Alcohol Point-Of-Sale: A brief overview

Why does point-of-sale promotion matter?
Point of Sale (POS) promotions refer to promotional materials, events and specials that are found within a store or venue, at the point where a purchase can be made. For alcohol, this can be either at bottle shops, or licensed venues such as bars, pubs and clubs. It is clear that reducing the price of alcohol, or offering ‘incentives’ for purchase (such as free gifts or competitions), increases the amount of alcohol consumed, particularly among young people.

How do I make a complaint?
The Office of Liquor, Gaming and Racing investigates complaints of possible breaches of liquor and gaming laws.
To make a complaint...
The Advertising Standards Board reviews complaints about advertisements for alcohol promotions.
To make a complaint...
By post: The Advertising Standards Board
Level 2
97 Northbourne Avenue
TURNER ACT 2612
By fax: (02) 6262 9833
Online: www.advertisingstandardsbureau.com.au

Key Points
- Point of Sale (POS) promotions refer to promotional materials found within a store or venue, such as a bottle shop
- These promotions usually offer free alcohol or entry to competitions and can increase the amount of alcohol consumed, particularly among young people
- In pubs & clubs the New South Wales Liquor Industry Code provides a framework of practices which are considered acceptable and reasonable for alcohol promotions
- There is currently no code of practice or specific regulations relating to point-of-sale promotions in bottle shops

What Can I Do?
- Make a complaint! If you see a POS promotion that you think breaks the Liquor Industry Code or that encourages excessive alcohol consumption, lodge a complaint with the Office of Liquor, Gaming and Racing or the Advertising Standards Board.

Other Fact Sheets in this Series
- POS2: Alcohol Point-Of-Sale: What are the issues?
- POS3: Alcohol Point-Of-Sale: What are the rules?
- POS4: Alcohol Point-Of-Sale: How do I complain?
- POS5: Alcohol Point-Of-Sale: The Liquor Industry Code of Practice
- POS 6: Alcohol Point-Of-Sale: Further reading

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Please send a copy of your complaint to us for our records:
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Action on Alcohol Marketing (POS1)