

CONSIDERATIONS FOR BUILDING LOCAL CODES FOR ONLINE SALE AND DELIVERY OF ALCOHOL

The safeguards set out in our “Global standards for online alcohol sale and delivery” seek to inspire companies to incorporate them into their own business models, according to their circumstances. These standards also provide a basis to support the development of local codes that build on local laws and context.

Guidelines to develop and implement effective local codes include:

- Develop a code that builds on current regulation and addresses specific local and national context, with the aim to create a co-regulatory code where possible.
- Develop the code in consultation with a range of stakeholders, for example, public sector, civil society, consumer groups, and other private sector organizations.
- Include provisions that take account of those prohibited by law from buying alcohol according to national and local context beyond minors and persons intoxicated.
- Give consideration within the code to respecting adults’ personal preferences, abstaining populations, and cultural differences.
- Include independent third-party mechanisms for transparent reporting on compliance, with sanctions for infringement where feasible and appropriate.
- Build review processes into the code to address emerging local and national issues, consumer trends, and changing technologies.

Standards in action

Retail Drinks Australia’s Code of Conduct



Retail Drinks Australia launched its Online Alcohol Sale and Delivery Code of Conduct (Code) in July 2019, with signatories representing more than 80% of all alcohol purchased online in Australia.

The voluntary industry Code was the culmination of extensive consultation with industry and government to provide a robust, best-practice and fit for purpose framework governing the rapidly growing online alcohol sale and delivery market.

The Code seeks to address one of the challenges in regulating online alcohol sale and delivery, which is that liquor licensing legislation is state and territory based, but the marketplace is national.

Visit www.code.retaildrinks.org.au for more information.
