



**TITHE AN OIREACHTAS**

**AN COMHCHOISTE UM IOMPAR AGUS CUMARSÁID**

**Tuarascáil ar**

**Urraíocht Spóirt ag Tionscal na nDeochanna Alcóil**

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**HOUSES OF THE OIREACHTAS**

**JOINT COMMITTEE ON TRANSPORT AND  
COMMUNICATIONS**

**Report on**

**Sponsorship of Sports by the Alcohol Drinks  
Industry**



## Table of Contents

Foreword.....	3
Membership of the Committee .....	5
1. Background .....	6
2. Executive Summary.....	7
3. Stakeholders' views.....	9
Irish Rugby Football Union (IRFU).....	9
Gaelic Athletic Association (GAA) .....	10
Football Association of Ireland (FAI).....	10
Alcohol Action Ireland.....	11
College of Psychiatrists of Ireland .....	12
Horse Racing Ireland.....	12
Federation of Irish Sport.....	13
Drinks Industry Group of Ireland (DIGI) .....	14
4. Recommendations of the Committee.....	17
5. Terms of Reference of the Committee .....	18
6. Hyperlinks to Transcripts of Committee Meetings.....	21



## Foreword

The Committee became aware that the Government was considering implementing the recommendations contained in the Steering Group Report on a National Substance Misuse Strategy and decided that, as sport comes under its remit, it would be appropriate to seek to establish the views of some of the relevant protagonists.

This Report is solely based on the presentations made by the invited stakeholders during the course of Committee meetings which took place on 27 March and on 17 and 24 April 2013 and on observations and submissions made by Members of the Houses of the Oireachtas.

The representative groups invited were, in the order in which they appeared before the Committee, the Irish Rugby Football Union, the Gaelic Athletic Association, the Football Association of Ireland, Alcohol Action Ireland, the College of Psychiatrists, Horse Racing Ireland, the Federation of Irish Sports and the Drinks Industry Group of Ireland. The report focuses on the arguments put forward by those groups.

The Joint Committee is cognisant of the fact that both the sporting organisations and the medical professionals hold strong, but opposing views, on the matter. It appreciates that actions must be taken to address the harm caused to individuals in Irish society by the misuse of, and over-indulgence in, alcohol. However, it does not believe that the link between sponsorship and consumption has been proved.

Before any prohibition could be contemplated, the Committee holds the view that other identifiable streams of funding, which could adequately replace that provided by the alcohol drinks industry, would have to be identified. In recognising the realities of the State's current difficult economic situation, where additional funding for sports from Government sources could simply not be considered, the Committee agreed that a ban on alcohol drinks sponsorship could not be countenanced at this time.

I would like to express my appreciation to the Members of the Joint Committee and particularly to those on the working group which compiled this report.

A handwritten signature in black ink that reads "John O'Mahony". The signature is written in a cursive, slightly slanted style.

**John O'Mahony T.D.**

**Vice - Chairman**

**2 July 2013**



Membership of the Committee

Deputies:

Vacant [Chairman]  
John O'Mahony (FG) [Vice-Chairman]  
Michael Colreavy (SF)  
Timmy Dooley (FF)  
Dessie Ellis (SF)  
Terence Flanagan (FG)  
Tom Fleming (IND)  
Noel Harrington (FG)  
Séan Kenny (LAB)  
Eamonn Maloney (LAB)  
Mattie McGrath (IND)  
Michael Moynihan (FF)  
Patrick O'Donovan (FG)  
Ann Phelan (LAB)  
Brian Walsh (FG)

Senators:

Terry Brennan (FG)  
Sean D. Barrett (IND)  
Eamonn Coghlan (FG)  
Paschal Mooney (FF)  
Ned O'Sullivan (FF)  
John Whelan (LAB)

### 1. Background

At its meeting of 6 March 2013, the Joint Committee on Transport and Communications (hereinafter “the Committee”) agreed that it would examine the issue of drinks industry sponsorship of sport. The Committee was aware that the Government was considering the recommendations contained in the Steering Group Report on a National Substance Misuse Strategy, one of which related to the phasing out through legislation by 2016 of drinks industry sponsorship of sport and other large public events in Ireland. It was also very cognisant of the devastating effects on families and communities brought about by the misuse of alcohol and the Members were unanimously of the view that measures were required to be taken in order to address the issues arising out of harmful alcohol consumption.

