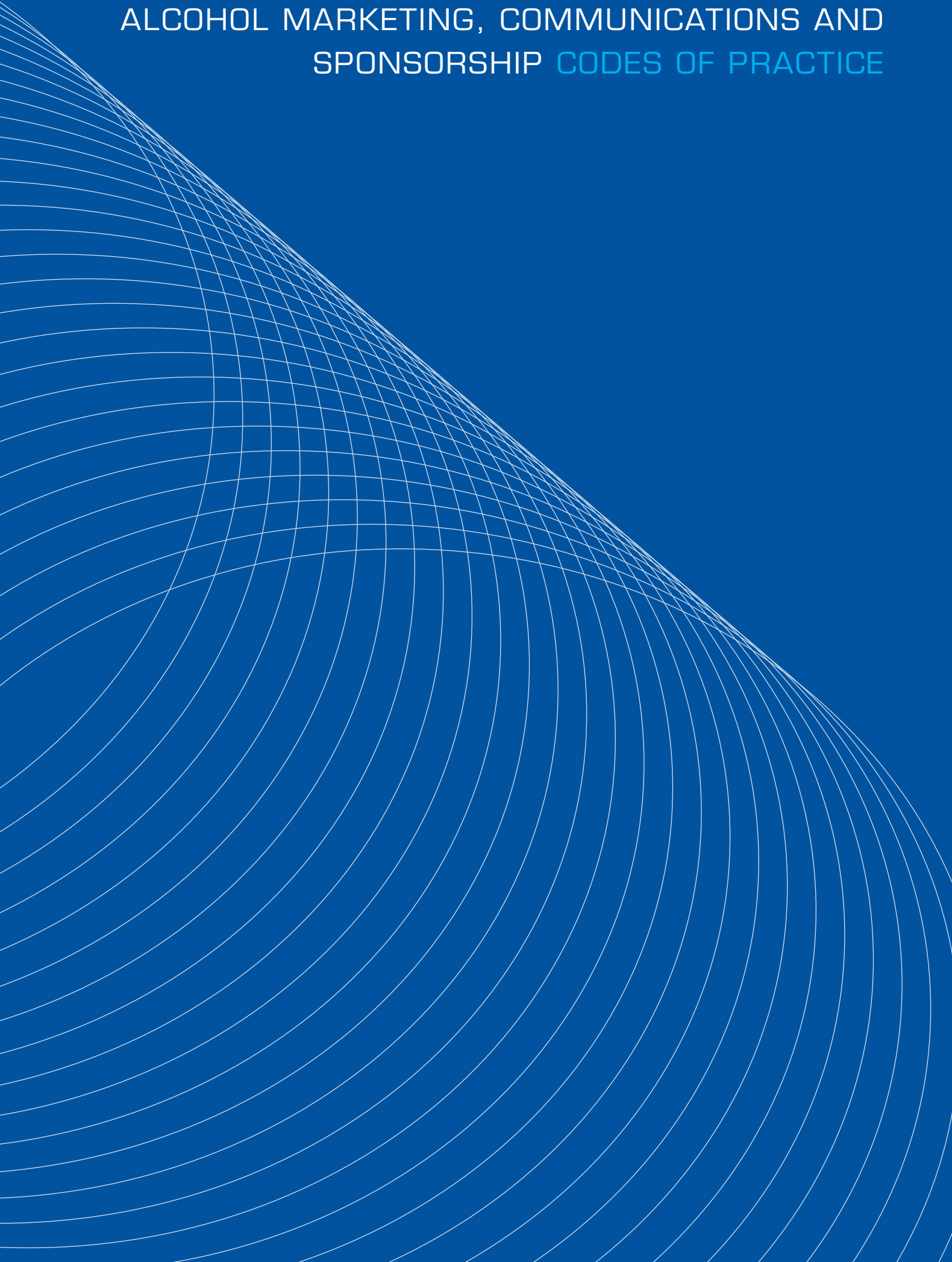
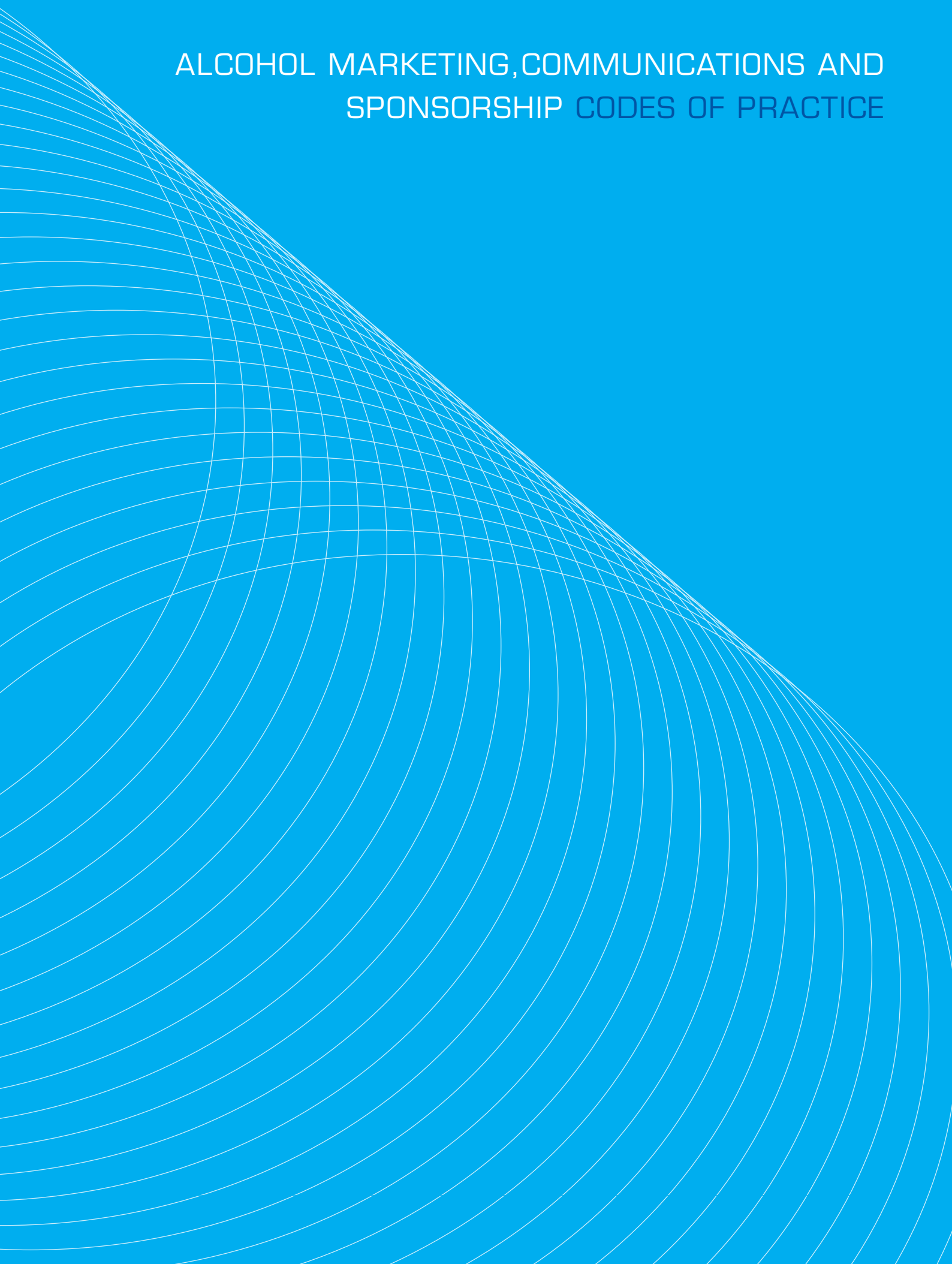


