

Legal Extranet

Information supplied by



New Zealand



[General Legal Overview](#)
[Basic Guide to Intellectual Property rights in the Territory](#)
[Self Regulatory Bodies](#)
[Statutory Bodies](#)
[Specific Legislation](#)

General Legal Overview:

The regulation of advertising in New Zealand is a mix of legal regulation, self-regulation and the determination of individuals and companies to maintain high standards in advertising. Legal standards in advertising may be enforced through the Fair Trading Act 1986 (involving misleading and deceptive conduct and other forms of consumer protection), the Copyright Act 1994 (in respect of copying), the Trade Marks Act 2003 (in respect of trade mark infringement), and the law of passing off in respect of appropriation of goodwill and reputation.

"Ethical" standards on the other hand are governed by self-regulation and many if not most media participants belong to the Advertising Standards Association ("ASA"). The jurisdiction of the ASA and its sub-organ, the Advertising Standards Complaints Board (which accepts and rules on complaints concerning advertising) is contractual rather than legislative. Any promotional activities that include advertising in electronic or print media or outdoor advertising must consider the jurisdiction of the ASA and the Codes for Advertising Practice (the Codes) it has promulgated.

In some industries, participants may be required to submit their advertisements to an independent approval process such as the Liquor Advisory Pre-vetting System or the Therapeutic Advertising Pre-vetting System. Approval from the pre-vetting system may be required before the advertisement can be broadcast or published.

In addition, television commercials are required to be submitted to the Television Commercial Approvals Bureau (TVCAB) for acceptance and classification prior to broadcast. Likewise, advertisers may submit newspaper advertisements to the pre-vetting system operated by the Newspaper Publishers' Association for approval and confirmation of compliance with the applicable ASA Codes.

Basic Guide to Intellectual Property rights in the Territory:

The three principal areas of intellectual property rights in New Zealand are copyright, trade mark and passing off.

1. Copyright

Copyright protection in New Zealand is available in respect of artistic works, literary works, dramatic works, musical works, sound recordings, films, broadcasts, cable programmes, and typographical arrangements of published editions.

Copyright registration is not required or available in New Zealand. Copyright protection arises automatically upon the creation of a work capable of copyright protection by an author in New Zealand.

Copyright protection lasts in literary, artistic, musical and dramatic works generally for the life of the author plus an additional 50 years. However, copyright subsisting in drawings contained in patents and registered designs ceases when the patent or design registration ceases.

New Zealand is a signatory to the Berne Convention and as a result recognises copyrighted works authored by nationals of other contracting countries.

2. Trade Marks

A trade mark is an identification badge which serves to distinguish products and services of one business from those of others. Trade marks can consist of words, letters, logos, devices, colours, shapes, slogans, sounds and smells.

The Trade Marks Act 2002 governs trade mark law in New Zealand. Trade marks can be registered with the Intellectual Property Office of New Zealand and may theoretically be registered indefinitely as long as the trade mark is renewed every 10 years. Registration of a trade mark entitles the owner to use the trade mark exclusively in New Zealand and to sue for infringement of a trade mark where a third party uses an identical mark or a confusingly similar one, without permission.

3. Passing Off

The common law tort of passing off is generally concerned with protecting business goodwill. The policy behind the passing off action is the need to prevent unfair competition between businesses that can result when one business benefits from usurping another's reputation or goodwill. The misrepresentation in a passing off claim is normally that a business is using a name, word, device, mark, or get-up that is deceptively similar to one that the plaintiff uses to distinguish its goods or services from others.

To be successful, a claimant must establish reputation or goodwill in the goods or services he or she supplies. The claimant must also prove that there has been a misrepresentation by the defendant to the public (so that the public think there is an association between the two products or parties) and that the claimant has suffered some damage as a result of that misrepresentation.

There is also a prohibition in the Fair Trading Act 1986 against misleading or deceptive conduct in trade. The Act largely focuses upon consumer protection whereas passing off is concerned more with unfair business competition and focuses on business or trade protection. The two actions are frequently invoked together.

