

Editor
The New Zealand Herald

27 September 2006

Dear Editor,

I noted a comment by the Hospitality Association's Bruce Robertson in a NZ Herald article (27/9/06) expressing his concern for the proprietors of licensed premises, saying that they do not have an in depth understanding of the codes for liquor advertising. His comment was in response to a decision by the Advertising Standards Authority to uphold a complaint on an advertisement that breached the codes by using heroes of the young, our esteemed All Blacks.

If people working in the alcohol industry don't understand their own codes, what chance is there for the general public, who are expected to not only know they exist but also how they work in order to make a complaint?

The liquor industry praise themselves for how few complaints there are and use this to perpetuate the myth that the current system works well.

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