ALCOHOL MARKETING, COMMUNICATIONS AND  
SPONSORSHIP CODES OF PRACTICE



ALCOHOL MARKETING, COMMUNICATIONS AND  
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# Alcohol Marketing, Communications and Sponsorship

## *Codes of Practice*

### 1. INTRODUCTION

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In 2002 the Minister for Health and Children met with representative organisations from the Advertising Industry, the Association of Advertisers in Ireland (AAI), representing advertisers, the Institute of Advertising Practitioners in Ireland (IAPI), representing the advertising agencies and Drinks Industry Group Ireland (DIGI) representing the Alcohol Drinks Industry.

The discussions centred on the Minister's concerns about some of the content, weight of exposure and placement of alcohol advertising. In addition, issues were discussed on activities involved in the sponsorship of, and activities surrounding, music and sports events.

Following on from this, representatives from the Health Promotion Unit in the Department of Health and Children had a series of meetings with all the industry stakeholders, including the media owners involved (TV, Radio, Outdoor and Cinema). A number of jointly agreed initiatives were subsequently put in place to deal with the Department's concerns.

#### 1.1 Establishment of Central Copy Clearance Ireland Ltd. (CCCI)

This organisation was set up in February 2003 and is jointly run by IAPI and AAI on behalf of the Advertising Industry. It pre-vets each individual piece of advertising for any alcohol beverage, whether the advertisement is made in Ireland or developed internationally, if they want to be used in any Irish media.