Advertising Standards Authority Inc (ASA)

Advertising Standards Authority Inc 7a Boulcott Street Wellington New Zealand Tel: 04 472 7852

Web link: <http://www.asa.co.nz>

New Zealand Broadcasting Standards Authority

New Zealand Broadcasting Standards Authority 54-56 Cambridge Terrace Wellington 6001 New Zealand Tel: 04 382 9508

Web link: <http://www.bsa.govt.nz>

New Zealand Direct Marketing Association (DMA)

New Zealand Direct Marketing Association 1 Beaumont Street Freemans Bay Auckland New Zealand Tel: 09 303 9470

Web link: <http://www.dma.co.nz>

New Zealand Commerce Commission

New Zealand Commerce Commission 66 Wyndham Street Auckland New Zealand Tel: 09 920 3480 or 44-52 The Terrace Wellington New Zealand Tel: 04 924 3600

Web link: <http://www.comcom.govt.nz>

| | |
|---|---------------|
| Comparative advertising | 21 April 2005 |
| Health & Beauty | 07 July 2006 |
| Pharmaceuticals | 07 July 2006 |
| Motors | 07 July 2006 |
| Children | 07 July 2006 |
| Financial products and services | 09 July 2006 |
| Gaming & Betting | 09 July 2006 |
| Tobacco | 09 July 2006 |
| Alcohol | 09 July 2006 |

Information supplied by:

Hesketh Henry

Erich Bachmann

Monica Choy

Disclaimer

The information set out above is only intended to provide a general overview of the subject matter covered. It is not a substitute for legal advice, which should be obtained for each individual situation, from a suitably qualified and experienced local lawyer.

[<< Click here to go back](#)

Legislation Article

Information supplied by



If you wish to email this article to a colleague please type in their email address at the bottom of the page and click on "Send Article"

| | | |
|---|--|---|
| Activity | Comparative advertising | |
| Country | New Zealand | |
| Contact | Erich Bachmann/Monica Choy | |
| General self-regulatory framework | Comparative advertising is controlled by self-regulation, in particular the Advertising Standards Authority Code for Compliance Advertising. In addition the Fair Trading Act 1986 prohibits misleading and deceptive conduct in trade. Hence comparative advertising should be honest, clear and not misleading or deceptive. | |
| The subject of the rules | Comparative advertising is permitted so long as the intent and connotation of the advertisement is to inform and not to discredit, disparage or attack competitors, competing products or services directly or by implication. | |
| Restrictions relating to products or services | <i>Pharmaceuticals</i> | Comparative advertising must be products or services: balanced and must not be misleading, or be likely to be misleading, either about the product advertised or any therapeutic products with which comparisons are being made and must not discourage consumers from taking therapeutic products prescribed by a healthcare practitioner. |
| Restrictions to the activity | Comparative claims should not mislead or deceive or be likely to mislead or deceive the public. Comparative claims should be unambiguous and clearly identify what the comparison is being made with e.g. price to price, dimension to dimension, feature to feature. They should not create confusion between competitors products or take unfair advantage of a competitor's products, trade marks or trade names. | |
| Restrictions relating to the contents | <i>Environmental claims</i> | Absolute claims for environmental benefit, either state or implied, are not appropriate, e.g. "environmentally friendly", "environmentally safe", "environmentally kind", etc as generalised claims for environmental benefit must be assessed on the complete life-cycle of the product. Qualified claims such as "environmentally friendlier/safer/kinder" may be acceptable where the advertised product, service or company can demonstrate a significant environmental advantage over its competitors or a significant improvement on its previous formulation, components, packaging, method of manufacture or operation. |
| Last updated | 21 April 2005 | |

Information supplied by: [Hesketh Henry](#)
[Erich Bachmann](#)
[Monica Choy](#)

Disclaimer

The information set out above is only intended to provide a general overview of the subject matter covered. It is not a substitute for legal advice, which should be obtained for each individual situation, from a suitably qualified and experienced local lawyer.

If you wish to email this article to a colleague please type in their email address below and click on "Send Article":

<< [Please click here to go back](#)

Legislation Article

Information supplied by



If you wish to email this article to a colleague please type in their email address at the bottom of the page and click on "Send Article"

