
Management of the Promotion of Alcohol on Campus Procedure

Facilities Management Policy

1 Purpose

The purpose of this procedure is to exclude promotions and advertising on campus which are intended or likely to encourage the excessive consumption of alcohol by students.

2 Organisational Scope

This is a University Wide procedure which applies to all campuses and precincts, including Halls of Residence.

3 Definitions

For purposes of this policy unless otherwise stated, the following definitions shall apply:

Promotion	An activity that supports or encourages an activity
Advertising	Advertising which markets or sells liquor and uses its name or any identifying feature to promote the sale of liquor in any way

4 Procedure

4.1 *Promotion and Advertising of Alcohol on Campus*

- (a) There shall be no promotion or advertising of alcohol on campus which is intended or likely to encourage the excessive consumption of alcohol. This includes but is not limited to:-
 - (i) Fliers
 - (ii) Handouts
 - (iii) Brochures
 - (iv) Posters
 - (v) Advertising material
- (b) The promotion of, and advertisement of bars, events and activities is permissible on campus provided that the promotion or advertisement conforms to the [Code of Advertising Liquor](#) of the [New Zealand Advertising Standards Authority](#) and does not:
 - (i) Offer alcohol in non standard measures and/or by virtue of their descriptive titles such as “laybacks” – “shooters” – “slammers” – “test tubes” – “blasters” and their method of consumption encourage irresponsible drinking habits which are likely to result in rapid intoxication.

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- (ii) Provide a multiple of free drinks, extreme discounts or discounts of limited duration on a given day or night, which have the capacity to be readily stockpiled by students or transferred to other students; or create an incentive for students to consume liquor more rapidly than they otherwise might.
 - (iii) Have labelling or titling of promotions that may encourage students to consume liquor irresponsibly and excessively.
 - (iv) Encourage students to consume liquor excessively, such as “all you can drink” offers, “free drinks for women”, or “two for one” offers, and to consume them in an unreasonable time period.
 - (v) Compromise student safety or put them at risk of harm.
 - (vi) Take the form of the traditional “happy hour” during or immediately following normal daytime working hours.
 - (vii) Have a complimentary standard drink upon arrival as the feature of the promotion.
 - (viii) Offer a consistently low price for a particular type or brand of liquor across the entire trading hours of a premises on a given day or night.
 - (ix) Provide incentives to purchase a specific brand of liquor by virtue of a consistent discounted price, or prize offer or other like promotion.

4.2 Uncertainty and Standard Setting

- (a) Where there is any level of uncertainty about a promotion or advertisement, potential promoters must consult with the Victoria University Campus Services Manager.
- (b) This procedure sets out a minimum standard. Each Hall of Residence may have their own alcohol management guidelines providing they do not conflict with this procedure.

5 Legislative Compliance

The University is required to manage its policy documentation within a legislative framework. The legislation directing this procedure is the:

[Sale of Liquor Act 1989](#) (Section 154A)

6 References

[National Protocol on Alcohol Promotions](#)

[New Zealand Advertising Standards Authority](#)

7 Appendices

None

8 Approval Agency

Vice Chancellor

9 Approval Dates

This procedure was originally approved on: 7 November 2008

This version was approved on: 7 November 2008

This version takes effect from: 7 November 2008

This procedure will be reviewed by: 7 November 2011

10 Contact Person

The following person may be approached on a routine basis in relation to this procedure:

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