

Code for Advertising to Children and Children's Code for Advertising Food

**A submission to the Advertising Standard Authority's
Codes Review Panel**

From

New Zealand Football

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Introduction

This submission from New Zealand Football (NZF) was prepared in response to the Advertising Standards Authority (ASA) Codes Review Panel's invitation for submissions on the Code for Advertising to Children and the Children's Code for Advertising Food.

We note the questions posed by the Review Panel but our submission specifically addresses Question 9: Do you support or oppose a specific guideline on sponsorship.

Through our experience to date, we consider self-regulation is an appropriate approach to the maintenance of ethical standards in advertising in the public interest and the protection of consumers. NZF is committed to high ethical standards in regards to commercial partnerships/sponsorship. We feel our partnership with McDonald's in no way compromises NZF's high ethical standards.

About New Zealand Football

New Zealand Football is responsible for leading, governing and regulating football in New Zealand. Our activities are many and varied but our primary priorities are to:

- increase the number of participants in the game and the quality of their experience;
- achieve success at an elite level that creates a sense of identity and pride and inspires participation; and
- ensure the game has a clear strategic direction and is well-governed at every level.

We run national league competitions for men, women and youth, and manage the two national club-based knockout competitions – the Chatham Cup and Women's Knockout Cup.

NZF oversee the eight New Zealand national teams (including senior, age-group and Futsal) engaging in international competition via international friendlies, Oceania Football Confederation (OFC) championships or pinnacle FIFA events such as World Cups, Olympic Games or Confederations Cups.

At grassroots level, the sport is delivered by NZF's seven member federations. NZF takes an active role in setting a clear direction for grassroots football through the Whole of Football Plan, with nationally-aligned coach education, referee and the creation of clear player pathways, all fundamental to the continued growth (in size and quality) of the game in New Zealand.

Since the introduction of NZF's Whole of Football Plan, there has been a steady growth in both new players and retention of existing players with junior players (aged 4-12 years old) increasing 26% and youth players (aged 13-19 years old) numbers increasing 27%. (See Figures 1 and 2, page 3)

In total there are more than 50,000 kids aged 4-12 years old who play football in New Zealand, including 9,000 aged 4-6 years, 14,000 aged 7-8 years, and 27,500 aged 9-12 years.