| | |
|-----------------------------------|---|
| Subject | Health & Beauty |
| Country | New Zealand |
| Contact | Erich Bachmann/Monica Choy |
| General legal framework | The advertising of health and beauty products is primarily self-regulated unless the product is classified as a "medicine" under the Medicines Act 1981 in which case strict compliance with the Act is required. |
| General self-regulatory framework | The ASA Code for Advertising of Weight Management and the ASA Therapeutic Products Advertising Code govern the advertising of health and beauty products. It is also recommended that advertisements relating to health and beauty products be pre-vetted and approved by the Therapeutic Advertising Pre-vetting System (TAPS), although such approval is not mandatory for weight management advertisements. |
| The subject of the rules | The Regulations on the advertising of health and beauty products is strictly regulated. There are many conditions, requirements and unacceptable practices. Please see the individual codes for detailed information. Any medical and scientific claims made about health and beauty related products should be capable of substantiation. Advertising of these products must be truthful and not misleading. |
| Restrictions to the activity | Dietary supplements that are not registered as medicines should not claim weight loss benefits and advertisements of such products should not use statements such as "lose weight" or "trim down". The Weight Management Code applies to weight management products which include nutrition and exercise as features. The Code does not apply to advertisements with therapeutic claims that advertise medicines, dietary supplements or medical devices which are covered by the Therapeutic Products Advertising Code. Testimonials are permitted only for products advertised under the Weight Management Code. Such testimonials should be valid, current, documented and verifiable. By contrast, testimonials are not permitted in the advertisement of medicines. Advertisements for vitamins must not represent that vitamins supplements are a substitute for good nutrition or a balanced diet, and/or are superior to, or more beneficial than, dietary nutrients or that normal health may be affected by not taking vitamin supplements. |
| Last updated | 07 July 2006 |

Information supplied by: [Hesketh Henry](#)
[Erich Bachmann](#)
[Monica Choy](#)

Disclaimer

The information set out above is only intended to provide a general overview of the subject matter covered. It is not a substitute for legal advice, which should be obtained for each individual situation, from a suitably qualified and experienced local lawyer.

If you wish to email this article to a colleague please type in their email address below and click on "Send Article":

<< [Please click here to go back](#)

Legislation Article

Information supplied by



If you wish to email this article to a colleague please type in their email address at the bottom of the page and click on "Send Article"

| | | |
|--|--|--|
| Subject | Pharmaceuticals | |
| Country | New Zealand | |
| Contact | Erich Bachmann/Monica Choy | |
| General legal framework | The legal base for the control of advertisements of medicines for human use is contained in the Medicines Act 1981 and the Medicines Regulations 1984. Medsafe, a unit within the Ministry of Health is charged with the responsibility of administering the Act and the Regulations and parts of the Misuse of Drugs Act 1975. | |
| General self-regulatory framework | The advertising of medicines is also regulated by the ASA Therapeutic Products Advertising Code and the Therapeutic Services Advertising Code. The Researched Medicines Industry Association of New Zealand (RMI) Code of Practice contains additional requirements which must be taken into account for advertising of medicines directly to consumers. All advertising and promotional material relating to medicines must be pre-vetted and approved by the Therapeutic Advertising Pre-vetting System (TAPS). | |
| The subject of the rules | The advertising of all medicines, other than controlled drugs as defined in the Misuse of Drugs Act 1975, directly to consumers is legal in New Zealand. Advertisements for Class A, Class B and Class C controlled drugs as defined in the Misuse of Drugs Act 1975 may only be directed to healthcare practitioners and in appropriate media. Medicines that are advertised directly to consumers must observe the RMI Code and the ASA Codes of Practice. Advertisements must not encourage inappropriate or excessive use of medicines and must contain certain mandatory information to encourage responsible use. Advertisements must also contain truthful and balanced representations and substantiated claims. Advertisements should not unduly glamorise products or services or contain testimonials or refer directly to serious disease, conditions, ailments or defects without approval from the Trans-Tasman Therapeutic Products Agency. | |
| Restrictions relating to products or services | <i>Pharmaceuticals</i> | All advertisements relating to medicines must be pre-vetted and approved by the Therapeutic Advertising Pre-vetting System. The Medicines Act prohibits the use of testimonials or professional endorsements in relation to products classified as medicines. Advertisements should not contain statements or claims that the products are safe or that their use cannot cause harm or that they have no side effects or risks associated with use or contain any statements which are likely to lead persons to believe that they are suffering from a serious ailment or that they may suffer harmful consequences if they do not use the product. Comparative advertising must be balanced and must not be misleading either about the product advertised or any therapeutic product with which comparison is being made. Comparative advertisements must not be disparaging but must be factual, fair and already substantiated, referenced to the source and reflective of the body of available evidence. In comparing products, advertisements must not discourage consumers from taking therapeutic products prescribed by a healthcare practitioner. Scientific information within an advertisement must be presented in an accurate manner. Scientific terminology must be appropriate, clearly communicated and able to be readily understood by the audience. Publication of research results in an advertisement must identify the researcher and the financial sponsor of the research. Advertisements must not unduly glamorise products or services. |
| Upcoming changes | Currently, the New Zealand and Australian Governments are working together to establish a trans-Tasman agency to regulate therapeutic products in both countries. This will see the development and adoption of a new regulatory framework in legislation underpinning the joint agency. The Medicines Act and the Medicines Regulations will be repealed and replaced by the new regulatory framework. The new trans-Tasman agency will also replace Medsafe and be accountable to both the New Zealand and Australian Governments. It is not expected to commence operations until July 2007 when the new legislation will be passed. In the meantime, the Medicines Act and the Medicines Regulations continue to govern therapeutic products in New Zealand. | |
| Last updated | 07 July 2006 | |

