

91279R



Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 2 Social Studies 2023

**91279 Demonstrate understanding of conflict(s) arising
from different cultural beliefs and ideas**

Credits: Four

RESOURCE BOOKLET

Refer to this booklet to answer the questions for Social Studies 91279.

Check that this booklet has pages 2–11 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

THE NATURE AND CAUSE OF THE CONFLICT SURROUNDING THE SALE AND SUPPLY OF ALCOHOL (HARM MINIMISATION) AMENDMENT BILL

INTRODUCTION

In 2022, Green Party Member of Parliament Chlöe Swarbrick introduced the Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill, aiming to change alcohol laws in New Zealand. A key part of the bill was to ban alcohol advertising in sports. Although the bill failed after its first reading and has not become law, its introduction to Parliament resulted in a debate from different political parties and interest groups. The following resources are based on the conflict of ideas surrounding the Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill and whether alcohol advertising in sports should be allowed in society.

Glossary

Appeal	A legal proceeding to ask for a review or reconsideration of a decision.
Bill	A proposed law or change to an existing one.
Grassroots	The basic foundation of where an organisation or movement starts at a local or community level.
Iwi	An extended kinship group, tribe, nation, people, nationality, race, often referring to a large group of people descended from a common ancestor and associated with a distinct territory.
Levy	An amount collected, especially of a tax.
Lobby group	A group involved in activities aimed at influencing decision-makers in a society.
Rūnanga	A council, tribal council, assembly, board, boardroom, iwi authority called to discuss issues of concern to iwi or the community.
Terminated bill	A bill that will not become law.

RESOURCE A: Can Green MP Chlöe Swarbrick get support for her alcohol reforms?

The latest bill attempting to strengthen New Zealand's alcohol laws will soon come before Parliament. Does it have any chance of passing?

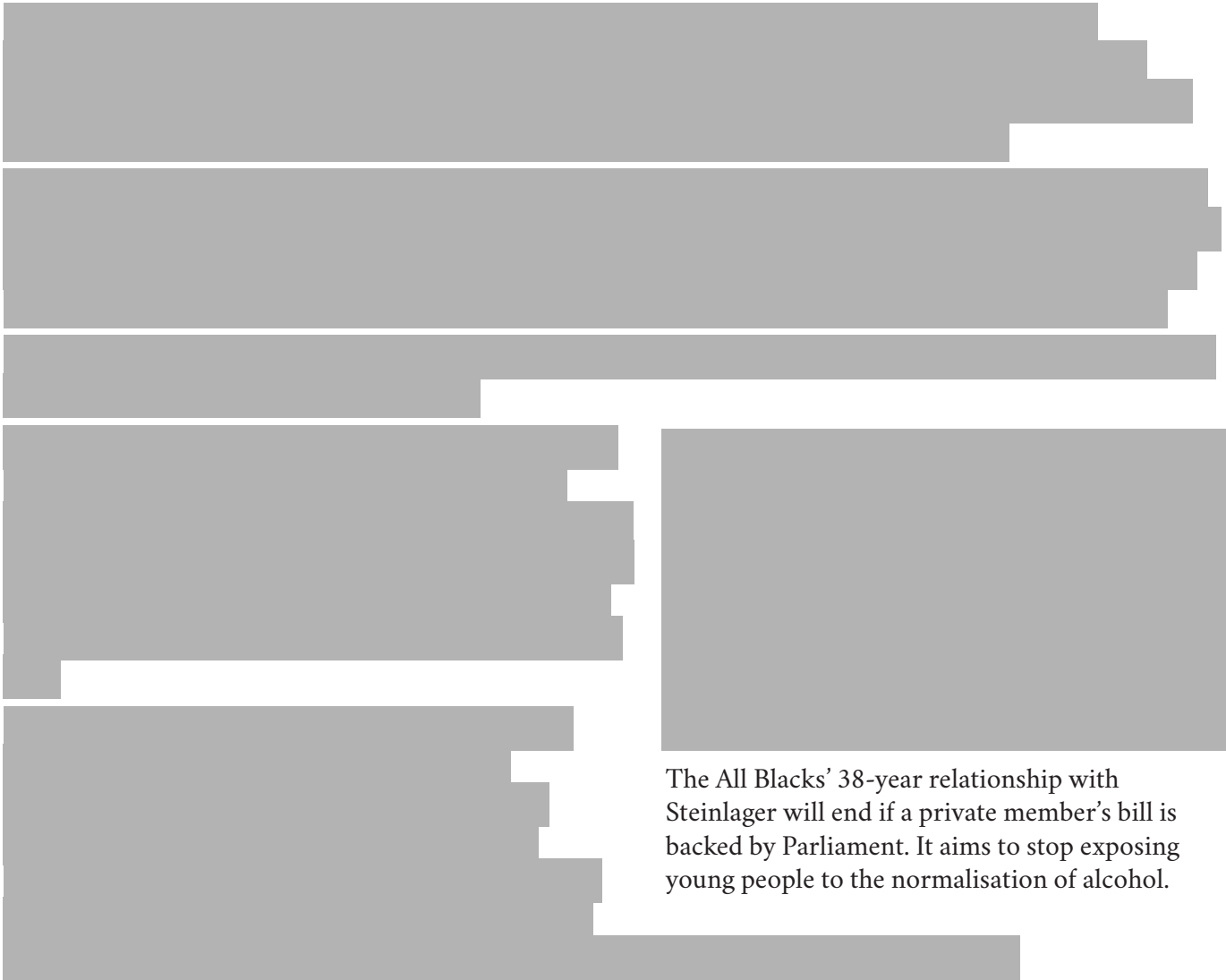
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Swarbrick said she felt they were two uncontroversial proposals, which were strongly backed by evidence. They would give councils more control over alcohol availability in their areas

