



Inquiry into Liquor Amendment Bill 2025

Answer to question taken on notice

Asked by: Mr Shane Rattenbury, MLA

Addressed to: Mr Rowan Payne, Manager, Government Relations and Policy, Door Dash

In relation to: THRESHOLDS FOR REFUSING DELIVERY

Hearing: 5 December 2025

Uncorrected Proof Transcript pp 36-37

Transcript provided: 11 December 2025

Answer Due: 18 December 2025

Mr Rowan Payne 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

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.

MR RATTENBURY: And DoorDash, do you have a similar approach to the marketing constraints?

Mr Payne: Mr Rattenbury, I will also need to take your question substantially on notice so that we can provide you a fulsome written response regarding our marketing practices. I echo my colleague's comments about the self-exclusion marketing system so once you are on that program on our platform there is no alcohol marketing it does not appear in the app, it is—I suppose, you—like, it is a sort of different version of the app sans alcohol. I would just say in relation to alcohol as a part of our business, alcohol volume sales volume makes up 2 per cent of Australia's DoorDash market, so it is a very, very small part of our business.

DOOR DASH: The answer to the Member's question is as follows:

Customers are able to exclude themselves from ordering alcohol on the DoorDash Marketplace. A customer who has self-excluded from alcohol ordering will also automatically be excluded from direct alcohol marketing communications.

The self-exclusion product hides alcohol in-app (landing page, liquor stores, alcoholic items on menus) and prevents the self-excluded consumer from placing an order containing alcohol items.

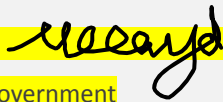
In addition, in terms of marketing practices, DoorDash has policies and controls designed to support compliance with the Privacy Act 1988 (Cth) (including the Australian Privacy Principles) when handling personal information, and we apply the ABAC Responsible Alcohol Marketing Code in relation to the responsible content and placement of alcohol marketing. DoorDash takes compliance

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with the ABAC Code seriously in all marketing, promotional activities, and campaign development involving alcohol. All alcohol-related campaigns are designed and reviewed to ensure they are responsible, compliant, and consistent with applicable legal and industry standards

Approved for circulation to the Standing Committee on Legal Affairs

Signature: Maggie Lloyd



Date: 18 December 2025

Regional Head of Public Policy and Government