Advertisements are pre-vetted against the Broadcasting Commission of Ireland (BCI) regulations and the Advertising Standards Authority for Ireland (ASAI) self-regulatory codes. Unless an advertisement conforms to these codes/regulations and acquires an approval number from CCCI, no Irish media owner will accept it. The Board of CCCI issues a report each year highlighting its activities. The organisation has been acknowledged as making a significant, positive difference to advertising content and consequently dramatically reducing the numbers of complaints made about alcohol advertising since 2003.

### 1.2 The Development of Media Weight and Placement Codes for TV, Radio, Cinema and Outdoor

Media codes were agreed by all the parties involved with the objective of limiting exposure of young people (under 18 years) to alcohol advertising. These codes, unique for each industry, restricted the placement and weight of exposure of alcohol advertising in the four key media, nominated by the Department, i.e. TV, Radio, Cinema and Outdoor. These codes were developed by November 2003 and came into force in January 2004. In November 2005 they were publicly endorsed by the Minister for Health and Children. In addition the Broadcasting Commission of Ireland, when developing its General Advertising Code for Broadcast Media, launched in April 2007, acknowledged and recognised these codes.

### 1.3 Sponsorship Code

This code covered the sponsorship of, and activities surrounding, events involving the Alcohol Drinks Industry. At the request of the Department it particularly focused on music and sporting events. It was jointly agreed and implemented in May 2004.

### 1.4. Monitoring Body

In November 2005, the Department also established an independent monitoring body, the Alcohol Marketing Communications Monitoring Body (AMCMB) under the chairmanship of Mr Peter Cassells. Its function was to monitor the level of adherence by advertisers and media owners to all these codes. The Department, the Broadcasting Commission of Ireland and representatives of the Advertising and Alcohol Drinks Industry are represented on this body. It issued its first annual report for 2006 in the summer of 2007. This showed a very high level of compliance by advertisers and the media owners to the various codes.

## 2. REVIEW OF CODES

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Following consideration of the First Annual Report of the AMCMB for 2006 the partners to the Codes met to review the various codes and commitments made by the Advertising and Alcohol Drinks Industries. Following a series of meetings the following document has been agreed which sets out the revised Codes agreed between the Department of Health and Children, the Drinks Industry Group of Ireland (DIGI), Alcohol Beverage Federation of Ireland (ABFI), Association of Advertisers in Ireland (AAI) and the Institute of Advertising Practitioners in Ireland (IAPI).

### 2.1 Effective Date

The new codes will be effective from 1<sup>st</sup> July, 2008 but will allow for some flexibility across various media to take account of pre-bookings of advertising. However, measures will be fully effective from 1<sup>st</sup> October, 2008. The Codes will run for a two year period up to the end of June 2010. A review mechanism has been agreed whereby these Codes will be reviewed following publication of each Annual Report of the Alcohol Marketing Communications Monitoring Body. It has also been agreed that the

operation and adherence to the Codes will be reviewed by the parties at the end of June 2009. These Codes are intended to be complementary to existing statutory obligations and other voluntary codes that exist in the area of alcohol advertising such as the codes of the Broadcasting Commission of Ireland, Advertising Standards Authority for Ireland and Mature Enjoyment of Alcohol in Society (MEAS).

### 3. GENERAL PRINCIPLES OF THE CODES

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The purpose of these Codes is to reduce the exposure of young people to alcohol advertising and marketing. The Codes also aim to limit the overall level of alcohol advertising and sponsorship across all media in Ireland.

1. The Codes are subject to review by the partners based on the findings of the AMCMB.
2. For the purposes of these Codes children/young people are defined as those under the age of 18. Adults are therefore defined as those over 18 years of age.
3. The Codes herein are based on the principle of audience profiling across all media and sponsorships whereby alcohol advertising/marketing is not permitted unless the relevant medium has an adult audience profile of 75% or greater.
4. In addition, where alcohol advertising is permissible under audience profiling a weight ceiling will apply across all media and sponsorships whereby alcohol advertising will be limited to no more than 25% of available space on any occasion.
5. The provisions of these Codes apply to all alcohol advertising, purchased in any media, based in the Republic of Ireland, and/or aimed at the Irish marketplace.
6. All alcohol advertisements must be pre-vetted and carry the Central Copy Clearance Ireland (CCCI) stamp of approval before acceptance by any media.
7. All alcohol advertisers, agencies and media owners will co-operate and comply with requests from the Alcohol Marketing Communications Monitoring Body.







### TELEVISION

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The Alcohol Beverage Federation of Ireland (ABFI) together with the Drinks Industry Group of Ireland (DIGI), the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland and all Television Broadcasters based in the Republic of Ireland accepting advertising aimed at the Irish marketplace, undertake to operate a policy as detailed below.