and prevent young people from being exposed to the “normalisation and glamorisation” of drinking.



The All Blacks’ 38-year relationship with Steinlager will end if a private member’s bill is backed by Parliament. It aims to stop exposing young people to the normalisation of alcohol.

“It hasn’t been done for ages on the Coast – we’ve slowly moved away from it, and that’s the same nationwide. It seems like the All Blacks are the only ones that still have it.”

Where New Zealanders stand on banning alcohol advertising and sponsorship in sport

Calls to ban alcohol advertising and sponsorship in sport have left New Zealanders split down the middle.



A Newshub-Reid Research poll asked “should alcohol advertising and sponsorship in sport be banned?”

- 44% said yes it should be banned
- 44.3% said no
- the rest did not know.

POINTS OF VIEW, VALUES, AND PERSPECTIVES OF THE INDIVIDUALS/GROUPS INVOLVED IN THE CONFLICT

Relevant social studies perspectives

Economics	A branch of knowledge concerned with the production, consumption, and transfer of wealth.
Pragmatist	A person who is guided more by practical considerations than ideals.
Public health	A branch of knowledge concerned with promoting health, preventing disease, and prolonging life through the organised efforts of society.

RESOURCE B: Who was involved?

Bridget MacDonald – Executive Director, New Zealand Alcohol Beverages Council

“As an industry, we 100% support reducing the misuse of alcohol and harm. However, advertising and sponsorship are already well regulated by the Sale and Supply of Alcohol Act and the Alcohol Advertising and Promotion Code. Industry supporters of local clubs and international teams operate to high social responsibility standards, and we support consequences for breaches.

The pathway to reducing alcohol-related harm isn't achieved by banning advertising or sponsorship; it's by taking a pragmatic approach through targeted education and support. We can also normalise moderation and empower people to make better drinking decisions based on their personal situation and lifestyle.”

Carterton District Councillors

Carterton District Council voted against supporting the bill, saying they did not support the restriction of alcohol industry advertising and broadcast sports sponsorship.

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He said restricting alcohol industry sponsorship for sports “could be to the detriment of a lot of local sports clubs”.

Chlöe Swarbrick – Green Party MP



“Alcohol sponsorship is not the lifeline for our grassroots teams that some politicians like to pretend it is.

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MPs cannot have it both ways on this issue. They either care about the health and well-being of their communities, or they continue to prioritise the profits of alcohol barons. Simple.”