As the Committee’s Terms of Reference include consideration of policy matters for which the Minister for Transport, Tourism and Sport is officially responsible, it agreed that it would be appropriate to learn about the implications which the phasing out of drinks industry sponsorship would have on the main sporting organisations in Ireland. In order to more fully inform itself, the Committee also agreed to take evidence from the medical profession and the drink industry.

In that regard it undertook to meet, over the course of three meetings which took place in the March – April period of 2013, with the Irish Rugby Football Union, the Gaelic Athletic Association, the Football Association of Ireland, Alcohol Action Ireland, the College of Psychiatrists of Ireland, Horse Racing Ireland, the Federation of Irish Sport and the Drinks Industry Group of Ireland.

## 2. Executive Summary

It was clear to the Committee that the sporting organisations were all cognisant of the dangers misuse of alcohol has for their members and that they are all very supportive of measures to counter those problems. However, every sports organisation which presented to the Committee emphasised the importance of alcohol drinks industry sponsorship to participation rates and promotion of their sports. Similarly, all organisations were firmly of the view that if such sponsorship was discontinued it would be difficult to find replacement sponsors in the present economic climate. It was also stated that without such sponsorship, organisations would find it extremely difficult to host major sports events in this country, from rugby to horse racing, which would, in turn, impact negatively on tourism revenue.

The medical profession painted a stark picture of the debilitating and, in many cases, life threatening effects of heavy consumption of alcohol. The profession argued that the association between alcohol and sport should be severed. The Committee accepts that binge drinking and the misuse of alcohol generally is a societal problem which is increasingly being identified in the younger age cohort. The Committee strongly supports measures which would address the misuse of alcohol, including the ready availability of low-cost alcohol products, particularly to the young. However, it has only examined the issue from the perspective of sponsorship of sporting events.

Sport comes within the remit of the Committee and it is from that perspective that the Members examined the evidence presented. The general consensus was that while, in an ideal world, prohibiting the sponsorship of sports by alcohol drinks companies was a very worthwhile aspiration, the reality, particularly in the current economic climate, was that the main sporting organisations in this country, would suffer inordinately if legislation for such a prohibition was introduced. The reality is that until such time as replacement funding streams can be identified, alternative sponsors would be difficult to find. If it was the case that funds raised through sponsorship were simply used to pay exorbitant salaries, such as those paid to Premier League footballers in England, the Committee would fully support a phasing out of drinks sponsorship. However, the Committee learned that much of the sponsorship received is used by the sporting bodies to promote and increase participation rates. The Committee was very impressed by the GAA's Alcohol and Substance Abuse Prevention Programme (ASAP), an initiative which was supported by the HSE and one which might form the template for programmes which, we believe, should be considered by the other sporting bodies.

A further difficulty would be the international aspect of telecommunications, whereby ordinary citizens can access sporting events either on their televisions or increasingly on mobile devices. The availability of television and radio stations from our neighbouring island militates against the enactment of such a prohibition and points to other difficulties in its implementation. Acting unilaterally, Ireland would be at a significant competitive disadvantage to its international competitors. Similarly, the internet does not recognise international borders. The Committee believes that, in order to be effective, any prohibition would have to be implemented at European Union level.



Some Committee Members were firmly of the view that sponsorship by alcohol drinks companies should be phased out by 2016, as proposed in the Steering Group Report. However, the majority held the view that the link between sponsorship and the misuse of alcohol in society had not been established and for this and the other reasons outlined in the previous paragraphs, the Committee feels that banning sponsorship of sports by the alcohol industry is not merited at this time.

Access to the transcripts of the Committee debates on the subject matter are available on the Oireachtas website ([www.oireachtas.ie](http://www.oireachtas.ie)) and, if you are reading an online copy of the Report, the transcripts are hyperlinked to the Oireachtas website on page 25.