1. Advertising for alcohol will only be booked by an alcoholic drinks advertiser or its agency or placed by the Broadcasters in any programming with an adult audience profile of 75% or greater.
2. Where alcohol advertising is permissible under audience profiling a maximum of 25% of sold advertising time and only one in four advertisements for alcohol products is permissible across the broadcast day excluding the period from 6 a.m. to 10 a.m. Additionally no more than two advertisements for alcohol products can appear in any commercial break. The full provisions of this clause are specifically intended to apply to the peak viewing periods from 6pm to 11.30pm.
3. No alcohol advertising will be placed in any programme specifically aimed at children/ young people. Each broadcaster will designate such programmes per schedule and supply the list to the Broadcasting Commission of Ireland.
4. Family 'breakfast' TV time (6am -10am) will be treated as children's viewing time and will not carry any alcohol advertising.
5. No alcohol sponsorship of sports programming will be allowed including any sports bulletins.
6. No solus/whistle breaks advertising spots for alcohol brands will be allowed during sports broadcasting.
7. Each Broadcaster will produce and provide promptly to the Alcohol Marketing Communications Monitoring Body (AMCMB) a profile of it's audience.
  - (i) The profile will be for each channel broadcast.
  - (ii) It will be based on individuals up to eighteen years of age and those over eighteen years of age.
  - (iii) The audience profile of a programme will be evaluated on the average data covering three monthly fixed quarters in arrears. The quarters will be as per the annual calendar i.e. January to end March, April to end June etc.

- (iv) Data will be available from 10am to 10pm daily. The time segments will be half hourly e.g. 7.00pm to 7.29pm and 7.30pm to 7.59pm. The accepted principle is that the advertising break at the end of the programme is associated with that programme, as are any internal breaks. Notwithstanding the above, advertising breaks going into the programme should also be excluded for alcohol advertising where the audience profile indicates the programme would not have required 75% or greater adult audience.
  - (v) Broadcasters will examine the historic quarterly data on a regular basis. They will also pay special attention, going forward, to programmes where the historic profile may change due to events such as specific story lines, school holidays, mid-term breaks which may result in the programme attracting a younger audience profile for a short period.
  - (vi) When new programmes are introduced to the schedule the profile previously achieved for that time block will be used to ascertain the audience profile. Once the new programme has had four transmissions the profile will be re-examined and subsequently used to decide on the suitability for alcohol advertising.
8. Every TV Broadcaster regulated in the Republic of Ireland will enforce a Code of Conduct for their presenters ensuring that speech content that glamorises or encourages over-consumption or misuse of alcohol is prevented.
9. TV Broadcasters will co-operate and comply with other broader elements of the industry agreements including the Copy Clearance process and the AMCMB.
10. It is the intention of members of DIGI and ABFI to ensure that the principles of this television code are extended, as far as is possible, to the opt-out TV channels, accepting alcohol advertising, aimed specifically at a Republic of Ireland audience.

### RADIO

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The Alcohol Beverage Federation of Ireland, together with the Drinks Industry Group of Ireland, the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland and all Radio Broadcasters based in the Republic of Ireland accepting advertising aimed at the Irish marketplace, undertake to operate a policy as detailed below.

1. Alcohol advertising will only be allowed during programmes with an adult audience profile of 75% or greater. These programmes will be identified through the Joint National Listenership Research (JNLR) on a station by station basis or other sources agreed with the Alcohol Marketing Communications Monitoring Body (AMCMB).
2. Where alcohol advertising is permissible according to the audience profiling a weighting ceiling will apply whereby alcohol advertising will be limited to no more than 25% and only one in four advertisements for alcohol products across the broadcast day excluding the period from 6 a.m. to 10 a.m. Additionally no more than two advertisements for alcohol products can appear in any commercial break. The full provisions of this clause are specifically intended to apply to the peak listening periods from 10am to 2pm.
3. No alcohol advertising will take place during any programme aimed specifically at young people. Broadcasters will designate young peoples programmes per schedule.
4. Family 'breakfast' radio time ( 6am -10am) will be treated as children's listening time and will not carry any alcohol advertising.
5. No alcohol sponsorship of sports programming will be allowed including any sports bulletins.
6. After the publication of the JNLR, on a twice yearly basis, each station will submit a list of programmes to the Broadcasting Commission of Ireland (BCI) that will not carry alcohol advertising. The BCI will independently validate the list.
7. The BCI will include alcohol advertising on the schedule of criteria that are assessed in the course of its independent random sampling of each stations output.
8. Any breach of the alcohol advertising Code will be immediately notified to the AMCMB and the station involved.

9. A Code of Conduct for presenters whereby speech content that glamorises or encourages over consumption or misuse of alcohol will be enforced by the Independent Broadcasters of Ireland (IBI), RTE and the BCI Radio Stations. Training programmes will be put in place to ensure that their presenters fully comply with the Code and they agree to comply with the appropriate monitoring mechanism.
10. All radio stations based in the Republic of Ireland will co-operate and comply with the other broader elements of the industry agreements including the Copy Clearance process and the AMCMB.