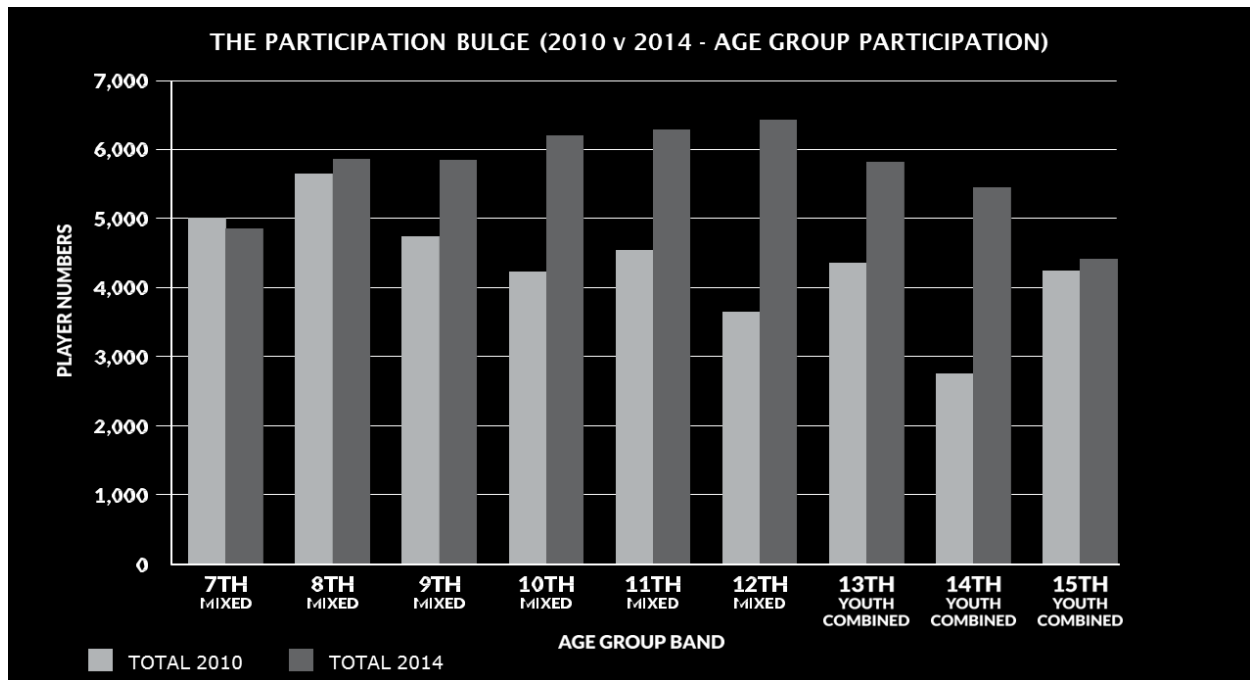


Figure 1: Player Participation for 7-15 year olds 2010 v 2014

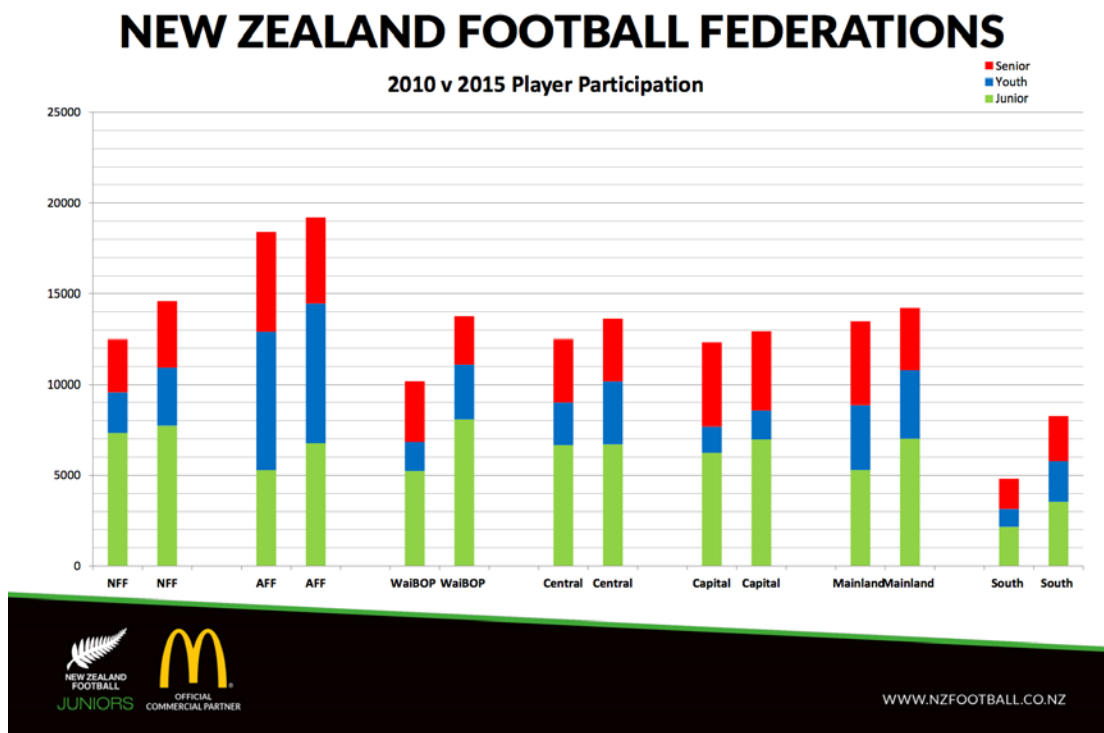


Figure 2: Player participation by Federation, 2010 v 2015

Supportive Partnership

McDonalds has been a long-time supporter of football in New Zealand, since 2002, and in that time have played a significant role in helping to grow the game to become the number one participation sport in New Zealand.¹ They have encouraged thousands of Kiwi kids to engage in a healthy, active lifestyle through a number of initiatives:

1. In 2015, through our Federations we delivered 74 football roadshows to over 10,000 junior kids, involving over 1,000 coaches, which was approximately 110 hours of football, on top of their “normal” Saturday morning football. There was also the McDonald’s “inflatable pitch” at 15 of the roadshows to help make the event exciting and fun for the kids. Federation staff were equipped with bibs and cones, essential for delivering football sessions.
2. Size 1 footballs were handed out for free to 15,000 kids, to help develop an intrinsic motivation for practice and encourage informal play away from organised sport.
3. We’ve been able to support junior coaches around New Zealand by handing out 7,500 coaching handbooks for free. This has helped to provide fun, engaging activities that help lead to player retention and development.
4. Five skill zone videos were published on our website and social media in 2015 featuring All Whites and Football Ferns to encourage kids to learn football “tricks”, which were viewed over 338,000 times.
5. 72,700 participation certificates have been handed out to all junior footballers (aged 4-12 years old) to help support and encourage kids to stay active by playing football.
6. There is an important distinction between brand and product. Most of NZF’s activations include McDonald’s branding (see Figure 3), as opposed to encouraging specific consumption of McDonald’s food. The one exception is our Player of the Day certificate however the “prize” of this certificate has been unfairly summarised by other parties. The recipient of this certificate (and their parents), have the choice of a cheeseburger, a snack wrap or to contribute a donation to the Ronald McDonald house.

