

PROVISION OF ALCOHOL TO MINORS

Organisation: Northern Beaches Community Drug Action Team
Name: Ms Susan Gomola
Position: Chief Executive Officer
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I am writing to you regarding the proposed reforms discussion paper on provision of sales to minors.

In 2012 the Northern Beaches Community Drug Action Team (CDAT) committed to addressing the issue of supply of alcohol to minors at a local level. The Northern Beaches CDAT 'Supply Means Supply' campaign is a sharp and cutting edge campaign that aims to reduce underage drinking and young people's access to alcohol.

The campaign raises awareness of the offences and penalties relating to the supply of alcohol to minors and highlights some of the key suppliers of alcohol such as parents and friends.

The campaign, to be launched in September 2013, delivers a clear message that Secondary Supply of alcohol to a person under 18 years is against the law* and results in a minimum on the spot fine of \$1,100 or fine up to \$11,000 and/or 12 months imprisonment. NSW Liquor Act 2007

** Unless you are the parent or guardian*

It also addresses preventing harmful underage drinking via a website and parent workshops.

This campaign aligns well with the proposed recommendations within the discussion paper in particular, **proposed recommendations 7, 8, 9 and 10**, which are fully supported by the Northern Beaches CDAT.

The Northern Beaches CDAT believes community action around promoting the laws will go a long way towards making them work and reducing the secondary supply of alcohol in our community (**refer to proposed recommendation 9**).

Proposed recommendation 7, as with our campaign, increases the focus on public education the prevention of harmful underage drinking which are pivotal to cultural change.

The advertising component of the campaign (**refer to proposed recommendation 8**), will form the basis of the area wide awareness raising strategy. It will be focussed on posters in liquor stores and other licensed premises, bus shelter advertising, bus back advertising and campaign messages on bottle shop paper bags.

The messages are:

1. You're a parent, not a mate.
2. Here's your drink it cost me \$1,100.
3. You're the coach, not the team mate.
4. (Stamp) Supplying alcohol to minorsit's against the law.....

A social media component of the campaign will follow the poster and media release, with a micro website www.supplymeanssupply.org.au designed to coincide (**refer to proposed recommendation 10**). Parents will be linked into further education and legislation containing utube videos on the Adolescent brain and provide positive

parenting tips. The campaign will reach out to mummy bloggers, and an infographic poster will be released via Pinterest.

Parent workshops will focus on the secondary supply legislation, the harms associated with teenage drinking, share tips on how to communicate with young people around the issues associated with underage drinking, this information will be downloaded onto credit card style usb's designed with the poster images. The workshops will also help parents to link into further support programs should they need ongoing help (**refer to proposed recommendation 9**).

Copies of the marketing material are provided for your perusal, should you wish to receive any further information on the Northern Beaches CDAT Supply Means Supply Campaign please do not hesitate to contact me.

Bus Shelter Advertising



Susan Gomola

Chief Executive Officer

Manly Drug Education & Counselling Centre (MDECC)

Chair Northern Beaches CDAT

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