### 3. Stakeholders' views

#### **Irish Rugby Football Union (IRFU)**

The IRFU expressed its commitment to the development of healthy lifestyles and of building communities through the promotion of sport. The organisation plays a constructive role in promoting alcohol awareness and advocating the responsible use of alcohol. With 150,000 active playing members and over 9,000 coaches in its clubs, the IRFU believes that is ideally placed to assist the Department of Health to mount major educational campaigns in the communities it serves.

The IRFU suggested that in countries where alcohol sponsorship of sport had taken place there was no empirical evidence to demonstrate that the ban had been effective in terms of reducing alcohol misuse. Its representative also stated that no coherent, evidence based research exists linking alcohol sponsorship of sports events to alcohol misuse. The IRFU had developed an Awareness & Education Action Plan which comprised an Alcohol Code of Ethics (ACE) and an Alcohol and Substance Abuse Education and Awareness programme. This document demonstrated the IRFU's commitment to putting its extensive network at the disposal of the Government in order to make a long term impact. It believes that this is a constructive and cooperative approach which will contribute to the delivery of improved health for the nation.

The elimination of alcohol sponsorship would:

- significantly reduce the IRFU's annual income thereby necessitating an immediate and drastic curtailment of its ability to fund participation for children and youths countrywide
- adversely affect rugby clubs, many of which are already operating under severe financial pressure
- be a major impediment to this country's ability to mount a credible bid for major international rugby events, including Ireland's bid for the Rugby World Cup in 2023.
- impact negatively on Ireland's ability to fund professional teams at both national and provincial levels which would have a negative economic impact in terms of attracting significant numbers of visitors to these shores
- be extremely difficult, if not impossible, to replace particularly in the current financial climate

The IRFU urged the Government to work towards a long term effective solution to the problems brought about by the abuse of alcohol by channelling the energies and focus of the various State Agencies charged with overall responsibility for the health of the population, particularly children, into a common, evidence-driven programme which would be supported by the sporting bodies.

### **Gaelic Athletic Association (GAA)**

The GAA, which has over 2,500 clubs, 20,000 teams and 300,000 registered players, made the point that, in the current difficult economic and financial situation, funding sources are fewer and yield less than before with many of the counties and clubs are struggling under worrying levels of debt. Sponsorship is a very important funding stream with 33% of its funding deriving from commercial revenue.

The GAA is totally committed, through the promotion of its sports, to the development of healthy lifestyles and healthy attitudes to alcohol. While the GAA accepts that there are issues around the misuse of alcohol, particularly amongst young people, it does not believe that there is any hard evidence to demonstrate that a ban on sports sponsorship would have any impact in terms of reducing the incidence of misuse.

The GAA bases its approach to tackling the harm caused by the misuse of alcohol around education, using a settings-based educational and intervention programme, an approach recommended by the World Health Organisation and the HSE. Its Alcohol and Substance Abuse Prevention Programme was set up in 2006 as a joint initiative with the HSE with the aim of minimising the harm caused by the misuse of alcohol and other substances. The GAA's "Brief Intervention" training programme is a short, structured, supportive conversation designed to assist a person identified as drinking in a harmful way to make a positive change in their behaviour and attitude towards alcohol

The GAA has an extensive education programme on alcohol in place and believes that the elimination of alcohol sponsorship from sport will deliver no tangible benefits but merely increase financial pressures on sporting bodies and their clubs. Furthermore, it holds the view that a renewed focus on educating the population to adopt more positive attitudes to the use of alcohol and through Government passing legislation to make access to alcohol more difficult and more expensive for young people would be considerably more effective than imposing a ban on alcohol sponsorship.

### **Football Association of Ireland (FAI)**

The FAI has about 2,600 clubs and some 450,000 participants. It runs 24 community-based programmes, a significant number of which are in the area of social inclusion which use Late Night Football Leagues as a tool to tackle important social issues including combatting anti-social behaviour which primarily relates to underage drinking. Garda research illustrated there was a 26% reduction in anti-social behaviour related calls to stations located in areas in which the Late Night Leagues are run.

As a result of reductions in Government funding of some 35% over the period from 2008 to the present, the amount received from the Irish Sports Council now equates to 17% of the FAI's operating income resulting in greater reliance on sponsorship and commercial agreements. The economic downturn has resulted in the FAI being obliged to substantially reduce ticket prices in order to attract fans.

