



Administrative Effectiveness

Handout 9

Policy and Procedures Example

Example Policy and Procedure for Marketing

Government of South Africa. (2004), Liquor Act, No. 59 of 2003. Pretoria.

World Health Organisation, The World Health Report 2002.

Ex parte President of the RSA in re Constitutionality of the Liquor Bill 2000 (I) SA 732 (CC)

DRAFT liquor policy JUNE 2011 (Department Economic Development, Gauteng)

1. Introduction

The promulgation of the Gauteng Liquor Act in 2003 and subsequent Regulations have gone some way to assist the Gauteng Provincial Government to address the historical consequences and social and economic challenges of liquor trade and consumption prior to democracy and to regulate the liquor industry. However, the Province still faces

some challenges in regulating liquor. The Gauteng Provincial Government (GPG)

recognises that the production, distribution and sale of liquor contribute to the economy of the Province by amongst other things creating employment and generating revenue. However, the harm caused by liquor consumption has significant economic and social costs.

2. Policy objectives:

- to facilitate responsible attitudes towards the production, distribution, promotion, marketing, advertising, sale and consumption of liquor.
- to ensure that appropriate measures are in place to reduce caused by harm alcohol consumption; and
- to address the legacy of apartheid by facilitating entry and empowerment of new entrants into the liquor industry, particularly persons from previously disadvantaged backgrounds.

3. Procedures to follow

In order to give effect to these policy objectives the GPG will:

- ensure effective regulation of the production, distribution, promotion, selling and consumption of liquor by:
 - providing for a licensing system that is effective and fair;
 - providing adequate deterrents to discourage the sale and consumption of liquor outside the ambit of the law;
 - improving the monitoring and enforcement of liquor laws;
 - implementing measures that will reduce the economic and social costs of alcohol consumption in the Province;

- promote socially responsible attitudes towards the production, distribution, sale and consumption of liquor by:
 - garnering support from stakeholders to influence and adopt positive and responsible attitudes to liquor; and
 - implementing education and advocacy programmes targeting vulnerable groups in order to reduce the harm caused by alcohol consumption.
- Determine feasibility of point-of-sale awareness and helpline.
- Public Awareness Education on responsible alcohol use; and
- Long-term programmes will be introduced at primary, secondary and tertiary institutions level which endeavours to facilitate:
 - increasing parental and community support.
 - incorporating peer-led and life skills training.
 - Incorporating resistance training within a culturally relevant context; and
 - Citizen rights and participation in the monitoring and regulation of alcohol trade.