

**Our venue supports the...**

**New South Wales Liquor Industry's**

# **Code of Practice**

## **RESPONSIBLE PROMOTION OF LIQUOR PRODUCTS**

Licensees and registered club managements have a responsibility to ensure that patrons do not become intoxicated on their premises and to prevent intoxicated persons from entering or remaining on licensed or club premises.

This Code of Practice for Responsible Promotion of Liquor Products for licensed and registered club premises provides a framework of practices which are considered acceptable and reasonable, subject to controls being in place, to prevent the intoxication of patrons and, in all other respects, the premises being properly conducted. The Code highlights those practices which are discouraged as not being in the public interest.

### **UNACCEPTABLE PRACTICES**

1. Drinks that offer alcohol in non standard measures and/or by virtue of their emotive titles, such as “laybacks” - “shooters” - “slammers” - “test tubes” - “blasters”, and their method of consumption encourages irresponsible drinking habits and are likely to result in rapid intoxication.
2. Drink cards that provide a multiple of free drinks, extreme discounts or discounts of limited duration on a given day or night and / or have the capacity to be readily stockpiled by patrons or transferred to other patrons. In other words the drink card must not, by design or potential misuse, create an incentive for patrons to consume liquor more rapidly than they otherwise might.
3. Any labelling or titling of promotions that may encourage patrons to consume liquor irresponsibly and excessively to an intoxicated state.
4. The refusal to serve half measures of spirits on request or provide reasonably priced non-alcoholic drinks.
5. Any promotion that encourages a patron to consume liquor excessively - “all you can drink offers” - “free drinks for women” - “free drinks for women all night” - “two for one” - and to consume it in an unreasonable time period.

### **ACCEPTABLE PRACTICES**

1. The traditional “happy hour” during or immediately following normal daytime working hours.
2. A complimentary standard drink upon arrival.
3. Promotions involving low alcohol beer where it is clear from the advertising and promotional material that it is a low alcohol beer promotion.
4. The advertising of a consistent price of a particular type or brand of liquor across the entire trading hours of a premises on a given day or night, providing the price is not so low that it will, in itself, encourage the excessive consumption of alcohol and intoxication.
5. Promotion of particular brands of liquor that provide incentives to purchase that brand by virtue of a consistent discounted price, offer of a prize etc. but does not provide any particular incentive to consume that product more rapidly than a patron’s normal drinking habit.

The Licensing Court of NSW imposes the Code of Practice as a standard liquor harm minimisation condition on liquor licences and certificates of registration.