The proposal to discontinue sponsorship by the alcohol industry would have a direct negative impact on its ability to run the various programmes. The FAI also held the view that

there was no evidence of any correlation between sponsorship by the alcohol drinks industry and alcohol consumption.

The FAI stated that sponsorship was much more difficult to obtain than might be imagined and there was little chance of procuring replacement sponsorship if that of drinks companies was prohibited. The FAI's ability to bid for tournaments such as EURO 2020, which has the potential to provide a major boost to the economy, would also be jeopardised. The FAI works hard to bring the benefits of its sport to society within a funding model which is severely affected by the prevailing economic and market environment. It believes that the path forward in addressing societal issues such as obesity and alcohol abuse can be enhanced significantly by supporting the work of bodies such as the FAI in aggressively promoting sport, particularly in schools, and using those activities to help promote healthy lifestyles. Support from the FAI's existing sponsors, which includes alcohol drinks companies, ensures it can maintain and grow sporting activity.

### **Alcohol Action Ireland**

Alcohol Action Ireland is the national charity for alcohol-related issues. It is an independent voice for advocacy and policy change, working to reduce levels of alcohol-related harm in Ireland. The group was adamant that we, as a country, have a major alcohol problem with 1,200 deaths per year attributable to abuse. Ten per cent of Irish children say their lives have been adversely affected by their parents' drinking and it is estimated that parental drinking accounts for one sixth of all cases of child abuse and neglect. Those children are bombarded with positive images of alcohol, which is linked to fun and to social and sporting prowess. Sponsorship promotes consumption and proof that alcohol sponsorship does nothing to increase alcohol related harm should fall to the industry.

While acknowledging that the recession has caused per capita consumption to fall slightly, the average consumption for Irish adult drinkers is well into the range of hazardous drinking. The majority of young Irish men use alcohol in a manner that warrants a health intervention based upon World Health Organisation criteria. Alcohol is a contributory factor in half of all suicides and the majority of young men who kill themselves are intoxicated at the time. The group stated that there is no product on the planet that causes more deaths and social problems in young men nor is there one that could more inappropriately be promoted by the rugby, soccer or Gaelic games organisations. Irish children are the real targets of alcohol advertising and sponsorship as the companies seek to establish brand awareness and brand loyalty prior to their actually commencing to drink.

The group stated that alcohol marketing and advertising works successfully and influences young people's alcohol beliefs and behaviour. It had much evidence that young people exposed to alcohol branding begin drinking at an earlier age which can lead to dependence in adulthood. Evidence from both Australia and New Zealand showed that sportspeople exposed to alcohol sport sponsorship had higher drinking scores, while across Europe it had been demonstrated that youth exposure to alcohol marketing is associated with the likelihood that adolescents will start to drink alcohol and will increase their drinking if they had already started. A recent study of 6,500 children aged between 13 and 15, which was

funded by the European Commission, showed an association between exposure to alcohol sports sponsorship and increased drinking.

It was suggested by the group that the sporting bodies and the alcohol industry are incorrect when they state that there is no evidence that sports sponsorship by drinks companies influences children. The breaking of the link between sporting bodies and alcohol marketing is crucial and self-regulation does not work.

### **College of Psychiatrists of Ireland**

The College of Psychiatrists holds the view that all promotion of alcohol products should be banned. The British Medical Association (BMA), having examined the 'Damaging effect of alcohol on young people', concluded that alcohol marketing communications have a powerful effect on young people and are independently linked with the onset, amount and continuation of their drinking. Through the use of TV, social networking, sponsorship of music and sporting events, they reinforce and exaggerate strong pro-alcohol social norms. One of the BMA's main recommendations to the UK Government was to ban all alcohol marketing communications.

The scientific opinion of the 'Science Group of European Alcohol and Health Forum' found consistent evidence to demonstrate an impact of alcohol advertising on the uptake of drinking among non-drinking young people and increased consumption among existing drinkers. Research from the National Suicide Research Foundation shows that suicides among men rose sharply as the economy went into recession, with higher rates for those in the construction industry and having a harmful drinking pattern. Denial is a strong feature of alcoholism with alcoholics convinced that they need alcohol to be normal and to function and similar language is used in relation to alcohol sponsorship.

