

---

# Review of the alcohol delivery reforms – Stage 2

---

Statutory report

December 2023

# Contents

Executive summary .....	2
Findings of the Review.....	3
Introduction.....	5
Background to the legislation.....	5
Statutory requirements for the Review .....	6
Evidence to inform Review.....	7
Discussion of key findings.....	8
Implementation and operation of same day alcohol reporting requirements .....	8
Policy objectives and terms of the Act.....	9
Emerging trends and technologies.....	12
Harm minimisation measures .....	15
Direct and social media marketing and vulnerable communities.....	17
Appendix A.....	19

# Executive summary

## Background to Stage 2 of the Review

In November 2020, Schedule 3 of the *Liquor Amendment (Night-time Economy) Act 2020* introduced changes to the *Liquor Act 2007* (the Act) and Liquor Regulation 2018 to address the heightened risk of minors or intoxicated people accessing alcohol through delivery services.

Section 114R of the *Liquor Act 2007* requires the Minister to review the operation of the Act in two stages. A report on Stage 1 of the Review was tabled in Parliament in May 2023.<sup>1</sup> This report is for Stage 2 of the Review.

The objectives of Stage 2 of the Review were as follows:

1. Assess the implementation and operation of same day alcohol reporting requirements
2. Assess (a) the extent to which the policy objectives in relation to same day deliveries, including rapid delivery, remain valid, and (b) the extent to which the terms of Division 1B of Schedule 3 of the *Liquor Act 2007* are appropriate for securing these objectives
3. Examine emerging trends and technologies relevant to liquor deliveries that are not same day deliveries
4. Assess whether there are any additional harm minimisation measures that may be appropriate for liquor deliveries
5. Assess the extent to which direct and social media marketing and the collection of consumer data have been used to target vulnerable communities, in relation to liquor deliveries.

Evidence to inform the Review was collected from various sources, including:

- key stakeholder interviews
- written submissions
- surveys of alcohol delivery consumers and delivery drivers
- commissioned research into NSW minors accessing alcohol delivery services and alcohol delivery marketing practices
- a literature review.

## Summary of findings

Overall, stakeholders were broadly supportive of the reforms and thought that the policy objectives remained valid. In relation to the same day alcohol reporting requirements, industry stakeholders felt that the requirements were administratively burdensome. Other stakeholders, however, offered suggestions for how the data collected in response to the reporting requirements could be used to inform decision making and better understand alcohol-related harm.

Stakeholders expressed mixed views regarding alcohol delivery trading hours as well as a possible two hour pause between the time of order and time of delivery. Some stakeholders advocated for a reduction in trading hours, whereas other stakeholders argued for maintaining the current framework. Some stakeholders also supported the extension of same day delivery requirements to other liquor deliveries (i.e., not same day) to minimise harm and simplify legislation, though other stakeholders argued that this would pose a significant additional regulatory burden on delivery

---

<sup>1</sup> Liquor & Gaming NSW (2023, May). *Review of Alcohol Delivery Reforms - Stage 1: Supplementary Report*. Parliament of New South Wales. <https://www.parliament.nsw.gov.au/tp/files/84378/Review%20of%20Alcohol%20Delivery%20Reforms%20Stage%201%20Review%20-%20Supplementary%20Report.pdf>

providers, particularly when there is little evidence to suggest that such deliveries are causing harm.

Few emerging trends or technologies in relation to other liquor deliveries were identified by stakeholders. Alcohol promotions, ‘buy now, pay later’ schemes, and the potential use of drones and autonomous vehicles to deliver alcohol were among the trends and technologies identified by stakeholders, although several of these concepts are already prohibited or regulated under NSW legislation.

Commissioned research into NSW minors accessing alcohol delivery services and alcohol delivery marketing practices found that 8% of minors (12 – 17 year-olds) who had consumed alcohol without their parents’ knowledge in the last year, had used an alcohol delivery service to access alcohol. Minors also reported seeing advertisements for alcohol delivery services mostly via TV and social media. The research also found that awareness of alcohol delivery advertisements on social media was high among some vulnerable groups.

## Findings of the Review

The key finding of Stage 2 of the Review is that the policy objectives of the Act and its supporting legislation, remain valid and that the terms of the Act remain appropriate for securing those objectives.

In all, this report makes 16 findings relating to the objectives of Stage 2 of the Review. The findings reflect the evidence collected to inform the review.

Key theme	Findings
<b>Implementation and operation of same day alcohol reporting requirements</b>	<ol style="list-style-type: none"> <li>1. Reported data may be inaccurate and incomplete because it is self-reported and it is not possible to identify which licensees are offering alcohol delivery as some licensees do not offer alcohol delivery despite being authorised to do so. Easing the reporting requirements would help to relieve the administrative burden on licensees and improve data accuracy, thereby making the data more useful to Liquor &amp; Gaming NSW and the Independent Liquor &amp; Gaming Authority.</li> <li>2. Liquor &amp; Gaming NSW cannot identify which licensees are offering alcohol delivery.</li> </ol>
<b>Policy objectives and terms of the Act</b>	<ol style="list-style-type: none"> <li>3. The policy objectives in relation to same day deliveries, including rapid delivery, remain valid.</li> <li>4. The Trusted Digital Identity Framework (TDIF) will be dissolved in its current form once the Commonwealth Government passes its Digital Identity Bill 2023. This will impact the existing age verification requirements in the <i>Liquor Act 2007</i> which reference the TDIF. Consequently, an alternative and permanent mechanism for age verification at the point of sale will need to be established in order for industry to meet the requirements set out by section 114HA of the Act.</li> <li>5. There is insufficient evidence to support changes to trading hours for same day alcohol delivery in the absence of broader consideration of trading hours across all types of packaged liquor licences.</li> <li>6. While a significant portion of people who had used a same day alcohol delivery service had used a rapid delivery service (alcohol delivered within two hours), stronger evidence that is specific to the NSW context, including the impact to industry, is required to support any changes that would delay delivery of alcohol from the time of sale.</li> <li>7. There is broad support for adding Responsible Supply of Alcohol Training certification to the NSW Competency Card and/or the Service NSW app.</li> <li>8. The Responsible Supply of Alcohol Training is sufficient to teach the skills needed to comply with the same day alcohol delivery requirements.</li> <li>9. The requirement for deliveries to only be delivered to the adult nominated on the order may be resulting in increased risk of harm to drivers (e.g., physical or verbal assault</li> </ol>

	when deliveries are refused) and there is a lack of evidence to suggest that this requirement is associated with a reduction in alcohol-related harm.
<b>Emerging trends and technologies</b>	<p>10. There is an increasing trend for consumers to use 'buy now, pay later' schemes as it allows high risk and vulnerable people experiencing financial hardship to more easily access alcohol.</p> <p>11. Potential risks in relation to the delivery of alcohol by drones and autonomous vehicles have been identified by stakeholders and in the research literature.</p>
<b>Harm minimisation measures</b>	<p>12. There is limited evidence in relation to harm associated with other liquor deliveries.</p>
<b>Direct and social media marketing and vulnerable communities</b>	<p>13. Consumers using same day alcohol delivery services are more concentrated in high-income inner-city areas, particularly in state capitals in Australia.</p> <p>14. Consumer groups such as minors and at-risk drinkers experience a greater proportion of direct and social media marketing.</p> <p>15. A high proportion of people of Aboriginal and/or Torres Strait Islander heritage, and those who drink to cope with high levels of stress, had seen advertisements on social media promoting alcohol delivery services in the last year.</p> <p>16. 8% of minors who had consumed alcohol without their parents' knowledge had accessed alcohol from a delivery provider.</p>

