

14 April 2021

Hon Kris Faafoi
Minister of Justice
Parliament Buildings
Wellington 6160

Via e-mail

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Service**

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Fakaalofa lahi atu kia koe Minister Faafoi,

I am writing this letter to support your recent comments and thoughts on the benefits of reviewing the *Sale and Supply of Alcohol Act* to ensure it is fit for purpose and operates effectively. Evidence shows that the current Act doesn't serve our Pacific and Māori communities in Aotearoa New Zealand as it is currently ineffective at minimising alcohol-related harm.

Pacific and Māori are disproportionately impacted due to the harms of alcohol, especially young people. In South Auckland the density of alcohol outlets is high, evidence links higher alcohol outlet density with higher consumption and higher harm from alcohol (1). The South Auckland area has a much higher proportion of Pacific people compared to the national average. South Auckland has proportionally more people in the most deprived areas than less deprived areas of the population (2). In alcohol licensing the voice of community has not been prioritised and access for community in particular Pacific and Māori is poor. An analysis conducted of alcohol licenses across Auckland from 1st July 2014 – 30th June 2018, resulted in only a 2% success rate for community oppositions compared to 86% or 155 licenses opposed by community which were declined (licenses were granted) (3). Anecdotally, successful objections from community are less likely from deprived areas but from affluent backgrounds with either legal support or they have a legal background.

Kids'Cam research exposed urgent equity issues, Pacific young people have 3 times higher and Māori young people have 5 times higher exposure to alcohol advertising than other ethnicities. This is highly inequitable and research has concluded there is a causal relationship between alcohol marketing and youth drinking (4). Increased exposure to alcohol marketing is linked to early onset of alcohol consumption and more hazardous drinking patterns (5). Evidence is clear that section 237 of the Act and the Advertising Standards Agency (ASA) voluntary code does not work or protect young people and general public from the harms caused by alcohol marketing exposure.



The Sale and Supply of Alcohol Act 2012 is not fit for purpose as it does not prioritise community voice and does not allow public health to reduce outlet density in priority areas. The Act continues to inequitably expose Pacific and Māori to greater alcohol harm. The Law Commission 2010 does provide clear recommendations to protect young people and general public from harms of alcohol marketing (6). Reducing alcohol advertising and reducing outlet density are known as the World Health Organisations 'Best Buys'(7) to prevent alcohol related harm and contributes to the Government's Child Wellbeing Budget Priorities (8).

There is an urgent need to review the Act to ensure we are protecting our communities from alcohol-related harm. I kindly urge you to please progress your thoughts and comments to review the Act into formal action.

Fakaue and Kind Regards,

Dr Collin Tukuitonga

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