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013



Legislative Assembly for
the
**Australian Capital
Territory**

Standing Committee on Legal
Affairs

Inquiry into Liquor Amendment Bill 2025

Answer to question taken on notice

Asked by: Mr Shane Rattenbury, MLA

Addressed to: Ms Rachel Williams, Head of Regulated Goods – Grocery & Retail, Uber Eats

In relation to: MARKETING PRACTICES REGARDING ALCOHOL

Hearing: 5 December 2025

Uncorrected Proof Transcript p 36

Transcript provided: 11 December 2025

Answer Due: 18 December 2025

Ms Williams took on notice the following question(s):

MR RATTENBURY: Thanks, Chair. Can I come back to then the question of marketing? I appreciate the comment you made, Ms Williams, about once people start triggering thresholds. Can you explain a little bit more how that works is obviously I am concerned that the data you are gathering through the data monitoring program is obviously incredibly powerful and could be used inappropriately. Can you give the committee assurance that it is not being used inappropriately?

Ms Williams: When you say inappropriately, can I see that—clarify—yes.

MR RATTENBURY: Yes, I have heard stories of people receiving alcohol advertisements consistently, you know, their Facebook or Instagram feeds or the like.

Ms Williams: Yes.

MR RATTENBURY: So that is the sort of I guess this data would be incredibly valuable to a range of suppliers. Do you on sell the data to anybody?

Ms Williams: I think what would be most helpful here is I can take it on notice to provide the committee with a pretty extensive and broad view of our marketing practices with respect to alcohol. I do not want to comment on anything too specific, but I am not 100 per cent sure off the top of my head so I think we could take that on notice and provide it to you. There are, however, a few comments I would like to make with respect to marketing.

Certainly we take our obligations to the community to market in a responsible way very seriously. As such, we have designed sort of principles and guidelines that our teams use internally on alcohol marketing, in addition to, of course, complying with the relevant legislation and following the ABAC

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code of conduct as well. Again, we can provide more extensive detail on that on notice, but that includes things such as limitations that we use on direct marketing such as emails or push notifications. We put limits on the frequency with which our teams can send those in respect to alcohol promotions and the time of day during which they can send those as well, so I think we do have some policies in place that go above and beyond when it comes to responsible marketing. Apologies, forgetting if—I might have missed part of your question but—

THE CHAIR: Yes.

MR RATTENBURY: That is all right, perhaps I could—

Ms Cormack: Can I also just add something in relation to marketing.

Ms Williams: Yes.

Ms Cormack: One of the benefits of the exclusion programs we have, both third party and the self-exclusion program, is people get zero marketing. As soon as they are in those programs, everything stops. I understand this committee has heard a lot about some of the negatives or the perceived negatives of the on-demand delivery space, but I think there are a lot of positives. One of the things that we can do, which brick and mortar and traditional alcohol suppliers cannot, is we can use technology to improve safety. Being able to restrict—well, have problem drinkers have no marketing, I think is a good thing, particularly for people who are trying to seek help and trying to recover. And so we are quite proud of that benefit we provide.

UBER EATS: The answer to the Member's question is as follows:

Uber Eats has never, and will never use the DrinkWise program to identify potential at-risk consumers and sell their personal information to target them with more alcohol marketing. The DrinkWise program is designed to identify those purchasing in potentially risky patterns and provide them with education and resources – including tips to moderate and the government (NHMRC) daily and weekly guidelines around consumption – to make more informed and responsible choices. The program also raises awareness with users of self exclusion options and other alcohol support services available to them.

Uber Eats takes its obligations to the community to market its services in a responsible manner very seriously. We have processes in place which are consistent with industry practices, and are designed to ensure that our alcohol delivery advertisements are broadcast responsibly. For example:

- We limit the frequency and timing of direct marketing messages (such as push notifications and emails),
- All alcohol campaigns involving significant mass media (such as billboards, streaming ads) receive pre-vetting by Alcohol Beverages Advertising Code (ABAC), and
- We remove any users who are subject to alcohol exclusions from our direct marketing activities (this includes users who have had access to alcohol orders on Uber Eats restricted by self-exclusion, third party exclusion and captured by the DrinkWise program). We also exclude them from targeted alcohol promotions.

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Approved for circulation to the Standing Committee on Legal Affairs

A handwritten signature in black ink, appearing to be 'M. J. ...', written over the signature line.

Signature:

Date: 18/12/2025

By the Head of Regulated Goods - Grocery & Retail, Uber Eats Australia & New Zealand