# Introduction

## Background to the legislation

In NSW, the number of packaged liquor licences that only deliver alcohol and have no physical store has increased by nearly 700% in three and a half years, from 105 in March 2020 to 816 in October 2023.<sup>2</sup> There is strong evidence that greater availability of alcohol is associated with higher alcohol consumption and a range of alcohol-related harms.<sup>3</sup> There is also emerging evidence that the growth in online alcohol sales is putting young people at risk<sup>4,5,6,7</sup> and contributing to risky drinking.<sup>8,9,10</sup>

In November 2020, the *Liquor Amendment (Night-time Economy) Act 2020* introduced changes to the *Liquor Act 2007* (the Act) and Liquor Regulation 2018 to address the heightened risk of minors or intoxicated people accessing alcohol through delivery services by establishing a comprehensive framework for managing these risks.

The reforms aimed to:

- lift related standards so they are more comparable to the requirements imposed on licensed premises for same day alcohol deliveries, including rapid delivery
- ensure that same day delivery providers manage the risks associated with their business
- ensure the liquor laws for same day alcohol deliveries are fit for purpose in a world where online alcohol sales and delivery continues to grow in popularity
- ensure that people making same day deliveries have the right skills to effectively comply with the new regulatory requirements
- ensure that people making same day deliveries have the right skills to identify and refuse delivery to minors and intoxicated people and manage their own personal safety.

Further information about the alcohol delivery reforms can be found on the [Liquor & Gaming NSW website](#).

<sup>2</sup> Liquor & Gaming NSW. (2023, 19 October). *Licensed premises data*. State of New South Wales, Liquor & Gaming NSW. <https://www.liquorandgaming.nsw.gov.au/resources/liquor-licence-data>

<sup>3</sup> Livingston, M., Wilkinson, C., & Room, R. (2015). *Community impact of liquor licences: An evidence check rapid review*. The Sax Institute for the NSW Ministry of Health. <https://www.saxinstitute.org.au/wp-content/uploads/Community-impact-of-liquor-licences-1.pdf>

<sup>4</sup> Mojica-Perez, Y., Callinan, S., & Livingston, M. (2019). *Alcohol home delivery services: An investigation of use and risk*. Centre for Alcohol Policy and Research, La Trobe University. [www.fare.org.au/wp-content/uploads/Alcohol-home-delivery-services.pdf](http://www.fare.org.au/wp-content/uploads/Alcohol-home-delivery-services.pdf)

<sup>5</sup> Van Hoof, J. J., Van Den Wildenberg, E., & De Bruijn, D. (2014). Compliance with legal age restrictions on adolescent alcohol sales for alcohol home delivery services (AHDS). *Journal of Child & Adolescent Substance Abuse*, 23(6), 359-361. <https://doi.org/10.1080/1067828X.2012.730119>

<sup>6</sup> Williams, R. S., & Ribisl, K. M. (2012). Internet alcohol sales to minors. *Archives of Pediatrics & Adolescent Medicine*, 166(9), 808-813. [doi:10.1001/archpediatrics.2012.265](https://doi.org/10.1001/archpediatrics.2012.265)

<sup>7</sup> Fletcher, L. A., Toomey, T. L., Wagenaar, A. C., Short, B., & Willenbring, M. L. (2000). Alcohol home delivery services: A source of alcohol for underage drinkers. *Journal of Studies on Alcohol*, 61(1), 81-84. <https://doi.org/10.15288/jsa.2000.61.81>

<sup>8</sup> Mojica-Perez, Y., Callinan, S., & Livingston, M. (2019). *Alcohol home delivery services: An investigation of use and risk*. Centre for Alcohol Policy and Research, La Trobe University. [www.fare.org.au/wp-content/uploads/Alcohol-home-delivery-services.pdf](http://www.fare.org.au/wp-content/uploads/Alcohol-home-delivery-services.pdf)

<sup>9</sup> VicHealth (2020). *On-demand alcohol delivery services and risky drinking*. VicHealth. [www.vichealth.vic.gov.au/search/alcohol-delivery-risky-drinking](http://www.vichealth.vic.gov.au/search/alcohol-delivery-risky-drinking)

<sup>10</sup> Fletcher, L. A., Nugent, S. M., Ahern, S. M., & Willenbring, M. L. (1996). The use of alcohol home delivery services by male problem drinkers: A preliminary report. *Journal of Substance Abuse*, 8(2), 251-261. [https://doi.org/10.1016/S0899-3289\(96\)90293-X](https://doi.org/10.1016/S0899-3289(96)90293-X)

---

## Statutory requirements for the Review

In accordance with section 114R of the Act, the Review examined the operation of the Act in two stages:

- Stage 1 - the requirement to provide evidence of age and identity for same day deliveries and other liquor deliveries
- Stage 2 - same day deliveries and other liquor deliveries.

A report on Stage 1 of the review was tabled in Parliament in May 2023, which included a detailed analysis of the findings and actions to be undertaken in response to the identified issues.<sup>11</sup>

As per Division 1B Section 114R of the Act, Stage 2 must include a review of the operation of the Act in relation to same day liquor deliveries and other liquor deliveries. A report on the outcomes of Stage 2 of the Review is to be tabled in each House of Parliament by 31 December 2023.

The objectives of Stage 2 of the Review, consistent with the statutory requirements under the Act, were as follows:

1. Assess the implementation and operation of same day alcohol reporting requirements
2. Assess (a) the extent to which the policy objectives<sup>12</sup> in relation to same day deliveries, including rapid delivery, remain valid, and (b) the extent to which the terms of Division 1B of Schedule 3 of the Act are appropriate for securing these objectives
3. Examine emerging trends and technologies relevant to liquor deliveries that are not same day deliveries
4. Assess whether there are any additional harm minimisation measures that may be appropriate for liquor deliveries
5. Assess the extent to which direct and social media marketing and the collection of consumer data have been used to target vulnerable communities, in relation to liquor deliveries.

---

<sup>11</sup> Liquor & Gaming NSW (2023, May). *Review of Alcohol Delivery Reforms - Stage 1: Supplementary Report*. Parliament of New South Wales. <https://www.parliament.nsw.gov.au/tp/files/84378/Review%20of%20Alcohol%20Delivery%20Reforms%20Stage%201%20Review%20-%20Supplementary%20Report.pdf>

<sup>12</sup> The policy objectives are (1) to lift related standards so they are more comparable to the requirements imposed on licensed premises; (2) to ensure that same-day delivery providers – those offering alcohol through fast or same-day delivery – manage the risks associated with their business; (3) to ensure that the liquor laws are fit for purpose in a world where online alcohol sales and delivery continues to grow in popularity; and (4) to ensure that people making same-day deliveries have the right skills to effectively comply with the new rules and the skills to identify, and refuse delivery to, minors and intoxicated people and manage their own personal safety.

