



**JohnKaye**  
MEMBER OF THE LEGISLATIVE COUNCIL  
PARLIAMENT OF NEW SOUTH WALES

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Parliament House  
Macquarie Street Sydney NSW 2000  
P (02) 9230 2668 F (02) 9230 2586  
john.kaye@parliament.nsw.gov.au  
www.johnkaye.org.au



Mark Paterson, Director-General  
Office of Liquor, Gaming and Racing  
GPO Box 7060  
Sydney NSW 2001

31 January 2013

Dear Mr Paterson,

**RE: The provision of free alcohol by Woolworths as part of their Everyday Reward scheme**

I draw your attention to a loophole in the regulation of liquor promotions. It appears that, under current regulatory arrangements packaged liquor outlets are able to offer free alcoholic drinks or deals that constitute an extreme discount to customers.

I was contacted recently by a concerned constituent about an offer they had received from Woolworths as a "Receipt Reward". The offer was: *"a Bonus 6 Pk Sol Mexican Beer, when you purchase a bottle of South Island Marlborough Sauvignon Blanc and present this receipt at any BWS or Woolworths liquor stores"*. This person works within the community and deals with the impacts of alcohol on families and individuals and was understandably concerned about the irresponsible nature of that promotion of multiple free alcoholic drinks.

The Liquor Promotion Guidelines published in accordance with section 102 of the Liquor Act 2007 states that the promotion of multiple free drinks, two for one offers and extreme discounts are considered unacceptable risks for on-premises liquor licences. However, the guidelines make no clear comment on these activities for packaged liquor outlets. This is a gap in the protection measures that need to be addressed.

The regulations cannot control or minimise harm once the alcoholic drink has been taken off the premises. It is therefore important to ensure that package liquor outlets supply alcohol responsibly at all times. NSW Police Commissioner Scipion's statements to the media last year (*'Police chief pushes for bottle shop clampdown'*, Sydney Morning Herald, 14 May 2012) connected the supply of alcohol through bottle shops with the failure of the frequency of alcohol-related domestic assault to decrease as non-domestic alcohol-related assault has. Allowing package liquor outlets, which are increasing in number, to continue with their questionable liquor promotions is not in the public interest.

I urge you to reassess the Liquor Promotion Guidelines and strengthen the existing provisions to specifically incorporate a responsibility for packaged liquor outlets to conduct the same or similar Promotion Risk Assessment Guide that on-premises licences are required to do. The supply of multiple free alcoholic drinks, extremely discounted alcohol and two for the price of one offers are irresponsible methods of liquor promotion and are at odds with the stated aim of the liquor laws to minimise harm associated with the misuse and abuse of liquor.

Yours sincerely,

John Kaye