The College called for a ban on all alcohol advertising and sponsorship in Ireland.

### **Horse Racing Ireland**

Horse Racing Ireland (HRI) is a commercial semi-state body which is responsible for the development and promotion of the thoroughbred horse racing and breeding industry in Ireland. Horse racing contributes almost €1 billion annually to the economy with Ireland breeding more thoroughbred horses than Britain or France. It is primarily an agricultural industry, sustaining some 16,000 jobs mostly in rural Ireland.

Much of the demand for Irish thoroughbred horses is driven by overseas buyers on the basis of the winning performances of Irish horses at the top level, across the globe. However, this country is struggling to compete with better funded countries who can offer bigger prize-money to attract the best horses into their racing industries.

Sponsorship of races is one of the key components of keeping prize money for Irish racing at an internationally competitive level and sponsorship by the drinks industry has always been a feature of the sport. Sponsors also spend heavily in marketing race-meetings and in entertaining customers and staff at the races. The total value of drinks industry sponsorship to racing exceeds €1 million per year. Racing operates in a culture of responsibility and

does not permit inappropriate sponsorships and racecourses work with their drinks company sponsors in applying their codes of practice.

Racing is demonstrably aimed at an older audience with research indicating that the typical race-goer is aged 35. The HRI suggested that a case by case approach to regulation was appropriate and that action should only be taken where there is a clear risk of harm. It requested that racing's unique role in Irish society should be seen as an example of responsible and convivial social drinking in a regulated environment as opposed to harmful drinking which tends to take place largely in anti-social contexts. Drinks industry sponsors and race-goers have added significantly to the social and cultural life of Ireland for generations and continue to do so.

Racing supports the regulation of alcohol promotion with an emphasis on the protection of younger people. Banning sponsorship by alcohol drinks companies would be a blunt and crude instrument which does not take account of the likelihood of achieving the desired result. Advertising is permitted subject to strict regulation as should apply in the case of sponsorship.

It was suggested that it would be wrong to imagine that racing could find alternative sponsors, particularly as sponsorship in racing has halved since 2007. The well-known Irish drinks brands bring their expert marketing to bear in the development of our major festivals and bring international audiences to Irish racing. As an example, the Hennessy Gold Cup sponsorship could be moved from Leopardstown to Newbury where it also sponsors a Gold Cup. Hennessy bring senior executives from the world's largest luxury brand groups and use Leopardstown to entertain key business contacts, media people and friends. Similarly the Powers Gold Cup at Fairyhouse and the Guinness Handicap Chase at Punchestown deliver annual financial stimuli to the local economy.

HRI stated that there is an illusion that sponsorship imagery can somehow be contained in the digital age in which we live but such imagery is borderless when British television channels are transmitted into Irish homes and where mobile phones and other hand held devices do not recognise international borders. A ban on sponsorship in Ireland would mean that the Irish horse racing fraternity would be free to watch and bet on the John Smith's Grand National at Aintree, the Hennessy Gold Cup in Newbury and the Grey Goose Breeders Cup in the USA but not on the Powers Gold Cup in Fairyhouse or the Guinness Galway Hurdle and would result in a loss of at least €1 million per annum to Irish racing.

### **Federation of Irish Sport**

The Federation of Irish Sport represents the interests of sport and speaks on behalf of all sports as one independent voice, particularly when policies which are likely to impact on sport are being considered by Government. The Federation represents 100 different sporting organisations from the GAA to badminton and counts Local Sports Partnerships amongst its members. Over 40,000 jobs are supported by sport in Ireland while 500,000 Irish adults volunteer to support the delivery of sport to every community in the country.

The issue of funding is central for all its members and any policy which is introduced and which could have the effect directly or indirectly of reducing private and corporate investment funding to sport is a key concern of the Federation. Funding is crucial to sport and the removal of one category of sponsor would have the effect of reducing the pool of available sponsors to all of Irish sport. Government investment in sport has dropped from a peak of €311 million in 2008 to €54.36 million in 2013. In 2008, the Government made a huge contribution to the construction of the stadium at Lansdowne Road and there was also a Sports Capital Programme that year. However, funding to the Irish Sports Council has fallen from €57.6 million in 2008 to €43 million in 2013, representing a decrease of some 25%. This reduction in funding has come at a time when other revenue streams such as member affiliation, ticket prices and sponsorship have been coming under increasing pressure. The total value of sponsorship was estimated at €133 million in 2009 and at €118 million in 2012.