# Evidence to inform Review

Stage 2 of the Review was informed by:

- Key stakeholder interviews (5 interviews with NSW government agencies; 2 interviews with advocacy groups; 5 interviews with industry peak bodies; 2 interviews with internal L&GNSW business units)
- Written submissions through the NSW Government 'Have your say' website (19 submissions, see Appendix A)
- A survey of alcohol delivery consumers in NSW (412 responses)
- A survey of alcohol delivery drivers in NSW (393 responses)
- Research into NSW minors accessing alcohol delivery services and alcohol delivery marketing practices<sup>13</sup>
  - A survey with NSW minors aged 12-17 years (768 responses)
  - A survey with NSW residents aged 18+ years (801 responses)
  - Social media monitoring of alcohol delivery advertisements (4 weeks)
  - Interviews with liquor industry representatives (3 representatives)
  - Sentiment analysis with NSW residents (801 responses)
- Literature review of relevant peer reviewed journal articles and grey literature (such as government, industry, and advocacy reports).

---

<sup>13</sup> Faster Horses (now YouGov) was commissioned by the Department of Enterprise, Investment & Trade to undertake this research.



# Discussion of key findings

The findings of the Review can be captured under five key themes. These are discussed below.

---

## Implementation and operation of same day alcohol reporting requirements

Same day delivery providers are required to capture delivery data to report to L&GNSW every six months, showing the volume of packaged alcohol they delivered in NSW as part of same day deliveries by each postcode. To date, data has been reported for the four six-monthly periods between 1 July 2021 and 30 June 2023.

Industry stakeholders found the reporting requirements to be burdensome and an unnecessary administrative requirement. They also reported being unaware of the outcomes of the reporting requirements in terms of regulatory benefits, or the purpose for which the data was being used. They recommended that if the reporting requirements are to be retained, the frequency of reporting should be reduced from six-monthly to annually, the type of data to be provided should be simplified, and the requirements for reporting alcohol sales from postcodes in cross-border communities should be clarified.

Advocacy and government stakeholders supported the publication, retention and expansion of the data reporting to ensure the effective regulation of increased alcohol accessibility and availability from same day deliveries. Stakeholders suggested that the data can provide an important measure of the density of liquor in an area and is important for assessing risk. In addition to extending the reporting requirements to other deliveries, some stakeholders argued that the reporting requirements should be extended to include industry being required to report on which age verification methods were used, 'buy now, pay later' purchases, and the time between order and delivery.

In relation to the completeness of the data, there are two considerations. Firstly, while the major delivery providers have been submitting the required data, it is unknown whether all providers have been complying because breaches of the reporting requirements among smaller providers are likely to only be detected if a complaint is made. L&GNSW has not undertaken any compliance operations in relation to the reporting requirements given the difficulty in identifying all providers who need to meet the reporting requirements (as many licences authorised to deliver alcohol do not provide this service). Secondly, as the data is self-reported, accuracy of the data cannot be easily verified.

As the same day alcohol reporting requirement has only been in place for a relatively short period of time and the data set is still developing, its utility to date has been limited. However, as the data set matures L&GNSW and the Independent Liquor & Gaming Authority will continue to review the utility and adequacy of the data to inform decision making.

**Finding 1:** Reported data may be inaccurate and incomplete because it is self-reported, and it is not possible to identify which licensees are offering alcohol delivery as some licensees do not offer alcohol delivery despite being authorised to do so. Easing the reporting requirements would help to relieve the administrative burden on licensees and improve data accuracy, thereby making the data more useful to Liquor & Gaming NSW and the Independent Liquor & Gaming Authority.

**Finding 2:** Liquor & Gaming NSW cannot identify which licensees are offering alcohol delivery.

## Policy objectives and terms of the Act

### Policy objectives

The policy objectives of the reforms were to:

- lift related standards so they are more comparable to the requirements imposed on licensed premises for same day alcohol deliveries, including rapid delivery
- ensure that same day delivery providers manage the risks associated with their business
- ensure that the liquor laws for same day alcohol deliveries are fit for purpose in a world where online alcohol sales and delivery continues to grow in popularity
- ensure that people making same day deliveries have the right skills to effectively comply with the new regulatory requirements
- ensure that people making same day deliveries have the right skills to identify and refuse delivery to minors and intoxicated people and manage their own personal safety.

Most stakeholders agreed that the policy objectives remain valid. These views on the ongoing validity of the policy objectives are further supported by recent research evidence on the harms associated with the online sale and delivery of alcohol.<sup>14</sup> However, caution should be exercised in interpreting some of this research due to the impact that COVID-19 restrictions may have had on consumer behaviour.

**Finding 3: The policy objectives in relation to same day deliveries, including rapid delivery, remain valid.**

While stakeholders broadly agreed that the current terms of Division 1B are appropriate for securing the policy objectives, some government and advocacy stakeholders argue that they are not sufficient. These stakeholders suggested that additional requirements for same day deliveries should be imposed and that extension of these requirements to other deliveries should be considered. Evidence relating to these arguments is considered below.

### Point of sale identity (ID) verification

Currently, same day delivery providers must verify a customer's age at the point of sale. This requirement is in addition to the requirements for same day delivery workers to verify the customer's age at the point of delivery. Providers must choose from the following temporary and permanent options to verify a customer's age at the point of sale:

- Permanent:
  - Option 1: Using an accredited digital identity service provider under the Trusted Digital Identity Framework (TDIF)<sup>15</sup>
- Temporary until 31 May 2024:
  - Option 2: Artificial Intelligence (AI) based authentication of evidence of age document
  - Option 3: Requiring the purchaser to make a statement.<sup>16</sup>

Industry stakeholders argued that the requirement to verify ID at the point of sale (in addition to at the point of delivery) should be removed, or the temporary options for ID verification (option 2, artificial intelligence-based authentication of evidence of age document, and option 3, requiring the purchaser to make a statement) retained and made permanent. Those stakeholders submitted that

<sup>14</sup> Foundation for Alcohol Research & Education (2023, April). *Online sale and delivery of alcohol – A growing risk to our community*. <https://fare.org.au/wp-content/uploads/Online-sale-and-delivery-of-alcohol---A-growing-risk-to-our-community.pdf>

<sup>15</sup> As per section 114HA(1) in the *Liquor Act 2007*.

<sup>16</sup> As per clause 107I(2) in the *Liquor Regulation 2018*.

the requirement to use the Commonwealth Government's TDIF is burdensome, inconvenient for customers and costly to retailers.

The Commonwealth Government recently sought stakeholder feedback on its draft Digital Identity Bill 2023. When passed, the TDIF will be dissolved in its current form and the Commonwealth's Digital Identity program will move to a nationally regulated system which will be accessible across both the public and private sectors and will include strong privacy provisions.