### CINEMA

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The Alcohol Beverage Federation of Ireland together with the Drinks Industry Group of Ireland, the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland and the Cinema Industry based in the Republic of Ireland accepting advertising aimed at the Irish marketplace, undertake to operate a policy as detailed below.

1. The Cinema Industry will not accept alcohol advertising from strength alcohol brands i.e. brands with ABV > 25% or their Ready To Drink variants.
2. Alcohol advertising will only be shown with films targeting an adult audience and where it is deemed that the attendances will have an adult audience profile of 75% or greater.
  - Each film's suitability to exhibit alcohol advertisements is based on comparative film profiles drawn from the Republic of Ireland Film Monitor which is part of the Cinema Audience Industry Research. This is a quarterly monitor with a sample of 1,000 adults and a booster of 200 children nationally weighted within the Republic of Ireland. It is conducted independently by Irish Marketing Surveys Ltd.
  - The results of this research consistently indicate that the certificate of a film does not always indicate the target audience of the film.
3. Where alcohol advertising is permissible under audience profiling, advertising from all alcohol brands should account for no more than 25% of total advertising minutage sold per screening.
4. No alcohol advertisements will be shown outside of the main advertising reel.
5. Every commercial exhibited on Cinema screens must be processed through the Cinema Advertising Association (CAA). The CAA is an independent committee of appointed experts.
6. The CAA strictly abides by the Code of the Advertising Standards Authority for Ireland.
7. The Irish Film Censor's Office advises the Cinema Industry on their judgement of the target audiences of films.
8. The Cinema Industry will co-operate and comply with the other broader elements of the industry agreement including the Copy Clearance process and the Alcohol Marketing Communications Monitoring Body.

## OUTDOOR MEDIA

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The Alcohol Beverage Federation of Ireland together with the Drinks Industry Group of Ireland, the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland and the Outdoor Media Association based in the Republic of Ireland accepting advertising aimed at the Irish marketplace, undertake to operate a policy as detailed below.

1. Notwithstanding the provisions allowable for particular formats listed below, at all times a maximum of 25% of total inventory, by format, will apply to alcohol advertising per cycle per media owner.
2. The Outdoor Media Association (OMA) will not place advertising for any alcoholic drinks within 100 metres of a primary or secondary school entrance. This restriction will also apply to specifically designated Youth Clubs, Scouting and Girl Guide premises. A list of such locations and venues will be drawn up by the Department of Health and Children and agreed with the Outdoor Media Association.
3. No bus shelter wrap rounds for alcohol advertising will be allowed. A maximum of one display of alcohol advertising shall be visible at the same time on a bus shelter from any one viewpoint.
4. No wrap rounds on individual buses. No full side or full rear displays of alcohol advertising allowed to be carried on the exterior of any bus. A maximum of 25% of the aggregate bus exterior panels will carry alcohol advertising limited to one format only i.e. T-Sides. A maximum of one in four bus interior panels will display alcohol advertising.
5. No train or light rail wrap rounds will be allowed. A maximum of one in three train/light rail exterior panels will display alcohol advertising. A maximum of one in four train/ light rail interior panels will display alcohol advertising. No full side or full rear displays of alcohol advertising are allowed to be carried on the exterior of any train/light rail.
6. No wrap rounds allowed on taxis. Only one display of alcohol advertising is allowed to be carried on the exterior of any taxi.
7. Advertising of any alcoholic drink brand in a bus or train station or on the interior of any bus, train or taxi will be within the maximum weighting of 25% of the overall advertising space available.
8. A maximum of one advertising display on a Prismatic/Scrolling unit will display alcohol advertising.

9. A maximum of one advertising display in any group of hoardings will display alcohol advertising.
10. There will be no Mesh Building Banners for alcohol advertising.
11. No additional large permanent advertisements on buildings, bridges etc. [excluding licensed premises] will be erected.
12. There will be no alcohol advertising on designated school buses.
13. The Outdoor Media Association will co-operate and comply with the other broader elements of the industry agreements including the Copy Clearance process and the Alcohol Marketing Communications Monitoring Body.