In-line with being named Player of the Day, the offer from McDonald’s is a reward for participation and offers a range of choices including the ‘treat’ of a cheeseburger, a healthier option of a grilled chicken snack wrap, or a non-food charitable donation. The overwhelming feedback we receive each season is that parents, coaches and players value the certificates and the options available with the voucher. In addition, the Player of the Day award is encouraged to be shared across the team, and with the season running for approximately 20 weeks, a junior footballer will receive the award approximately twice during the season. In addition, McDonald’s now offer more healthy choice options than ever before, with kids menus including a fruit and vegetable items where available, and feature water, milk, and juice as beverages.

7. In July and August 2015, 650,000 tray mats were circulated in McDonald’s restaurants encouraging kids to be active by playing football.

Summary

¹ Sport New Zealand 2013/14 Active New Zealand Survey

McDONALD'S® JUNIOR FOOTBALL THE NUMBERS

**TOTAL NUMBER
OF JUNIOR PLAYERS**
50,318

McDONALD'S FIRST KICKS  **4-6 YEARS 9,092**

McDONALD'S FUN FOOTBALL  **7-8 YEARS 13,808**

McDONALD'S MINI FOOTBALL  **9-12 YEARS 27,414**

Small Whites  **PLAYER
OF THE DAY
CERTIFICATES**
138,540

**NUMBER OF
JUNIOR COACHES
& VOLUNTEERS** **5,972**

**NUMBER OF
CLUBS OFFERING
JUNIOR FOOTBALL** **347**

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International Sport

McDonalds are not just a key sponsor of football in New Zealand, but also on the international stage as a marquee sponsor of the FIFA World Cup and also the Olympics. They are globally aligned with football.

McDonald's first became a sponsor of world football's flagship event in 1994, and the 2015 FIFA World Cup in Brazil marked the company's sixth FIFA World Cup involvement. McDonald's will once more be at the heart of the action for the 2018 and 2022 editions of the FIFA World Cup and the 2017 and 2021 editions of the FIFA Confederations Cup.

John Lewicki, McDonald's Senior Director Global Alliances, has publicly commented about his excitement about the future; "For 20 years our partnership with FIFA has been all about bringing fun, innovative programs to our customers around the world and celebrating our shared love of football. We saw incredible excitement among fans and throughout the McDonald's system for our 2014 World Cup programs, including Player Escort, [and the] Ultimate Fan..."²

"Amongst a wide range of activities surrounding the 2014 FIFA World Cup, the Player Escort programme was a highlight of McDonald's campaign. The initiative gave almost 1,500 children from all over the world the opportunity to walk on to the pitch hand-in-hand with their footballing idols."³

This included 10 year old football fanatic Will Richardson, who won the New Zealand competition to attend the 2015 FIFA World Cup and to walk a player on to the pitch at the final of the FIFA World Cup.⁴

This programme will continue to be a key element in McDonald's World Cup activities in 2018 and 2022, in addition to other consumer-facing programmes.

Conclusion

NZF and McDonald's have had a successful partnership, which has seen valuable resources made available for thousands of kids, parents and coaches around New Zealand, and would not be available without this partnership.

This support has helped NZF and our Federations deliver quality football experiences to help more kids fall in love with, and stay in love, with football, keeping over 50,000 kids regularly active during the football season.

NZF and McDonald's have been socially responsible with high ethical standards with all activations, with the focus on encouraging physical activity that includes. Where McDonald's product is involved, we've ensured there is a choice available, In addition there are more healthy choice options than ever before at McDonald's, plus we encouraged the voucher to be considered a "treat".

We thank the Review Panel for the opportunity to contribute to the process.

² McDonald's looking ahead to 2018, <http://www.fifa.com/worldcup/news/y=2014/m=10/news=mcdonald-s-looking-ahead-to-2018-2461293.html>

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⁴ http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=11264257