Finding 4: The TDIF will be dissolved in its current form once the Commonwealth Government passes its Digital Identity Bill 2023. This will impact the existing age verification requirements in the *Liquor Act 2007* which reference the TDIF. Consequently, an alternative and permanent mechanism for age verification at the point of sale will need to be established in order for industry to meet the requirements set out by section 114HA of the Act.

## Trading hours

In NSW, same day alcohol is prohibited from being delivered before 9am on any day, after midnight from Monday to Saturday, or after 11pm on Sunday. Stakeholders expressed a range of views in relation to trading hours, with some stakeholders suggesting an extension to same day alcohol delivery trading hours to midnight on all days of the week for the benefit of shift workers, while others believed that trading hours should be reduced to an earlier cut-off time for all days of the week to help reduce alcohol-related harm such as domestic violence.<sup>17,18,19</sup>

Consistent with the policy objectives for the alcohol delivery reforms, current trading hours for alcohol delivery providers in NSW are generally consistent with those for bottle shops and licensed premises that sell take-away alcohol. While research evidence was cited by some stakeholders to support a reduction in trading hours for same day alcohol delivery services, the existing evidence does not appear to be sufficiently specific to this type of business model to support a reduction in trading hours for alcohol delivery in the absence of broader consideration of trading hours across all types of packaged liquor licence.

Finding 5: There is insufficient evidence to support changes to trading hours for same day alcohol delivery in the absence of broader consideration of trading hours across all types of packaged liquor licence.

## Rapid delivery

Of community survey respondents who had ever used an alcohol delivery service, 60% had used a same day alcohol delivery service and 85% of these had used a rapid alcohol delivery service to receive alcohol within two hours of purchase. This suggests that rapid delivery forms a significant portion of same day alcohol consumers.

The Foundation for Alcohol Research & Education argued for the introduction of a two-hour safety pause between the order and delivery of alcohol. A similar suggestion was made by the Central Coast Local Health District. To support its argument, the Foundation for Alcohol Research & Education cited research that found that rapid delivery allows impulse purchases and continuation

<sup>17</sup> Kowalski, M., Livingston, M., Wilkinson, C., & Ritter, A. (2023). An overlooked effect: domestic violence and alcohol policies in the night-time economy. *Addiction*, 118(8), 1471-1481 <https://doi.org/10.1111/add.16192>

<sup>18</sup> Marcus, J., & Siedler, T. (2015). Reducing binge drinking? The effect of a ban on late-night off-premise alcohol sales on alcohol-related hospital stays in Germany. *Journal of Public Economics*, 123, 55-77. <https://doi.org/10.1016/j.jpubeco.2014.12.010>

<sup>19</sup> Foundation for Alcohol Research and Education (2014, August). *Stemming the tide of alcohol: Liquor licensing and the public interest*. <https://fare.org.au/wp-content/uploads/Stemming-the-Tide-of-Alcohol-Manton-et-al-eds-2014.pdf>

of a drinking session.<sup>20,21,22</sup> It also referred to evidence from its annual alcohol poll,<sup>23</sup> which found that nearly three-quarters (70%) of people who had alcohol delivered within two hours of ordering had consumed more than four standard drinks that day and more than a third (38%) had consumed 11 or more standard drinks on the day of delivery. The poll also showed that over one-quarter (26%) of people who consumed ten or more drinks per week were more likely to have had alcohol delivered within two hours compared to people who consumed one-to-ten drinks per week (13%) and less than one drink per week (19%). It should be noted, however, that the samples for these studies were either Australia wide or specific to Victoria and as such, the extent to which they might represent the NSW population is unknown.

Under the Act it is an offence to deliver alcohol to an intoxicated person, regardless of the length of time between order and delivery. The mandatory Responsible Supply of Alcohol Training (RSAT) course informs delivery drivers that they must refuse a delivery where they reasonably suspect the nominated person proposing to accept the delivery to be intoxicated. L&GNSW conducts random compliance activity to ensure that delivery drivers adhere to this requirement.

**Finding 6:** While a significant portion of people who had used a same day alcohol delivery service had used a rapid delivery service (alcohol delivered within two hours), stronger evidence that is specific to the NSW context, including the impact to industry, is required to support any changes to delay delivery of alcohol from the time of sale.

## RSAT certification

Most alcohol delivery drivers who were surveyed thought that it was very important to complete the RSAT course to ensure that delivery drivers are able to identify and refuse service to minors (88%) and intoxicated people (81%), refuse deliveries to banned locations (82%), and keep themselves safe (87%). Most (89%) thought the RSAT course was sufficient for this purpose.

Industry stakeholders suggested that there was uncertainty among delivery drivers as to whether they must keep a copy of their RSAT certificate with them while delivering alcohol. Drivers also noted uncertainty regarding the difference between the Responsible Service of Alcohol (RSA) and RSAT qualifications. They also suggested combining the RSAT and RSA courses and allowing for access to RSAT certification via the NSW Competency Card and/or the Service NSW app. Stakeholders suggested that making the RSAT certificate available on the Service NSW app would allow delivery drivers to easily identify themselves as RSAT qualified and present the certificate to store workers or to an inspector as required.

RSAT is a separate course to the RSA and is mandatory for anyone making same day alcohol deliveries to the public in NSW, except for delivery types that are excluded. While the RSA qualifies someone to sell, serve or supply alcohol in NSW, the RSAT certification qualifies someone to make same day alcohol deliveries to retail customers in NSW. Consolidating the two competencies would compel those with same-day delivery responsibilities to maintain competencies that fall substantially outside of their day-to-day work.

TAFE NSW currently maintains a register of all RSAT cardholders separate from the L&GNSW licensing platform, OneGov. TAFE NSW was selected as the vendor primarily because of its capacity to host and support a learning platform and the responsiveness of its course development function as compared to the alternative of hosting learning on OneGov.

Consolidation of RSAT with other competency classes within OneGov would reduce operational

<sup>20</sup> Colbert, S., Wilkinson, C., Thornton, L., Feng, X., Campaign, A., & Richmond, R. (2023). Cross-sectional survey of a convenience sample of Australians who use alcohol home delivery services. *Drug and Alcohol Review*, 42(5), 986-995. <https://doi.org/10.1111/dar.13627>

<sup>21</sup> Foundation for Alcohol Research and Education (2020). *2020 Annual Alcohol Poll: Attitudes and behaviours*. <https://fare.org.au/wp-content/uploads/ALCPOLL-2020.pdf>

<sup>22</sup> VicHealth. (2020, 25 May). *On-demand alcohol delivery services and risky drinking*. <https://www.vichealth.vic.gov.au/media-and-resources/publications/alcohol-delivery-risky-drinking>

<sup>23</sup> Foundation for Alcohol Research and Education (2020). *2020 Annual Alcohol Poll: Attitudes and behaviours*. <https://fare.org.au/wp-content/uploads/ALCPOLL-2020.pdf>

complexity and offer a better user experience to cardholders, Police and L&GNSW inspectors. Cardholders would be offered a digital certificate, a much more convenient solution than storing a PDF copy on a personal device and keeping this available (which is the current requirement). Police and L&GNSW Inspectors would be able to search for a competency card on the same register as all other competency classes when undertaking a compliance check. However, to achieve this there would need to be connectivity between OneGov and the TAFE NSW learning platform, potentially incurring both upfront cost and technical challenges over time.