Dr Nicki Jackson – Executive Director of Alcohol Healthwatch

“Our communities have long suffered the effects of our failing liquor laws. They are powerless to go up against alcohol retailers, who endlessly appeal local council alcohol policies. Many councils, representing around half the country’s population, are already behind the bill. They have expressed frustration at the watering down of their alcohol policies to appease the industry. It’s time we put people before profit. The appeals process that exists in our liquor laws has failed, and now we have a bill that can fix it.

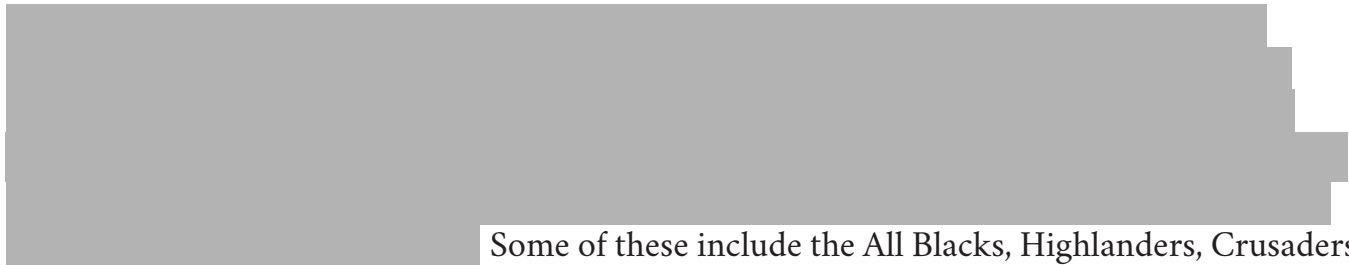


Political leaders should recognise the privileged opportunity this bill provides in leaving behind an amazing legacy. Leadership to create safer, healthier and fairer communities must not be squandered.”

SOCIAL FORCES THAT HAVE CONTRIBUTED TO THE CONFLICT, AND THEIR EFFECTS

RESOURCE C: Traditional links between alcohol and sport in New Zealand

The proposed bill created some concern in the sports industry in regard to the changes that could have occurred if the bill had passed.



Some of these include the All Blacks, Highlanders, Crusaders, Chiefs, Hurricanes, Black Caps, the Steinlager Rugby Series, the New Zealand Golf Open, and the ASB Classic Tennis Open.



The Steinlager beer brand has had a long association with the All Blacks, but health researchers say alcohol companies should not be sponsoring sport.



Asahi beer sponsorship at the New Zealand Golf Open.

At a cultural and social level, alcohol is closely associated with sport in New Zealand. At a participation level, a celebratory drink after the match is part of the social element which exists in many team sports. At an entertainment level, drinking a beer while watching the game, whether at home in front of the TV, with or without mates, or in a stadium, is part of the entertainment experience. In a study about alcohol in sport, some common beliefs were shared:

- The sale of alcohol provides financial support for many sports clubs and their activities.
- [REDACTED]
- People do not just get involved in team sports to get fit – they choose a team sport because it is a social experience, which is linked to some social activity which, in turn, comes back to some link to alcohol.

[REDACTED]

[REDACTED]

[REDACTED]



Alcohol Healthwatch believes the Speight's branding on Highlanders' jerseys breached the Alcohol Advertising and Promotion Code.

Sports culture and traditions have and do play a significant part in society and in the construction of local and national identities. The Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill caused concern for people who follow sports, as changes to alcohol advertising could have had financial and social impacts, and required people to change the way they think about the interrelationship between sports and the alcohol industry.

RESOURCE D: Expert research opinions and findings



The proposed bill received a positive reaction from many who have researched the societal impacts of alcohol sponsorship in sport.

There is a large body of research that supports restricting alcohol sponsorship in sport. Swarbrick's terminated bill aligned with recommendations from:

- the 2010 Law Commission review of New Zealand's alcohol laws
- the 2014 Ministerial Forum on Alcohol Advertising and Sponsorship
- the 2018 Government Inquiry into Mental Health and Addiction
- the World Health Organization.