## PRINT MEDIA

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A comprehensive code for the print media has been adopted in relation to alcohol advertising. This Code has been agreed between the Alcohol Beverage Federation of Ireland together with the Drinks Industry Group of Ireland, the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland, National Newspapers of Ireland, Regional Newspapers and Printers Association of Ireland and the Periodical Publishers Association of Ireland. It will incorporate the following points:

1. Alcohol advertisements will only be carried in consumer publications where the adult readership is 75% or greater. A consumer publication or issue is taken to mean the complete edition published that day to include any supplements or advertising inserts.
2. A maximum limit of 25% of sold advertising space per issue per consumer publication will apply to alcohol advertising. The sold advertising space per issue includes the sold advertising space in any supplement or insert. The tight publication deadlines that can apply to newspapers may leave little time to fully assess the total volume of alcohol advertising contained in a particular publication and to take the necessary remedial action to avoid a breach of the Codes. If the maximum limit on alcohol advertising space is exceeded in any newspaper, then the Alcohol Marketing Communications Monitoring Body (AMCMB) will take into account the volume of alcohol advertising contained in the edition immediately preceding and the edition immediately following that publication. The volume of alcohol advertising in all three editions will be part of the assessment criteria used in deciding compliance with the Codes. Notwithstanding this provision, under no circumstances should alcohol advertising exceed 50% of sold advertising space in any publication.
3. No alcohol advertisements will be placed in any consumer publication or part thereof aimed specifically at young people or 3<sup>rd</sup> Level Students i.e. campus publications. No alcohol ads will be allowed in parts of consumer publications aimed at young people i.e. comics, teenage magazines.
4. Publications will not make outer wrap rounds available to alcohol advertisements.
5. No alcohol sponsorship of sports pages or sports supplements will be allowed.
6. The Print Media will co-operate and comply with the other broader elements of the industry agreements including the Copy Clearance process and the Alcohol Marketing Communications Monitoring Body.



## DIGITAL (NON-BROADCAST) MEDIA

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It is proposed to develop a comprehensive code for digital media i.e. online display advertising (including streamed formats), sponsorships, promotions, e-mail marketing, blogs and other forms of user generated content, ipTV, mobile display & text advertising for alcohol advertising. Such a code will be in the context of the rapid evolution of this media and will, therefore, require frequent revision and updates.

It is proposed that the codes will be agreed between the Alcohol Beverage Federation of Ireland, the Drinks Industry Group of Ireland, the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland and internet representative bodies based in the Republic of Ireland accepting advertising aimed at the Irish marketplace. In the interim it is the intention of the Alcohol Beverage Federation of Ireland together with the Drinks Industry Group of Ireland to comply, as far as possible, with the provisions outlined below. It will incorporate the following points:

1. Advertising for alcohol should only be booked by an alcoholic drinks advertiser or its agency or placed by the media owner on any website with an adult audience profile of 75% or greater. Where a profile is not available every reasonable effort should be made to ensure that it is not aimed at young people.
2. As a general rule at all times alcohol advertising or promotions shall not exceed a maximum of 25% of total advertising space available by site/format.
3. In the case of sites that offer age targeting filters such as social networking and e-mail sites (e.g. Bebo, MySpace, Facebook, Hotmail, Yahoo, etc) any advertising for alcohol should be age targeted to 18 years old and upwards using those sites' age targeting software.
4. In the case of streamed and ipTV advertising solutions, all copy guidelines that pertain to broadcast media should be adhered to.
5. Where measurement of audience profiling is available these standards will apply, e.g. JNIR, Comscore, The Net Behaviours Report, etc.
6. Where a profile is not available every reasonable effort should be made to establish the profile of the visitors to the site before any alcohol advertising is carried on the site.
7. It is intended that the Digital Media will co-operate and comply with the other broader elements of the industry agreements including the Copy Clearance process and the Alcohol Marketing Communications Monitoring Body.



CODE OF PRACTICE FOR SPONSORSHIPS  
BY ALCOHOL DRINKS COMPANIES

## INTRODUCTION

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The Alcohol Beverage Federation of Ireland (ABFI) together with the Drinks Industry Group of Ireland (DIGI), and the Irish Advertising Industry represented by the Institute of Advertising Practitioners in Ireland (IAPI) and the Association of Advertisers in Ireland (AAI) have agreed to operate to the policies outlined below relating to alcohol drinks.

In particular they agree to abide by the International Chamber of Commerce (ICC) Code on Sponsorship. The contents of this code should therefore be read in conjunction with the ICC Code.

The total implementation of a major sponsorship may encompass the use of a wide range of marketing elements/activities. This code is therefore intended to complement, where relevant, the existing framework of Legislation, Regulations and Co-Regulatory and Voluntary Codes covering the sale and general marketing of alcohol.

### 1. Definition of a Sponsorship.

A commercial agreement by which a sponsor, for the mutual benefit of the sponsor and sponsored party, contractually provides financing or other support in order to establish an association between the sponsor's image, brands or products and a sponsorship property in return for rights to promote this association and/or for the granting of certain agreed direct or indirect benefits.

### 2. Pouring Rights

The purchase of the commercial pouring rights, from a promoter, for an alcohol product for sale at an event, is separate from the sponsorship of the event on many occasions. In these circumstances it is the responsibility of the promoter or bar franchisee to ensure that the terms of the relevant liquor licensing acts are adhered to.