Information supplied by: [Hesketh Henry](#)
[Erich Bachmann](#)
[Monica Choy](#)

[Disclaimer](#)

Legislation Article

Information supplied by



If you wish to email this article to a colleague please type in their email address at the bottom of the page and click on "Send Article"

| | |
|-----------------------------------|---|
| Subject | Motors |
| Country | New Zealand |
| Contact | Erich Bachmann/Monica Choy |
| General self-regulatory framework | Advertising of vehicles is governed by the ASA Code for Advertising Vehicles and the Code for Road Safety in Advertising. |
| The subject of the rules | Advertisements for motor vehicles should avoid portraying or referring to practices that encourage or condone unsafe, illegal, dangerous, anti-social or irresponsible behavior. |
| Restrictions to the activity | Advertisements should not demonstrate any actions by any road user or vehicle on a public road which would constitute a traffic offence or would encourage unsafe practices. Advertisements should not glorify excessive speed or unsafe driving practices such as cyclists or motor cyclists without helmets or persons not wearing seatbelts where they are normally worn. Advertisements should not associate driving with alcohol consumption unless the advertising has the aim of disparaging such practices. Advertisements portraying off-road driving should observe a due sense of responsibility to the environment. All advertisements must be true and not misleading and comparative advertising claims and performance claims must be supported by adequate substantiations. Advertisers are able to seek advice from the Land Transport Safety Authority on matters relating to safety. |
| Last updated | 07 July 2006 |

Information supplied by: [Hesketh Henry](#)
[Erich Bachmann](#)
[Monica Choy](#)

Disclaimer

The information set out above is only intended to provide a general overview of the subject matter covered. It is not a substitute for legal advice, which should be obtained for each individual situation, from a suitably qualified and experienced local lawyer.

If you wish to email this article to a colleague please type in their email address below and click on "Send Article":

<< [Please click here to go back](#)

Legislation Article

Information supplied by



If you wish to email this article to a colleague please type in their email address at the bottom of the page and click on "Send Article"

| | | |
|---|--|---|
| Subject | Children | |
| Country | New Zealand | |
| Contact | Erich Bachmann / Monica Choy | |
| General legal framework | The issue of advertising to children has become an area of increasing concern in New Zealand particularly with regard to food advertising, which has resulted in a new Code for Advertising to Children. However, there is no specific legislation in relation to advertising to children. | |
| General self-regulatory framework | The ASA Codes including the Advertising Code of Ethics, the Code for Advertising of Food, the Code for People in Advertising and the Code for Advertising to Children regulate advertisements to children. | |
| The subject of the rules | The general principle behind the self-regulatory framework is that all advertisements should be socially responsible, should be truthful, should not glamorise excessive consumption of "treat foods" and should take special care when advertising to children. | |
| Restrictions relating to products or services | <i>Alcoholic beverages</i> | Liquor advertisements should not have the appearance of special appeal to minors (persons under the age of 18). Advertisements should be directed to adult audiences and should not use or refer to identifiable hero's or heroines of the young (individuals or groups of people who have achieved particular celebrity status with minors and includes cartoon and other imaginative characters). Persons visually prominent in a liquor advertising depicting liquor being consumed shall appear to be at least 25 years of age with their behavior and appearance clearly appropriate for people at that age or older. Minors may appear in advertisements only in situations where they would naturally be found, for example, in a family BBQ, provided that there is no direct or implied suggestion that they will serve or consume liquor. |
| Restrictions to the public | <i>Children and adolescents</i> | Food - Advertisements directed at children should observe a high standard of social responsibility and should not actively encourage children to eat or drink excessive amounts of treat foods and should encourage children to eat healthy balanced foods. Weight Management Products - Advertisements for slimming products or food sold as an aid to slimming should not be directed to children. |
| Others | Gaming and Betting - Gambling advertisements should not be directed at minors (persons under the age of 20), have strong or evident appeal to minors, nor portray minors participating in activities in which they are under the legal age. Minors may appear in situations in which they would be naturally found (e.g. a family meal), provided there is no direct or implied suggestion that they will participate in the gaming. | |
| Last updated | 07 July 2006 | |

Information supplied by: [Hesketh Henry](#)
[Erich Bachmann](#)
[Monica Choy](#)

Disclaimer

The information set out above is only intended to provide a general overview of the subject matter covered. It is not a substitute for legal advice, which should be obtained for each individual situation, from a suitably qualified and experienced local lawyer.