Finding 7: There is broad support for adding Responsible Supply of Alcohol Training certification to the NSW Competency Card and/or the Service NSW app.

Finding 8: The Responsible Supply of Alcohol Training is sufficient to teach the skills needed to comply with the same day alcohol delivery requirements.

## Delivery to adults other than those on the order

Some industry stakeholders expressed concern with the requirement for drivers to only deliver alcohol to the adult named on the order.

Under the reforms, all recipients of same day delivery alcohol must be either the adult named on the order or a nominated receiver which can result in situations where drivers must refuse deliveries even if the nominated receiver appears to be well over 25 (on the grounds that they are not the adult named on the order). Industry stakeholders reported that the requirement for alcohol to only be delivered to a nominated adult in NSW has led to scenarios where drivers have been verbally and, in some extreme cases, physically abused resulting in hospitalisation. They suggested that to address this issue, drivers should be able to make same day alcohol deliveries to any adult who is not intoxicated (i.e., not just the adult on the order) at the point of delivery.

Finding 9: The requirement for deliveries to only be delivered to the adult nominated on the order may be resulting in increased risk of harm to drivers (e.g., physical or verbal assault when deliveries are refused) and there is a lack of evidence to suggest that this requirement is associated with a reduction in alcohol-related harm.

## Emerging trends and technologies

### Awareness of emerging trends and technologies

There is evidence from the research literature that the key driver of demand for alcohol delivery services is ease of access without the need to leave home and to save money.<sup>24,25</sup> Given this, trends and emerging technologies relating to other alcohol delivery sales are largely focused on convenience for consumers.

Advocacy and government stakeholders identified a range of emerging trends and/or technologies impacting other alcohol delivery sales. These included an increase in ecommerce and package tracking, buying alcohol as an investment, sponsored advertisements on social media, tracking and better influencing of customers, increased popularity of promotions including 'buy now, pay later' schemes, and drones and autonomous vehicles.

Industry stakeholders highlighted the use of 'click and collect' shopping to avoid delivery charges when buying alcohol as an emerging trend. These stakeholders also identified a trend for customers

<sup>24</sup> Colbert, S., Wilkinson, C., Thornton, L., Feng, X., Campaign, A., & Richmond, R. (2023). Cross-sectional survey of a convenience sample of Australians who use alcohol home delivery services. *Drug and Alcohol Review*, 42(5), 986-995. <https://doi.org/10.1111/dar.13627>

<sup>25</sup> Coomber, K., Baldwin, R., Taylor, N., Callinan, S., Wilkinson, C., Toumbourou, J.W., & Miller, P.G. (2022). *Western Australia alcohol home delivery project: Online survey final report*. Cancer Council Western Australia. [https://cancerwa.asn.au/wp-content/uploads/2023/03/Deakin-University\\_WA-alcohol-home-delivery-project\\_Online-survey\\_final-report.pdf](https://cancerwa.asn.au/wp-content/uploads/2023/03/Deakin-University_WA-alcohol-home-delivery-project_Online-survey_final-report.pdf)

to order beer and cider over other alcohol products.<sup>26</sup> Industry stakeholders argued that other alcohol deliveries, and any emerging trends or technologies, are being adequately regulated under the Act.

Among community survey respondents, only 6% (n = 25) had noticed a new trend or technology that is changing the way people are using other alcohol deliveries. Similarly, among delivery driver survey respondents, nearly 9 out of 10 (n = 126; 89%) were not aware of any new trends or technologies that are changing how alcohol is sold and delivered for other alcohol deliveries.

## Promotion of alcohol products

A report commissioned by the Foundation for Alcohol Research & Education<sup>27</sup> reviewed the recent literature and highlighted two studies which demonstrate that alcohol providers are advertising discounts and bulk buying deals for online sales. They found that most online alcohol retailers (82% of the 65 most visited alcohol retailer websites) had offered customers discounts after a bulk buy.<sup>28</sup> Over two-thirds (67%) of online alcohol retailers had sent special offers and discounts to people, and nearly half (49%) offered free or discounted deliveries if a certain quantity of alcohol was purchased, via direct marketing.<sup>29</sup> Furthermore, they also highlighted a study which found that over half (55%) of people had purchased alcohol that was part of a promotion, and that this group bought more alcohol in comparison to those who did not purchase alcohol as part of a promotion.<sup>30</sup>

The Wollongong Community Drug Action Team and Central Coast Local Health District reported that promotional online sales increase alcohol related harm.<sup>31</sup> They cited evidence to suggest that cheap and discounted online alcohol products result in greater alcohol purchasing and drinking at home from the heaviest drinkers in Australia,<sup>32</sup> and increased purchasing of alcohol among young people.<sup>33,34</sup> Some stakeholders expressed concern about promotional sales of alcohol due to the association with alcohol-related harm, and increased purchasing from minors and heavy drinkers.

Under the Liquor Promotion Guidelines,<sup>35</sup> all licensees and staff in NSW have legal obligations to maintain responsible attitudes and practices towards promoting and selling alcohol. The Liquor Promotion Guidelines restrict extreme discounts where the promotion could encourage irresponsible drinking and intoxication. While the majority of compliance activity in this space is in response to risks identified on licensed premises, L&GNSW actively audits the higher risk same day delivery providers to check for promotions that appeal to minors or are otherwise not in line with the Liquor Promotion Guidelines. Undesirable promotions that may encourage irresponsible drinking or appeal to minors can be actively investigated by L&GNSW. L&GNSW has the power to prohibit or restrict the undesirable promotion of liquor by issuing a notice to the licensee.

<sup>26</sup> Frontier Economics (2023, June). *Summary Report: Online alcohol sales and delivery in Australia: A report for Retail Drinks Australia*. <https://www.retaildrinks.org.au/documents/item/1344>

<sup>27</sup> Foundation for Alcohol Research & Education (2023, April). *Online sale and delivery of alcohol – A growing risk to our community*. <https://fare.org.au/wp-content/uploads/Online-sale-and-delivery-of-alcohol---A-growing-risk-to-our-community.pdf>

<sup>28</sup> Colbert, S., Thornton, L., & Richmond, R. (2020). Content analysis of websites selling alcohol online in Australia. *Drug and Alcohol Review*, 39(2), 162–169. <https://doi.org/10.1111/dar.13025>

<sup>29</sup> Colbert, S., Wilkinson, C., Feng, X., Thornton, L., & Richmond, R. (2022). You've got mail: Drinks are on sale! A study to assess volume and content of direct marketing received from online alcohol retailers in Australia. *International Journal of Drug Policy*, 105, 103705. <https://doi.org/10.1016/j.drugpo.2022.103705>

<sup>30</sup> Colbert, S., Wilkinson, C., Thornton, L., Feng, X., Campaign, A., & Richmond, R. (2023). Cross-sectional survey of a convenience sample of Australians who use alcohol home delivery services. *Drug and Alcohol Review*, 42(5), 986–995. <https://doi.org/10.1111/dar.13627>

<sup>31</sup> Chaloupka, F. J., Grossman, M., & Saffer, H. (2002). The effects of price on alcohol consumption and alcohol-related problems. *Alcohol Research & Health*, 26(1), 22.