Member organisations of the Federation, many of whom struggle to obtain sponsors at the best of times, report that they have never operated in such a challenging sponsorship environment. Sport, unlike other areas of the not for profit sector, does not qualify for charitable status thus placing it at a disadvantage when seeking to attract philanthropic investment. Any policy, such as that of banning sponsorship by the alcohol drinks sector, which impacts negatively on sport's existing and future private funding, will gravely affect all sports ability to sustain themselves financially.

Community sporting activity has an economic value in excess of €350 million per year, with sport contributing between €1.4 and €2.4 billion to Irish GDP and sports tourism generating in excess of €800 million per annum. In light of the difficult funding environment and the huge contribution made by sport to the economy, Irish Sport believes that this not the time to be introducing a blanket ban on any category of potential sponsor. Further reductions in funding for sport will have a detrimental impact on the ability of sports organisations to continue to develop sporting opportunities for all citizens.

The Federation recognises the significant health and social challenges faced by Irish society from alcohol misuse and there were many ways to address this issue as was outlined by the Report of the Taskforce on Substance Misuse which made 45 recommendations and had commended the sports industry for its adherence to the self-regulating codes.

The Federation believes that Ireland needs to be incentivising funding for sport not obstructing it and that a ban on alcohol sponsorship would have a detrimental effect on Irish Sport. Consideration should be given to active engagement between sport and public health officials to try to ensure responsible alcohol usage and that if such a ban was to be introduced, sport might then be left vulnerable to similar bans on sponsorship by other sectors such as food, soft drinks or the betting industry.

### **Drinks Industry Group of Ireland (DIGI)**

DIGI is representative of the manufacturing, distribution and retail sectors of the drinks industry. The industry contributes over €2 billion in taxation annually, supports some 62,000 local jobs and is responsible for over €1 billion in annual exports. It plays a very significant role in Irish tourism in terms of tradition, heritage and conviviality and in the development of

iconic tourist attractions such as the Guinness Storehouse in Dublin and the Midleton Distillery in Cork.

DIGI acknowledged that the misuse of alcohol was not in the interests of the industry or consistent with its sustainable development. The industry expressed support for any measures which would lead to a reduction in misuse. However, it is opposed to what it termed as eye-catching but ineffectual bans and supports long term educational measures.

Alcohol consumption in this country has fallen by over 19% since 2001 with the number of young people stating that they have never had an alcoholic drink increasing by 35% in the past eight years. The industry credits educational initiatives, such as drinkaware.ie, with significant declines in overall alcohol consumption and with a large and growing majority consuming alcohol responsibly.

The proposed ban would have a huge impact on sporting, artistic and music events such as the Jameson Dublin International Film Festival, Guinness Cork Jazz Festival, the Heineken Cup and the Bulmer's Comedy Festival as well as countless small festivals and events throughout the country. DIGI contends that the wider evidence and data shows that there is no link between alcohol sponsorship and misuse. It questioned the methodology for the studies in Australia and New Zealand (mentioned in other presentations to the Committee) as free alcohol had been distributed at the events concerned. Free alcohol is not distributed to participants in the events sponsored by alcohol companies in the Irish market. An in-depth global survey of sponsorship activity carried out by IMR Sports Marketing and Sponsorship Intelligence of the UK found no connection between sponsorship and consumption levels. Where bans have been introduced, such as the Loi Évin in France, there is no evidence that they have had any effect in reducing misuse and that teenage drinking in France is actually increasing.

In Ireland beer brands are among the most active categories in terms of sports sponsorship but in the case of wine, which is not involved in any sponsorship, the market has increased by 13% over the past 16 years with the beer market contracting by 9% over the same period. The reason that brands undertake sponsorship is to encourage consumers to choose one brand over another.