If you wish to email this article to a colleague please type in their email address below and click on "Send Article":

<< [Please click here to go back](#)

Legislation Article

Information supplied by



If you wish to email this article to a colleague please type in their email address at the bottom of the page and click on "Send Article"

| | |
|-----------------------------------|--|
| Subject | Financial products and services |
| Country | New Zealand |
| Contact | Erich Bachmann/Monica Choy |
| General legal framework | The Securities Act 1978 ("Act") and the Securities Regulations 1983 ("Regulations") govern the advertising of financial products. The Act and the Regulations are enforced by the Securities Commission. The Code should be read in conjunction with the Regulations, the Credit Contracts and Consumer Finance Act 2003 and the Fair Trading Act 1986. In addition the Fair Trading Act 1986 prohibits misleading and deceptive conduct in trade. Advertisements should therefore be truthful and not contain misleading or deceptive statements. |
| General self-regulatory framework | n/a |
| The subject of the rules | Financial advertisements are advertisements for the borrowing, lending, saving or investment of money, for guarantees, financial instruments and the purchase or sale of securities. Financial advertisements should observe a high standard of social responsibility and comply with the laws of New Zealand and appropriate industry standards. Financial advertisements should be truthful, clear, and should not mislead, deceive or confuse consumers. |
| Restrictions to the activity | Attention is drawn to the strict provisions of the Act which contain a number of restrictions on financial advertisements. Attention is also drawn to section 30 of the Reserve Bank of New Zealand Act 1989 which requires the prior consent of the Reserve Bank for the reproduction of banknotes in an advertisement where they are likely to be confused or mistaken for the real thing. |
| Last updated | 09 July 2006 |

Information supplied by: [Hesketh Henry](#)
[Erich Bachmann](#)
[Monica Choy](#)

Disclaimer

The information set out above is only intended to provide a general overview of the subject matter covered. It is not a substitute for legal advice, which should be obtained for each individual situation, from a suitably qualified and experienced local lawyer.

If you wish to email this article to a colleague please type in their email address below and click on "Send Article":

<< [Please click here to go back](#)

Legislation Article

Information supplied by



If you wish to email this article to a colleague please type in their email address at the bottom of the page and click on "Send Article"

| | |
|-------------------------------------|--|
| Subject | Gaming & Betting |
| Country | New Zealand |
| Contact | Erich Bachmann/Monica Choy |
| General legal framework | Advertising of Gaming and Gambling is covered by the Gambling Act 2003 and the Advertising Standards Authority Code for Advertising Gaming and Gambling ("Code"). "Gambling" means the paying or staking of consideration on the outcome of something seeking to win money when the outcome depends wholly or partly on chance and includes a sales promotion scheme, bookmaking and betting on the outcome of a sporting event. |
| The subject of the rules | Pursuant to the Code advertisements should comply with the laws of New Zealand and observe a high standard of social responsibility and should not encourage excessive gambling. Advertisements should not promote reliance on gambling as a means of relieving a person's financial or personal difficulties. Advertisements should not be directed at minors (persons under the age of 20), have strong or evident appeal to minors, nor have minors appear in situations in which they would not naturally be found. Advertisements should not state or imply a promise of winning or portray unrealistic outcomes. Advertisements should not state or imply that a player's skill can influence the outcome of a game unless that is the case. |
| Restrictions to the activity | The Act prohibits the publishing of overseas gambling advertisements in New Zealand unless such advertisement contains a health warning message concerning gambling. All advertisements for gambling within New Zealand are subject to the Code. Gambling advertisements should be truthful, clear and should not mislead, deceive or confuse the public. |
| Last updated | 09 July 2006 |

Information supplied by: [Hesketh Henry](#)
[Erich Bachmann](#)
[Monica Choy](#)

Disclaimer

The information set out above is only intended to provide a general overview of the subject matter covered. It is not a substitute for legal advice, which should be obtained for each individual situation, from a suitably qualified and experienced local lawyer.

