

# Response from Distilled Spirits Industry Council of Australia Inc

## PORTFOLIO COMMITTEE NO. 1 – PREMIER AND FINANCE

### INQUIRY INTO THE ALCOHOLIC BEVERAGES ADVERTISING PROHIBITION BILL 2015

HEARING: FRIDAY 1 DECEMBER 2017

#### Supplementary questions for Distilled Spirits Industry Council of Australia Inc.

1. What research and evidence do you have to specifically refute the points made in the following submissions in relation to the purpose/effect of alcohol advertising on young persons drinking, and the exposure of young persons to alcohol advertising connected with sporting events:

- Submission 9, NSW ACT Alcohol Policy Alliance (page 3)
- Submission 9, NSW ACT Alcohol Policy Alliance (page 10)
- Submission 21, The Royal Australasian College of Physicians (page 5)

***DSICA Response: As a member of Alcohol Beverages Australia, we have had the opportunity to review that organisation's response to these excerpts, and support them.***

2. What is the current level of compliance with the voluntary scheme for pregnancy warnings within your respective industry areas or brands?

***DSICA Response: Australian Governments released the results of the latest survey of voluntary pregnancy labeling in November 2017.***

[www.health.gov.au/internet/fr/...nsf/.../AU%202nd%20Evaluation%202017.docx](http://www.health.gov.au/internet/fr/...nsf/.../AU%202nd%20Evaluation%202017.docx)

***This table is extracted from that report.***

Table 2: Proportion of products with pregnancy health warning by market

Product Group	Any Pregnancy health warning (n/N, %)		
	Previous	Current	Difference
Dark Spirits	116/353 (32.9%)	201/334 (60.2%)	27.3%
White Spirits	63/168 (37.5%)	157/285 (55.1%)	17.6%
RTD	36/162 (22.2%)	218/328 (66.5%)	44.3%
Cider	43/122 (35.3%)	107/298 (35.9%)	0.6%
Int. Beer	43/153 (28.1%)	174/344 (50.6%)	22.5%
Prem/Craft Beer	36/226 (15.9%)	66/340 (19.4%)	3.5%
Full Beer	28/75 (37.3%)	83/214 (38.8%)	1.5%
Mid/light Beer	14/42 (33.3%)	42/121 (34.7%)	1.4%
Red Wine < \$ 20	237/421 (56.3%)	203/361 (56.2%)	-0.1%
Red Wine > \$20	160/472 (33.9%)	131/327 (40.1%)	6.2%
White Wine < \$ 20	198/410 (48.3%)	187/335 (55.8%)	7.5%
White Wine > \$20	161/382 (42.2%)	159/325 (48.9%)	6.7%
Missing	20/34 (58.8%)	0	
<b>Total</b>	<b>1,155/3,020 (38.2%)</b>	<b>1728/3612 (47.8%)</b>	<b>9.6%</b>

a. Can you provide imagery examples of the labels containing the warnings on products in your industry areas?



## INFORMATION OFFERED ON TRANSCRIPT PAGE 48

### National Alcohol and Drug Survey Data

Source: <https://www.aihw.gov.au/reports/illicit-use-of-drugs/ndshs-2016-key-findings/contents/alcohol-use>

### Current use and trends

#### There were some changes in people's drinking patterns in 2016

Compared to 2013, people were drinking less frequently in 2016. A significantly lower proportion drank daily or at least weekly and a significantly higher proportion drank less often than weekly (2 to 3 days a month, once a month, or less often than once a month) (Table 14). These changes were mainly driven by males (fewer drinking daily or weekly and more drinking less often than weekly) (Table 15).

There were no changes in the proportion of people aged 14 years or older never drinking or quitting drinking between 2013 and 2016; although the proportion of never drinkers slightly increased, the increase was not significant (13.8% to 14.5%).

### Young people continued to drink less

Fewer people aged 12–17 drank alcohol in 2016—the proportion abstaining from alcohol significantly increased from 2013 to 2016 (from 72% to 82%) (Table 17).

People aged 14–24 continued to delay starting drinking—the age they first tried alcohol has increased since 1998 from 14.4 to 16.1 years in 2016 (significant increase from 15.7 years in 2013) (Table 21).

### **Risky drinking**

Lifetime risky drinkers are defined as people who consume more than 2 standard drinks per day (on average over a 12 month period). Single occasion risky drinkers are defined as people consuming 5 or more standard drinks on a single drinking occasion.

### **Fewer people exceeded the lifetime risk guideline but there was no change in the proportion exceeding the single occasion risk guideline**

- Drinking in excess of the recommended lifetime risk guideline continued to decline in 2016—from 18.2% in 2013 to 17.1% in 2016, continuing a downward trend since 2004 (21%) (Figure 5).
- The proportion exceeding the single occasion risk guideline at least once a month remained unchanged in 2016 at around 1 in 4.

### **INFORMATION OFFERED ON TRANSCRIPT PAGE 49**

### **AUSTRALIAN BUREAU OF STATISTICS SUMMARY OF LONG-TERM TRENDS**

<http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/4307.0.55.001Main%20Features62015-16?opendocument&tabname=Summary&prodno=4307.0.55.001&issue=2015-16&num=&view=>

Over the past 50 years, levels of apparent consumption of different alcoholic beverages have changed substantially. In particular, the proportion of pure alcohol available for consumption in the form of beer has decreased considerably, from 75.2% in 1965-66 to 39.9% in 2015-16. This 2015-16 figure represents a slight increase from 39.5% in 2014-15, although still a decrease over recent decades, down from 44.6% in 2005-06 and 54.2% in 1995-96.

Over the period 1965-66 to 2015-16, wine consumption as a proportion of total pure alcohol consumption has increased from 13% to 37.5%, although the 2015-16 figure for wine does represent a slight decrease since 2014-15 (38.4%). During these 5 decades, spirits (including RTDs) have also increased from 11.8% to 18.8%, although their contribution to total pure alcohol available for consumption has steadied over the last 14 years (2001-02 18.8%).

Cider made up 3.8% of the total quantity of pure alcohol available for consumption in Australia in 2015-16, increasing over the last 10 years from 0.7% in 2005-06.

In terms of apparent consumption of pure alcohol per capita, total consumption has fluctuated over the past 50 years. From the early 1960s onwards apparent per capita consumption increased steadily, peaking at 13.1 litres of pure alcohol per person aged 15 years and over in 1974-75. Apparent per capita consumption remained relatively steady for the next 5-10 years, then declined over the following decade, reaching 9.8 litres per person in 1995-96.

Apparent consumption then gradually increased to 10.8 litres in both 2006-07 and 2007-08, before declining over recent years to 9.5 litres of pure alcohol per person in 2014-15. 9.5 litres of pure alcohol per person is the lowest level since 1962-63. In 2015-16, apparent consumption of alcohol per capita increased for the first time in 9 years, to 9.7 litres. The main contributor to the rise in pure alcohol available for consumption per capita in 2015-16 was beer, which also increased for the first time in 9 years to 3.9 litres of pure alcohol per person aged 15 years and over.