A ban or phasing out of sponsorship would lead to a significant gap in funding for sports and other cultural activities and events and would have a negative impact on the Irish economy. A decision to phase out sponsorship over the medium to long term would see brands beginning to wind down their sponsorship activities with the consequent loss of millions of euro in the short-term. A ban would also be extremely damaging to a vital national industry which would be at odds with the objective of growing the Irish export economy through the food and drinks market. Due to the open nature of Ireland's media, any ban would have no significant impact on exposure as sponsored activity from other countries would be legitimately viewed by Irish consumers.

The industry currently has codes of practice for the way in which it conducts its sponsorship which are considered to be among the strictest in the world. Nonetheless, in recognition of the need to ensure that its marketing and communications reflects the changing market, the



industry has proposed the strengthening of its robust code of practice for sponsorship, which would have Government backing, strict monitoring and sanctions for breeches. Under this proposed code it would be mandatory for all brand owners and rights-holders to provide responsible training and to promote responsible drinking at all sponsored events.

#### 4. Recommendations of the Committee

- A. Sponsorship by the Alcohol Drinks Industry should remain in place until such time as it can be replaced by other identifiable streams of comparable funding.
- B. A Code of Practice for the consumption of alcohol within stadia should be drawn-up by all sporting organisations.
- C. A fixed percentage of all sponsorship received by each and every organisation (sporting, cultural, arts, music etc.) from the alcohol drinks industry, should be ring-fenced and paid into a central fund to be administered by an appropriate body. That fund should be used exclusively for Alcohol and Substance Abuse Prevention Programmes.
- D. Sponsorship of sports and sporting events should be treated in the same way as sponsorship of the arts, music and other festivals.
- E. A Code should be introduced to make it mandatory for all brand owners and rights-holders to provide responsible training in selling, advertising and marketing and to promote responsible drinking at all sponsored events.
- F. All sporting organisations should be encouraged to support programmes which contribute to social inclusion in order to reduce the abuse of alcohol, particularly among young people.
- G. A prohibition on sponsorship by the alcohol industry should only be considered if it is done on a pan-European basis in order to ensure that Irish sports and sporting organisations are not operating at a disadvantage relative to their international competitors.

**5. Terms of Reference of the Committee**

**a. Functions of the Committee – derived from Standing Orders [DSO 82A; SSO 70A]**

- (1) The Select Committee shall consider and report to the Dáil on—
  - (a) such aspects of the expenditure, administration and policy of the relevant Government Department or Departments and associated public bodies as the Committee may select, and
  - (b) European Union matters within the remit of the relevant Department or Departments.
- (2) The Select Committee may be joined with a Select Committee appointed by Seanad Éireann to form a Joint Committee for the purposes of the functions set out below, other than at paragraph (3), and to report thereon to both Houses of the Oireachtas.
- (3) Without prejudice to the generality of paragraph (1), the Select Committee shall consider, in respect of the relevant Department or Departments, such—
  - (a) Bills,
  - (b) proposals contained in any motion, including any motion within the meaning of Standing Order 164,
  - (c) Estimates for Public Services, and
  - (d) other matters as shall be referred to the Select Committee by the Dáil, and
  - (e) Annual Output Statements, and
  - (f) such Value for Money and Policy Reviews as the Select Committee may select.
- (4) The Joint Committee may consider the following matters in respect of the relevant Department or Departments and associated public bodies, and report thereon to both Houses of the Oireachtas:
  - (a) matters of policy for which the Minister is officially responsible,
  - (b) public affairs administered by the Department,
  - (c) policy issues arising from Value for Money and Policy Reviews conducted or commissioned by the Department,
  - (d) Government policy in respect of bodies under the aegis of the Department,
  - (e) policy issues concerning bodies which are partly or wholly funded by the State or which are established or appointed by a member of the Government or the Oireachtas,
  - (f) the general scheme or draft heads of any Bill published by the Minister,
  - (g) statutory instruments, including those laid or laid in draft before either House or both Houses and those made under the European Communities Acts 1972 to 2009,