<sup>32</sup> Livingston, M., & Callinan, S. (2019). Examining Australia's heaviest drinkers. *Australian and New Zealand Journal of Public Health*, 43(5), 451–456. <https://doi.org/10.1111/1753-6405.12901>

<sup>33</sup> Jones, S. C., & Smith, K. M. (2011). The effect of point of sale promotions on the alcohol purchasing behaviour of young people in metropolitan, regional and rural Australia. *Journal of Youth Studies*, 14(8), 885–900. <http://dx.doi.org/10.1080/13676261.2011.609538>

<sup>34</sup> Colbert, S., Thornton, L., & Richmond, R. (2020). Content analysis of websites selling alcohol online in Australia. *Drug and Alcohol Review*, 39(2), 162–169. <https://doi.org/10.1111/dar.13025>

<sup>35</sup> Liquor & Gaming NSW (2023, 30 October). *Liquor Promotion Guidelines*. State of New South Wales. Liquor & Gaming NSW <https://www.liquorandgaming.nsw.gov.au/documents/gl/gl4001-liquor-promotion-guidelines.pdf>

## ‘Buy now, pay later’ schemes

The Central Coast Local Health District and Wollongong Community Drug Action Team argued that many stakeholders have been increasingly concerned about the impact of ‘buy now, pay later’ schemes since their introduction in 2018. The increasing trend for consumers to use ‘buy now, pay later’ schemes to purchase alcohol was reported to be leading to high risk and vulnerable people experiencing financial hardship using these services to support alcohol dependence and purchase bulk quantities of alcohol that they are unable to afford.<sup>36,37</sup> Fourteen percent of the 65 most visited Australian alcohol retailer websites allowed customers to buy alcohol via a ‘buy now, pay later’ scheme, such as ‘AfterPay’ or ‘Zip Pay’.<sup>38</sup>

Furthermore, a social media analysis commissioned by the Alcohol and Drug Foundation recorded that the highest concentration of advertisements promoting ‘buy now, pay later’ schemes and other types of promotions occur between 5pm – 9pm, Mondays to Thursdays.<sup>39</sup> They speculate that alcohol companies are doing this to normalise drinking on weekdays and increase the number of occasions people consume alcohol beyond weekends. Coupled with the introduction of ‘buy now, pay later’ schemes is the emergence and growth of warehouse style liquor stores in Australia selling low-cost alcohol over the last few years.<sup>40</sup>

‘Buy now, pay later’ offers or promotions have the potential to contravene the Liquor Promotion Guidelines, with each case needing to be assessed on its merits. L&GNSW compliance testing of the higher risk same day delivery providers indicates that many do not offer this type of service.

**Finding 10:** There is an increasing trend for consumers to use ‘buy now, pay later’ schemes as it allows high risk and vulnerable people experiencing financial hardship to more easily access alcohol.

## Drones and autonomous vehicles

The NSW Ministry of Health noted in its submission that ‘Drone delivery is a quickly growing global phenomenon and is currently in use in the ACT. The Australian Government estimates that drones could deliver up to 4-6% of household purchases in 2030 in ACT alone’.<sup>41</sup> The George Institute for Global Health highlighted that drone deliveries of alcohol are already occurring in Canada<sup>42</sup> and that there is a public appetite for such delivery methods.<sup>43,44,45</sup>

Some stakeholders warned of potential future risks related to drone deliveries if harms are not understood and legislation is unable to adapt. The Public Health Association of Australia cautioned that drone deliveries of alcohol pose a potential significant risk to public health as unmanned deliveries cannot hold RSAT certification or verify age and intoxication level. They recommend that drone deliveries not be permitted in NSW until independent research shows that drones can verify

<sup>36</sup> Alcohol and Drug Foundation (2022, June). *Online alcohol delivery: Who are they really targeting?* Alcohol and Drug Foundation <https://adf.org.au/insights/online-alcohol-delivery2/>

<sup>37</sup> Deakin University (2022, 27 June). *Does ‘booze now, pay later’ lead to a financial hangover?* <https://www.deakin.edu.au/about-deakin/news-and-media-releases/articles/does-booze-now-pay-later-lead-to-a-financial-hangover>.

<sup>38</sup> Colbert, S., Thornton, L., & Richmond, R. (2020). Content analysis of websites selling alcohol online in Australia. *Drug and Alcohol Review*, 39(2), 162-169. <https://doi.org/10.1111/dar.13025>

<sup>39</sup> Alcohol and Drug Foundation (2022, June). *Online alcohol delivery: who are they really targeting?* Alcohol and Drug Foundation <https://adf.org.au/insights/online-alcohol-delivery2/>

<sup>40</sup> Colbert, S., Thornton, L., & Richmond, R. (2020). Content analysis of websites selling alcohol online in Australia. *Drug and Alcohol Review*, 39(2), 162-169. <https://doi.org/10.1111/dar.13025>

<sup>41</sup> AlphaBeta (2018, November). *Faster, greener and less expensive: The potential impact of delivery drones in the Australian Capital Territory*. AlphaBeta for Wing. [https://www.infrastructure.gov.au/sites/default/files/migrated/aviation/technology/files/submission-25-3-files\\_1811\\_alphabeta-report\\_drones-in-the-act.pdf](https://www.infrastructure.gov.au/sites/default/files/migrated/aviation/technology/files/submission-25-3-files_1811_alphabeta-report_drones-in-the-act.pdf)

<sup>42</sup> University of Ottawa. *Kirality Drones: Delivering golf course drinks by drone*. Retrieved 26 October 2023 from <https://www.uottawa.ca/about-us/news-all/kirality-drones-delivering-golf-course-drinks-drone>

<sup>43</sup> Pettigrew, S., Booth, L., Farrar, V., Godic, B., Karl, C., Brown, J., & Thompson, J. (2023). Expert stakeholders' views on the potential nature and impacts of autonomous alcohol home delivery. *Drug and Alcohol Review*, 42(5), 96-1003. <https://doi.org/10.1111/dar.13574>

<sup>44</sup> Pettigrew, S., Farrar, V., Booth, L., Karl, C., Godic, B., Brown, J., & Thompson, J. (2023). The inexorable rise of automated food deliveries and potential anticipatory policy actions. *Australian and New Zealand Journal of Public Health*, 47, 100065. <https://doi.org/10.1016/j.anzjph.2023>

<sup>45</sup> Pettigrew, P.S., (2022). Alcohol everywhere, anytime, coming to a world near you. *The International Journal on Drug Policy*, 104, 103681. <https://doi.org/10.1016/j.drugpo.2022.103681>

age, measure intoxication levels, and refuse delivery. They also suggest that a health risk assessment be conducted to demonstrate no increased risk of harm from such deliveries.