If you wish to email this article to a colleague please type in their email address below and click on "Send Article":

<< [Please click here to go back](#)

Legislation Article

Information supplied by



If you wish to email this article to a colleague please type in their email address at the bottom of the page and click on "Send Article"

| | | |
|---|--|--|
| Subject | Tobacco | |
| Country | New Zealand | |
| Contact | Erich Bachmann/Monica Choy | |
| General legal framework | Any promotion and advertising of tobacco products and sponsorship advertising by tobacco companies must comply with the provisions of the Smoke-Free Environments Act 1990. The Act also controls the marketing of tobacco products at point of sale. | |
| General self-regulatory framework | The ASA Therapeutic Products Advertising Code governs the advertising of all smoking deterrent products and services. | |
| The subject of the rules | All tobacco product advertising is banned in New Zealand unless the advertisement appears in a book, magazine or newspaper printed outside New Zealand or in any radio or television transmission originating outside New Zealand, or in any film or video recording made outside New Zealand. Exemptions apply to retailers of tobacco products at point of sale and to persons who offer tobacco products for sale by way of automatic vending machines. | |
| Restrictions relating to products or services | <i>Tobacco</i> | Pharmaceuticals - advertisements for smoking deterrents that are considered to be therapeutic products must contain health warnings such as "Use only as directed" and "If symptoms persist see your healthcare professional". Retailers advertising tobacco products at point of sale must not allow tobacco products to be visible from outside the retailer's place of business and must display certain health messages at each point of sale. |
| Last updated | 09 July 2006 | |

Information supplied by: [Hesketh Henry](#)
[Erich Bachmann](#)
[Monica Choy](#)

Disclaimer

The information set out above is only intended to provide a general overview of the subject matter covered. It is not a substitute for legal advice, which should be obtained for each individual situation, from a suitably qualified and experienced local lawyer.

If you wish to email this article to a colleague please type in their email address below and click on "Send Article":

<< [Please click here to go back](#)

Legislation Article

Information supplied by



If you wish to email this article to a colleague please type in their email address at the bottom of the page and click on "Send Article"

| | |
|-------------------------------------|---|
| Subject | Alcohol |
| Country | New Zealand |
| Contact | Erich Bachmann/Monica Choy |
| General legal framework | The Advertising Standards Authority Code for Advertising Liquor governs liquor advertising in New Zealand. It is strongly recommended that all liquor advertisements be submitted to the Liquor Advisory Pre-vetting System (LAPS). The adjudicator of LAPS will advise whether the proposed advertisement complies with the spirit and intention of the Codes. If a liquor advertisement does not have approval from the LAPS adjudicator, the media will most likely not publish the advertisement. |
| The subject of the rules | The general principle behind the self-regulatory framework for alcohol advertising is that all advertisements should be socially responsible, should not glamorise excessive drinking or the effects of alcohol consumption and should not lead people to adopt styles of drinking that are unwise by suggesting that drinking can overcome boredom, loneliness or other problems. Advertising of alcohol in all media must comply with the Codes. Advertisements may not be shown on television between 6:00 am and 8:30 pm and may not offer motor vehicles or boats as prizes in any competition. Liquor advertisements should be directed to adult audiences and not at minors or appeal to minors (currently defined as persons under the age of 20). Advertisements must not be sexually provocative or suggestive or suggest any link between alcohol and sexual performance. Persons appearing in advertisements should appear to be at least 25 years of age and should not include minors (unless they would naturally be there, e.g. in a family barbecue). Advertisements should not use or refer to identifiable heroes or heroines of the young (including individuals or groups of people who have achieved particular celebrity status with minors including cartoon and other imaginative characters). |
| Restrictions to the activity | Particular care should be taken in respect of children see below. •Liquor advertisements shall be directed to adult audiences. •Liquor advertisements shall not be directed at minors nor have strong or evident appeal to minors in particular. •Liquor advertisements shall not be shown on television between 6am and 8.30pm. Liquor advertisements shall not use or refer to identifiable heroes or heroines of the young. |
| Last updated | 09 July 2006 |

Information supplied by: [Hesketh Henry](#)
[Erich Bachmann](#)
[Monica Choy](#)

Disclaimer

The information set out above is only intended to provide a general overview of the subject matter covered. It is not a substitute for legal advice, which should be obtained for each individual situation, from a suitably qualified and experienced local lawyer.

If you wish to email this article to a colleague please type in their email address below and click on "Send Article":

<< [Please click here to go back](#)