

The Research Director
Law, Justice and Safety Committee
Parliament House
Brisbane QLD 4000

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Dear Sir/Madam

AANA Submission: Inquiry into alcohol-related violence

On behalf of the advertising and marketing members of the Australian Association of National Advertisers (AANA) welcomes the opportunity to make a submission to the above inquiry with specific reference to the restrictions on advertising considerations in best practice harm minimisation measures.

AANA shares the concern of the Queensland Parliament in relation to the impact of the inappropriate consumption of alcohol, on the health of individuals and to the socio-economic future of not only that state but also the whole of Australia.

AANA recommends that the inquiry note the support given by the Commonwealth and other State/Territory governments, for current industry initiatives aimed to improve the responsible consumption alcohol through changes to advertising practice. AANA strongly believes that industry initiatives can make, and are making, a contribution to behavioural change.

AANA also recommends that the inquiry considers the recent relevant Commonwealth government and national initiatives, reviews and inquires inform the considerations of this inquiry. In particular, we draw the inquiry's attention to:

- the Parliament of Australia Senate Community Affairs Committee in June 2008 that released a report on its inquiry into the *Alcohol Toll Reduction Bill 2007*; this report also considered alcohol advertising issues. The Committee recommended:

1.128 ... that the Ministerial Council on Drugs Strategy, the Monitoring of Alcohol Advertising Committee and the ABAC Scheme Management Committee consider:

- *additional safeguards to ensure that alcohol advertising during sport coverage, if it continues, does not adversely influence children and young people; and*
 - *developing uniform rules in relation to the labelling, packaging and naming of alcohol products and incorporating them into the Alcohol Beverages Advertising Code and the ABAC Scheme¹.*
- advertising of alcohol which is currently being addressed at the national level by the Ministerial Council on Drug Strategy (MCDS), including Queensland representation, and COAG².

¹ http://www.aph.gov.au/Senate/Committee/clac_ctte/alcohol_beverages/


The MCDS Ministers, in April 2009, supported a series of proposals about alcohol advertising regulation to be presented to COAG including:

- o Mandatory pre-vetting of all alcohol advertising;
- o Expanding the Alcohol Beverages Advertising Code (ABAC) management committee to have a more balanced representation between industry, government and public health;
- o Expanding the adjudication panel to include a representative specialising in the impact of marketing on public health;
- o Expanding the coverage of the scheme to include emerging media, point-of sale and naming and packaging; and
- o Meaningful and effective sanctions for breaches of ABAC.

Industry is currently working to respond to these proposals.

AANA believes that the implementation of the recommendations resulting from the above nationally focussed initiatives can and should form the basis of a collaborative and consistent approach to addressing the issues associated with alcohol advertising nationally. AANA is not supportive of divergent (and potentially conflicting) strategies being developed and adopted across the country as it considers this would be to the detriment of industry, government as well as the community.

Yours sincerely



Scott McClellan
Chief Executive Officer

² <http://www.health.gov.au/internet/drugstrategy/publishing.nsf/Content/mcbs-24apr09-communicue>