The Act's requirements for same alcohol deliveries must be met by all same-day delivery providers, regardless of what delivery service they use. Drone delivery would likely not comply with the same day delivery requirements, including the requirement to verify age and level of intoxication, and therefore would likely not be allowed to deliver liquor in NSW.

The Australian Department of Infrastructure, Transport, Regional Development, Communications and the Arts advised that vehicles are expected to become more autonomous in the future, however this will occur over the coming decades rather than in the short to medium term. At present, such vehicles are being trialled in Australia, though they are not in general use on public roads or commercially available in Australia.<sup>46</sup>

To date, the Australian Civil Aviation Safety Authority has approved two drone delivery services:

- (1) 'Wing Aviation Pty Ltd' to deliver supplies on-demand to customers who live in a 10km radius from North Canberra, ACT or Logan, QLD, including food and drinks, over-the-counter pharmaceuticals, hardware items, or recreational supplies
- (2) 'Sweep Aero' to deliver medical supplies and equipment in a 60-kilometre radius from the local airport in Goondiwindi, QLD.<sup>47</sup>

The aim of these two approved services is to see how drone delivery services work in practice and the effect they have on the community, to inform the Government's consideration of their use more widely.<sup>48</sup>

In NSW, Transport for NSW has advised that drones are being trialled to improve transport incident management, cargo coordination, and train overhead wire and track checks, however this does not include the use of drones for delivery services.<sup>49</sup>

Transport for NSW is leading NSW contributions to the development of a national regulatory framework that will enable the commercial deployment of autonomous vehicles in Australia, which is expected to commence in 2026-27. L&GNSW will monitor the progress of the reforms and consider whether further changes are required to regulations as the autonomous vehicle market develops.

Finding 11: Potential risks in relation to the delivery of alcohol by drones and autonomous vehicles have been identified by stakeholders and in the research literature.

---

## Harm minimisation measures

### Evidence of harm associated with other deliveries

There is limited evidence in the research literature to indicate specific harms from other alcohol deliveries. The surveys carried out as part of the Review provide some preliminary evidence that other alcohol deliveries are associated with few, if any, harms, though further research would be required to provide stronger evidence.

Industry stakeholders reported that there has been little evidence to suggest that there has been harm directly related to other deliveries since the introduction of the reforms. Similarly, advocacy

---

<sup>46</sup> The Department of Infrastructure, Transport, Regional Development, Communications and the Arts. *Automated vehicles*. Retrieved 30 October 2023 from <https://www.infrastructure.gov.au/automated-vehicles>

<sup>47</sup> Civil Aviation Safety Authority. *Drone delivery services*. Retrieved 30 October 2023 from <https://www.casa.gov.au/drones/industry-initiatives/drone-delivery-services#Yoursafety>

<sup>48</sup> The Department of Infrastructure, Transport, Regional Development, Communications and the Arts. *Goods delivery*. Retrieved 30 October 2023 from <https://www.drones.gov.au/drones-australia/how-are-drones-being-used-australia/goods-delivery>

<sup>49</sup> Transport for NSW. *Drones case study*. Retrieved 30 October 2023 from <https://www.transport.nsw.gov.au/data-and-research/nsw-future-mobility-prospectus/nsw-future-mobility-case-studies/connected-and-1>



and government stakeholders noted that there is lack of data or research evidence showing that other alcohol deliveries are not as risky as same day alcohol deliveries.

Most alcohol delivery consumers were not concerned about other alcohol deliveries having negative impacts upon their community and had generally not experienced harm from other alcohol deliveries. These consumers had also not noticed minors or intoxicated people receiving alcohol from other deliveries, or alcohol being left unattended.

The majority of delivery drivers who completed the survey had not noticed any harms from other alcohol deliveries.

**Finding 12: There is limited evidence in relation to harms associated with other liquor deliveries.**

### **Additional harm minimisation measures for other alcohol deliveries**

Most advocacy and external government stakeholders consulted suggested that there should be new harm minimisation measures introduced for other alcohol deliveries. They believed that the requirements for other deliveries should be the same as for same day delivery to remove any confusion around the laws and create simpler legislation. Most emphasised that there should be no authority to leave alcohol unattended and that the delivery should always be signed for by the person who purchased it (provided they are not a minor or intoxicated).

Industry stakeholders believe that the current harm minimisation strategies for other deliveries are appropriate and sufficient. Some also cautioned that many alcohol delivery providers intentionally do not provide same day deliveries due to the complexity of the regulatory requirements. Should the requirements for same day deliveries be extended to other deliveries, they predict many providers will leave the industry.

Most alcohol delivery consumers responding to the survey thought that the following same day delivery requirements should be introduced for other deliveries:

1. Offer to self-exclude
2. Prohibition on licensees and other providers imposing fines on delivery drivers for refusing delivery to an intoxicated person or when the recipient's age or identity cannot be verified
3. Requirement to verify age upon delivery if the recipient could be under 18 years of age.

Most delivery drivers who were surveyed supported the introduction of the second and third requirements above to other deliveries to minimise harm, in addition to age checking at the time of sale for all first-time purchases.

Respondents to the general population survey suggested a range of further harm minimisation measures relating to the regulation and education for other liquor deliveries.

Specifically, they suggested education campaigns and more stringent regulation around:

1. social media advertising (such as a total ban on alcohol delivery advertising or more thorough screening of social media advertisements to ensure that regulations are adhered to and that minors are not exposed to these advertisements)
2. age verification processes (i.e., personal details such as age, date of birth, phone number, address, driver's licence, and credit card in the purchaser's name to be verified before delivery orders are processed, and delivery drivers to always perform identification checks and be held responsible for ensuring that alcohol is not delivered to a minor)
3. other liquor delivery features (such as restricting 'buy now, pay later' payment features; identifying repetitive deliveries based on address, frequent use of 'buy now, pay later', and credit purchases; and restricting the quantity and product range allowed for purchase)
4. advertising content which could contribute to minimising harm from other alcohol deliveries (such as advertisements with less appeal to minors and vulnerable segments, and warning messages included in advertisements to remind/educate the public of regulations and the negative impacts of alcohol).

---

## Direct and social media marketing and vulnerable communities

Industry stakeholders reported being unaware of any marketing practices targeting vulnerable communities in relation to alcohol deliveries, and any evidence to indicate that consumer data is being used in marketing practices. They noted that alcohol advertising is generally governed by the Australia-wide Alcohol Beverages Advertising Code.<sup>50</sup>

Advocacy and government stakeholders suggested that consumer data is used to inform the direct and social media marketing practices of alcohol delivery providers. They believe certain groups experience a greater proportion of direct and social media marketing, citing research evidence that minors are particularly at risk.<sup>51,52,53,54</sup> However, none of this cited research represents alcohol delivery services in NSW. The view expressed by advocacy and government stakeholders is at odds with industry stakeholders who reported being unaware of any marketing practices targeting vulnerable communities in relation to alcohol deliveries.