### 3. Selection of a Sponsored Event

- (i) The overall objective is to ensure that all alcohol drinks sponsored events are planned and executed in such a manner as to adhere to the relevant codes, regulations and legislation.
- (ii) The sale of alcohol at many events is controlled by the promoter or sponsored party and it is the responsibility of these parties to put in place adequate controls to ensure adherence to this code.
- (iii) All sponsored events must have an adult audience profile of 75% or greater, both in terms of attendance at the event and broadcast and or viewer/listenership.

#### 4. Determination of permissible sports sponsorships

In addition to provisions governing the operation of sponsored events outlined below, additional provisions governing the selection of sporting activities for sponsorship by alcohol brands/companies now apply:

- ❑ Alcohol brands companies may not sponsor any sporting competitions, leagues, events or competitors (individual or team) of any form, local or national, where said league, competition, team or events are designated specifically for participants under 18 years of age or where their audience (attending or viewing via broadcast) has a profile of less than 75% of adults .
- ❑ The determination of general audience profiles for various sports, leagues, competitions, teams or events of any form shall be by way of an annual national survey of audience interest, attendance/viewing which shall be undertaken by an independent, reputable research agency and reported to the Alcohol Marketing Communications Monitoring Body (AMCMB) and the code partners.

Alcohol Drinks Companies will not sponsor

- ❑ Any individuals, teams, bands or acts or concerts featuring such bands or acts which are below the legal drinking age
- ❑ Racing/rallying by any mechanically propelled vehicle
- ❑ Sports that focus on aggression e.g. boxing or wrestling
- ❑ Individuals or bands or acts or concerts featuring such individuals, bands or acts whose target audience profile is 25% or more over the age of 18.

#### 5. Venue

- (i) Admission to all events requiring an occasional license will be governed by the terms of the Licencing Acts, 1833 to 2004 and the Registration of Clubs Acts 1904 to 2004. It is the responsibility of the licensees of any licensed premises (whether permanent, temporary, indoor or outdoors) to ensure compliance with the relevant Intoxicating Liquor Acts and licensing regulations.
- (ii) Events should, where possible/practical, be in a defined area with adequate security to control access to the event.
- (iii) Alcohol should be sold responsibly and in accordance with the licensing laws and guidance from the Gardai.

- (iv) In order to prevent rapid or excessive consumption, consideration should be given, at major events, to limiting the amount of alcohol that can be purchased by an individual per occasion.
- (v) At all events soft drinks and minerals must be available for sale at all bars. Water should be freely available at major events e.g. concerts.
- (vi) Where there is an alcohol brand sponsor, the sponsor will insist upon all bar management completing Responsible Serving of Alcohol (RSA) training. In addition all bar servers will be briefed on their Responsible Serving obligations.
- (vii) Prominent and visible responsible drinking promotional activity will take place at major events sponsored by alcohol brands or companies.

### 6. Access

- (i) Sponsor, promoter and sponsored party should work closely with the local authorities/Gardai on all health and safety issues.
- (ii) Where necessary, admission policy to be agreed between the three parties, sponsors, promoter and sponsored party. Once agreed it is the responsibility of the promoter and/or sponsored party to ensure it is adhered to. Identification to be insisted on, where relevant, if there is doubt about the age of any individual seeking admission.
- (iii) The promoter will reserve the right to refuse admission to intoxicated persons without compensation and will publicise same on ticketing.

### 7. Advertising the Event

- (i) All media advertising for the sponsorship to be approved by Central Copy Clearance Ireland (CCCI). All advertising at the event itself should conform to ASAI codes.
- (ii) Temporary signage, advertising the event, is to be sited responsibly. Temporary advertising in the venue only to be placed in agreement with the promoter/sponsored party. All temporary advertising materials around the venue, posters, directional signs etc. should be removed within three working days, after the event.
- (iii) Alcohol branded merchandise should not be designed to overtly appeal to those below the legal drinking age. Children's sizes in branded merchandise will not be produced for any sponsorship.

- (iv) In stadia with a capacity of more than 10,000 people, permanent, branded alcohol-advertising signage should constitute no more than 25% of all the advertising space available at any given time.
- (v) Where there are branded sponsorship events, in these stadia, involving a sole sponsor, their branded alcohol-advertising signage should constitute no more than 25% of all the advertising space available, during the event.
- (vi) When events are held in these stadia which will attract an audience below the recommended audience profile of 75% 18+ or where the featured teams/acts are all below legal drinking age, the responsible sporting body, working with Advertisers and their Agencies, should make every reasonable effort to remove or cover over all branded advertisements for alcoholic drinks for the duration of such events.

