UCC CLUBS ALCOHOL POLICY

Promotion of alcohol through Club activity is strictly forbidden in UCC. The following extracts are taken from the UCC Alcohol Policy.

a) Alcohol sponsorship is not compatible with the University's sports and athletics ethos. It links alcohol use with the healthy pursuit of physical activity and could be used as a way to circumvent the national advertising codes which prohibit the linking of alcohol with enhanced physical performance.

b) Alcohol promotions that encourage the rapid and/or excessive consumption of alcohol are prohibited.

c) Advertising of social and entertainment events will not use alcohol as the inducement to attend.

d) Student activities shall not use alcohol as a primary incentive to membership.

e) Advertising of social and entertainment events will not encourage excessive use of alcohol or high-risk drinking nor place emphasis on quantity and frequency of alcohol use.

f) Not associate drinking with using machinery, driving, activities in water or heights or other activities where safety could be compromised [this includes all sporting activities. No one should be participating in any sporting activity while under the influence of alcohol or any other substance.]

g) Organisers and participants in all off-campus student events are reminded of the need to ensure that the sale, distribution and consumption of alcohol at these events is conducive to the responsible consumption of alcohol by participants. These events include but are not limited to Formal Balls, Field Trips, Sports Tournaments and Society events.

As such, Clubs may not post photos, text, videos or other material to public social media pages, their Club website or on any other platform that could be considered to promote the consumption of alcohol. The Club PRO is responsible for all content posted on their social media pages and website and the Clubs Executive PRO is responsible for monitoring this content.

If a Club is found to be in breach of this policy, they will be asked to remove the content from their social media accounts. If a Club is consistently in breach of this policy, or in the case of a particularly bad breach, disciplinary procedures may be brought against the Club including fines, freezing of the accounts, and suspension of the Club.