Advocacy and external government stakeholders suggested that the potential targeting of those most at risk (minors and at-risk drinkers) should be restricted; that any tracking of, or direct marketing to, previous and new customers should be prohibited; and that the NSW Government should support the Commonwealth Government to advocate for stronger regulation of alcohol advertising across all types of media.

The survey of alcohol delivery consumers found that most had seen advertisements for alcohol delivery services. Nearly half of these were for same day alcohol delivery services and only 5% were for other alcohol delivery services. They were most commonly seen on social media followed by a website. Less than one-quarter of alcohol delivery consumers had concerns about the advertisements they had seen.

Four in ten people responding to the general population survey had received direct marketing of alcohol delivery services. Adults who were younger, more educated and with a higher income were more likely to have received direct marketing or advertisements from alcohol delivery services.

There was a high awareness of advertisements for alcohol delivery services on social media among those of Aboriginal and/or Torres Strait Islander heritage and those who drink alcohol to cope with high levels of stress.

Minors reported seeing advertisements for alcohol delivery services mostly via TV and social media, and most commonly for other alcohol delivery services. Among all minors (12 – 17 year-olds) who responded to the survey, 8% had accessed alcohol without their parents' knowledge in the last 12 months, had used an alcohol delivery service.

NSW residents felt that the benefits, concerns, and how they felt about alcohol delivery services were similar for same day delivery as they were for other liquor deliveries. The negative views held by one in five people towards other liquor delivery services concerned vulnerable communities' access to alcohol, increased consumption due to easy accessibility, and health and social risks. A larger proportion of people, two in five, held positive opinions about other liquor delivery services regarding their convenience, prevention of drunk driving, and affordability.

Liquor industry representatives interviewed as part of the research into alcohol delivery marketing

---

<sup>50</sup> The Alcohol Beverages Advertising Code (2023, 28 April). Revised ABAC Responsible Alcohol Marketing Code.

<http://www.abac.org.au/wp-content/uploads/2023/04/revised-abac-responsible-alcohol-marketing-code-28-4-2023.pdf>

<sup>51</sup> Carah, N., & Brodmerkel, S. (2021). Alcohol marketing in the era of digital media platforms. *Journal of Studies on Alcohol and Drugs*, 82(1), 18-27. <https://doi.org/10.15288/jsad.2021.82.18>

<sup>52</sup> Gupta, H., Lam, T., Pettigrew, S., & Tait, R.J. (2018). The association between exposure to social media alcohol marketing and youth alcohol use behaviors in India and Australia. *BMC Public Health*, 18(1), 726. <https://doi.org/10.1186/s12889-018-5645-9>

<sup>53</sup> World Health Organization (2022). *Reducing the harm from alcohol by regulating cross-border alcohol marketing, advertising and promotion: A technical report*. World Health Organization, Geneva. <https://iris.who.int/bitstream/handle/10665/354078/9789240046504-eng.pdf?sequence=1>

<sup>54</sup> Buchanan, L., Kelly, B., Yeatman, H., & Kariippanon, K. (2018). The effects of digital marketing of unhealthy commodities on young people: A systematic review. *Nutrients*, 10(2), 148. <https://doi.org/10.3390/nu10020148>

practices reported that personal data is collected to improve the marketing of alcohol products. They also reported that if a minor had previously been able to purchase alcohol online then they may receive targeted direct marketing, however measures are in place to protect vulnerable groups of the population and promotions and offers are not targeted at specific types of customers. They cautioned that while liquor retailers must ensure safe procedures are in place to exclude delivery to minors, they rely on fulfilment companies to put this into practice.

Research from Western Australia provides emerging evidence that high-risk drinkers are exposed to more advertising of alcohol delivery services.<sup>55</sup> South Australian residents think that online marketing and advertising practices from online alcohol delivery providers should not target minors or people who have opted out of receiving advertising.<sup>56</sup>

In NSW, liquor promotions may be restricted or banned by the Secretary, Department of Enterprise, Investment and Trade, where they are deemed undesirable under Section 102 of the Act by issuing a formal notice. Section 102A of the Act also allows the Secretary to restrict or prohibit activities that are likely to encourage the misuse and abuse of liquor.

Finding 13: Consumers using same day alcohol delivery services are more concentrated in high-income inner-city areas, particularly in state capitals in Australia.

Finding 14: Consumer groups such as minors and at-risk drinkers experience a greater proportion of direct and social media marketing.

Finding 15: A high proportion of people of Aboriginal and/or Torres Strait Islander heritage, and those who drink to cope with high levels of stress, had seen advertisements on social media promoting alcohol delivery services in the last year.

Finding 16: 8% of minors who had consumed alcohol without their parents' knowledge had accessed alcohol from a delivery provider.

---

<sup>55</sup> Coomber, K., Baldwin, R., Taylor, N., Callinan, S., Wilkinson, C., Toumbourou, J.W., & Miller, P.G. (2022). *Western Australia alcohol home delivery project: Online survey final report*. Deakin University, Geelong, Australia. Prepared for Cancer Council Western Australia. [https://cancerwa.asn.au/wp-content/uploads/2023/03/Deakin-University\\_WA-alcohol-home-delivery-project\\_Online-survey\\_final-report.pdf](https://cancerwa.asn.au/wp-content/uploads/2023/03/Deakin-University_WA-alcohol-home-delivery-project_Online-survey_final-report.pdf)

<sup>56</sup> Foundation for Alcohol Research & Education (2023a). *Online sale and delivery of alcohol in South Australia*. Retrieved 19 October 2023, from <https://fare.org.au/wp-content/uploads/Online-sale-and-delivery-of-alcohol-in-South-Australia.pdf>

# Appendix A

Written submissions were received through the NSW Government 'Have your say' website from the following 19 stakeholders:

1. Alcohol and Drug Foundation
2. Australia Post
3. Cancer Council NSW
4. Central Coast Local Health District
5. Coles
6. Endeavour Group
7. Foundation for Alcohol Research & Education
8. Independent Liquor & Gaming Authority
9. La Trobe University
10. NSW Ministry of Health
11. National Drug Research Institute
12. Northern Sydney Local Health District
13. NSW Small Business Commissioner
14. Public Health Association of Australia
15. Retail Drinks Australia
16. The George Institute for Global Health
17. Uber Eats
18. University of Sydney Business School
19. Wollongong Community Drug Action Team

To find out more, visit our website:

[liquorandgaming.nsw.gov.au](http://liquorandgaming.nsw.gov.au)

## Subscribe to Hospitality and Racing eNews

Our monthly eNews provides you with the latest industry information.

Subscribe to [eNews](#)

---

4 Parramatta Square  
12 Darcy Street  
Parramatta NSW 2150

GPO Box 7060  
Sydney NSW 2001

Office hours:  
Monday to Friday  
9.00am – 4.00pm

T: 1300 024 720

E: [contact.us@liquorandgaming.nsw.gov.au](mailto:contact.us@liquorandgaming.nsw.gov.au)

W: <https://www.liquorandgaming.nsw.gov.au>

---