Key findings included:

- Audiences were exposed to between 1.6 and 3.8 alcohol brand exposures per minute.
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- 
- Those watching the entire Cricket World Cup were exposed to alcohol brands 519 times, while viewers of the Australian Open were exposed 777 times.



VB
12 hrs · 🌟

Clear some space in the Pool Room, there's a new trophy on its way!

Huge congratulations to the Australian Cricket Team on winning their fifth ICC Cricket World Cup!



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Otago University Wellington-based public health expert Louise Signal, a co-author of the research, said it was damaging in a country where more than a third of young people were binge drinking by consuming six or more drinks on one occasion.

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Child wearing alcohol sponsorship from the Kids'Cam Study.

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Behind the terminated bill are some hard truths: alcohol is a leading cause of cancer, mental illness, suicide, child brain damage, and many social harms. In New Zealand, alcohol contributes to an estimated 800 deaths each year and costs the economy about NZ\$7.85 billion.

Acknowledgements

Material from the following sources has been adapted for use in this examination (accessed 2 June 2023).

Resource A

Pages 2 and 3: <https://www.nzherald.co.nz/nz/banning-booze-in-sports-can-green-mp-chloe-swarbrick-get-support-for-her-alcohol-ref-orms/7Y4Y56ZRNHXF4UGWWZGNUGO5IA/> (text and image)
<https://www.newshub.co.nz/home/politics/2022/11/newshub-reid-research-poll-where-new-zealanders-stand-on-banning-alcohol-advertising-and-sponsorship-in-sport.html>

Resource B

Pages 4, 5, and 6: <https://nzabc.org.nz/normal-kiwi-social-occasions/>
<https://www.rnz.co.nz/news/ldr/468170/mp-s-alcohol-advertising-bill-gets-no-support-from-carterton-council>
https://www.greens.org.nz/grassroots_sports_no_longer_excuse_for_alcohol_harm_inaction
https://www.greens.org.nz/our_people (image)
<https://www.ahw.org.nz/Portals/5/Resources/media/2022/Media%20Release%20-%20Harm%20Minimisation%20Bill%20drawn%20June%202022.pdf>
<https://ana.org.nz/about-us/people-2/dr-nicki-jackson/> (image)

Resource C

Pages 7 and 8: <https://www.ahw.org.nz/Portals/5/Resources/Fact%20Sheet/2022/AHW%20Alcohol%20sponsorship%20factsheet%20June%202022.pdf>
<https://www.rnz.co.nz/news/national/322271/alcohol-brands-should-stop-sponsoring-sport-researchers> (image)
<https://nzopen.com/news-media/sponsors-signage-and-general-views/> (image)
<http://www.srknowledge.org.nz/wp-content/uploads/2014/11/Report-Alcohol-and-Sport-15Nov101.pdf>
<https://www.nzherald.co.nz/sport/super-rugby-aotearoa-whats-in-a-name-why-new-highlanders-sponsor-has-no-place-in-sport/2MFIG2RCVXLOT4Q6IZXTOCX62Q/>
<https://www.rnz.co.nz/news/national/443916/complaint-made-over-highlander-s-speight-s-branding-display> (image)

Resource D

Pages 9 and 10: <https://blogs.otago.ac.nz/pubhealthexpert/evidence-supports-a-proposed-parliamentary-bill-to-reduce-harm-from-alcohol-sponsorship-of-sport/> (text and image)
<https://www.rnz.co.nz/news/national/322271/alcohol-brands-should-stop-sponsoring-sport-researchers>
<https://mumbrella.com.au/cricket-australia-sponsors-slow-to-jump-on-teams-cricket-world-cup-victory-284238> (image)
<https://www.canterbury.ac.nz/news/2022/nz-must-consider-restricting-alcohol-sponsorship-of-broadcast-sports-as-part-of-a-wider-law-reform.html>
<https://www.rnz.co.nz/news/on-the-inside/477936/why-new-zealand-must-consider-restricting-alcohol-sponsorship-of-broadcast-sports>