### 8. Promotions at Events

- (i) All promotions at sponsorship events should adhere to the Licensing Acts 1833 to 2004 and the Registration of Clubs Acts 1904 to 2004. They should also adhere to the relevant self-regulatory codes. Complimentary drinks to be confined to designated, controlled access areas.
- (ii) No promotional mechanics, games etc will be allowed at these events designed to encourage excessive consumption.







### MONITORING THE EFFECTIVENESS AND COMPLIANCE OF THE CODES OF PRACTICE ON ALCOHOL ADVERTISING AND SPONSORSHIP

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1. Monitoring for compliance and effectiveness of the Codes herein will be overseen by a Monitoring Body appointed by the Minister for Health and Children.
2. The Body will be known as the Alcohol Marketing Communications Monitoring Body (AMCMB).
3. The Body will have an independent Chair and will consist of one representative nominated by the advertising industry, one representative nominated by the alcohol industry, one representative from the Broadcasting Commission of Ireland and two representatives nominated by the Department of Health and Children.
4. The AMCMB will take advice from a Consultative Panel, who will bring the views of a broader constituent of stakeholders to the attention of the AMCMB.
5. The Body will oversee the implementation of, and adherence to all the Codes of Practice defined herein which have been agreed between representatives of the advertising, alcohol and media communications industries and the Department of Health and Children. It will also monitor compliance with the Codes and measure the effectiveness of the provisions of the Codes to reduce the exposure of young people to alcohol advertisements.
6. The purpose of the Codes is to reduce the exposure of children and young people to alcohol advertisements. While the Body will largely decide on its operational methods it will have access to and will review data from a number of bodies including the Advertising Standards Authority of Ireland, Central Copy Clearance Ireland, AC Nielson, Joint National Listenership Research (JNLR), Irish Film Censor Reports (cinema), Joint National Readership Research, Joint National Internet Research etc.
7. The Body will also commission, if necessary, independent research across all media to assess adherence and effectiveness of the provisions of the Codes. This research will be funded by the Department of Health and Children.
8. The Body will produce an Annual Report for the Minister for Health and Children which will be published. Immediately following publication, the Code partners will be required to meet and consider the findings and recommendations contained in the Report and advise what further action, if any, that may be necessary.

## CONSULTATIVE PANEL TO THE AMCMB

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### Terms of Reference

1. A Consultative Panel will be established to bring the views and the concerns of a broader constituent of stakeholders to the attention of the AMCMB in its consideration of the operation and implementation of the Codes.
2. The Chairperson of the AMCMB will meet the Panel on a quarterly basis to discuss the work of the AMCMB and to hear the views of the Panel on the monitoring of the Codes.
3. The Panel will assist the Chairperson of the AMCMB in bringing to his attention emerging areas of concern in relation to the operation and implementation of the Codes.
4. The Panel shall consist of no more than 6 people who shall be appointed by the Department of Health and Children for a period of 2 years and be representative of relevant stakeholder groups. The Department will ensure that the Panel will be balanced with regard to representation from these stakeholder groups.

## COMPLAINTS PROCEDURE

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Full details of these Codes will be published and made available by the Code partners.

Complaints alleging breaches of the Codes will be investigated by the Advertising Standards Authority for Ireland (ASAI) who will report its findings to the AMCMB. All complaints upheld will be published and will also be notified to their appropriate regulatory or statutory body. The offending body will be required to take immediate steps to ensure that a similar breach does not occur. The offending body will be required to notify the AMCMB of the measures it has taken to remedy the situation.

Complaints in relation to breaches of the Codes can be made directly to the AMCMB, c/o Advertising Standards Authority for Ireland, IPC House, 35/39 Shelbourne Road, Dublin 4 or by e-mail to [standards@asai.ie](mailto:standards@asai.ie).

### COMPLIANCE AND ENFORCEMENT

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Where compliance with the Codes is not achieved, the AMCMB will report the issue to the Code partners who will recommend what further action might be pursued.

The Codes on Television and Radio broadcasting will be linked to the Broadcasting Commission of Ireland's (BCI) general advertising codes and any adverse finding by the AMCMB will be notified to the BCI.

The Alcohol Industry via ABFI and the advertising industry via IAPI will implement a training and accreditation programme to raise awareness and promote compliance of these Codes for all employees involved in the advertising and promotion of alcohol.

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DRINKS INDUSTRY GROUP OF IRELAND

DIGI



ALCOHOL  
BEVERAGE  
FEDERATION  
OF IRELAND

iapi

Institute of Advertising Practitioners in Ireland



Hawkins House, Hawkins St., Dublin 2  
Tel: 01 635 4000 • Email: [info@health.gov.ie](mailto:info@health.gov.ie) • Web: [www.dohc.ie](http://www.dohc.ie)