## Joint Committee on Transport and Communications

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- (h) strategy statements laid before either or both Houses of the Oireachtas pursuant to the Public Service Management Act 1997,
  - (i) annual reports or annual reports and accounts, required by law, and laid before either or both Houses of the Oireachtas, of the Department or bodies referred to in paragraph (4)(d) and (e) and the overall operational results, statements of strategy and corporate plans of such bodies, and
  - (j) such other matters as may be referred to it by the Dáil and/or Seanad from time to time.
- (5) Without prejudice to the generality of paragraph (1), the Joint Committee shall consider, in respect of the relevant Department or Departments—
  - (a) EU draft legislative acts standing referred to the Select Committee under Standing Order 105, including the compliance of such acts with the principle of subsidiarity,
  - (b) other proposals for EU legislation and related policy issues, including programmes and guidelines prepared by the European Commission as a basis of possible legislative action,
  - (c) non-legislative documents published by any EU institution in relation to EU policy matters, and
  - (d) matters listed for consideration on the agenda for meetings of the relevant EU Council of Ministers and the outcome of such meetings.
- (6) A sub-Committee stands established in respect of each Department within the remit of the Select Committee to consider the matters outlined in paragraph (3), and the following arrangements apply to such sub-Committees:
  - (a) the matters outlined in paragraph (3) which require referral to the Select Committee by the Dáil may be referred directly to such sub-Committees, and
  - (b) each such sub-Committee has the powers defined in Standing Order 83(1) and (2) and may report directly to the Dáil, including by way of Message under Standing Order 87.
- (7) The Chairman of the Joint Committee, who shall be a member of Dáil Éireann, shall also be the Chairman of the Select Committee and of any sub-Committee or Committees standing established in respect of the Select Committee.
- (8) The following may attend meetings of the Select or Joint Committee, for the purposes of the functions set out in paragraph (5) and may take part in proceedings without having a right to vote or to move motions and amendments:
  - (a) Members of the European Parliament elected from constituencies in Ireland, including Northern Ireland,
  - (b) Members of the Irish delegation to the Parliamentary Assembly of the Council of Europe, and
  - (c) at the invitation of the Committee, other Members of the European Parliament.

**b. Scope and Context of Activities of Committees (as derived from Standing Orders [DSO 82; SSO 70])**

- (1) The Joint Committee may only consider such matters, engage in such activities, exercise such powers and discharge such functions as are specifically authorised under its orders of reference and under Standing Orders.
- (2) Such matters, activities, powers and functions shall be relevant to, and shall arise only in the context of, the preparation of a report to the Dáil and/or Seanad.
- (3) It shall be an instruction to all Select Committees to which Bills are referred that they shall ensure that not more than two Select Committees shall meet to consider a Bill on any given day, unless the Dáil, after due notice given by the Chairman of the Select Committee, waives this instruction on motion made by the Taoiseach pursuant to Dáil Standing Order 26. The Chairmen of Select Committees shall have responsibility for compliance with this instruction.
- (4) The Joint Committee shall not consider any matter which is being considered, or of which notice has been given of a proposal to consider, by the Committee of Public Accounts pursuant to Dáil Standing Order 163 and/or the Comptroller and Auditor General (Amendment) Act 1993.
- (5) The Joint Committee shall refrain from inquiring into in public session or publishing confidential information regarding any matter if so requested, for stated reasons given in writing, by—
  - (a) a member of the Government or a Minister of State, or
  - (b) the principal office-holder of a body under the aegis of a Department or which is partly or wholly funded by the State or established or appointed by a member of the Government or by the Oireachtas:

Provided that the Chairman may appeal any such request made to the Ceann Comhairle / Cathaoirleach whose decision shall be final.

**6. Hyperlinks to Transcripts of Committee Meetings**

Hyperlinks to the Oireachtas website to read the transcripts of the Meetings held;

[Meeting held on Wednesday 27<sup>th</sup> of March 2013 with the FAI, GAA and IRFU](#)

[Meeting held on Wednesday 17<sup>th</sup> of April 2013 with Alcohol Action Ireland and College of Psychiatrists of Ireland](#)

[Meeting held on Wednesday 24<sup>th</sup> of April 2013 with of Horse Racing Ireland, the Federation of Irish Sport and the Drinks Industry Group of Ireland](#)