

PORTFOLIO COMMITTEE NO. 1 – PREMIER AND FINANCE

INQUIRY INTO THE ALCOHOLIC BEVERAGES ADVERTISING PROHIBITION BILL 2015

HEARING: FRIDAY 1 DECEMBER 2017

Supplementary questions and answers - Winemakers' Federation of Australia (WFA)

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)

WFA response:

WFA is a member of the Alcohol Beverages Association and refers to their answers to these questions.

In addition, WFA would like to make the following general points about alcohol consumption by young people.

All the key indicators tracking alcohol consumption by young people aged between 14-19 years old show declining consumption. The federal Government's *National Drug Strategy Household Survey 2016: Detailed findings* (NDSHS) found that the proportion of 14-19 year olds consuming 5 or more drinks at least monthly significantly declined between 2013 and 2016 (from 25% to 18%) and has more than halved since 2001 (39%).

Eighty-two percent of teenagers (12-17 year olds) abstained from alcohol in 2016, an increase from 72% in 2013, and the average age at which young people first try alcohol increased to 16.1 years, compared to 14.7 years in 2001 and 15.7 years in 2013. It is also interesting to note that of those 12-17 year olds who had consumed alcohol, over 30% of those were supplied alcohol by their parents. WFA believes that further education of parents is needed about the dangers of supplying alcohol to their children.

The NDSHS is a very credible, longitudinal survey that has been conducted by the federal Government every two to three years since 1985. In 2016 it included more than 23,000 respondents. These recent figures support the long-term trend of decreasing consumption of alcohol among young people. It is very important that Governments examine the range of policies that have been effective in achieving this reduced consumption by young people, rather than target one element of industry activity such as advertising, which obviously has not increased alcohol consumption among young people. WFA believes that industry action, through its quasi-

regulatory system, the Alcohol Beverages Advertising Code, has worked effectively to ensure that advertising does not target or aim to influence children.

2. What is the current level of compliance with the voluntary scheme for pregnancy warnings within your respective industry areas or brands? a. Can you provide imagery examples of the labels containing the warnings on products in your industry areas?

WFA response:

In late 2016, WFA conducted an audit of the top 75% of market share of wine products to examine the uptake of the voluntary pregnancy labelling initiative. WFA found that 90% of Australian wine products carried the logo or were in the process of label changeover (demonstrated by newer vintages of the same product carrying the logo, but older vintages still available for sale). WFA are repeating this audit in 2018.

The federal Health Department recently released the results of an audit conducted by Siggins Miller of all alcohol products. It examined wine by price and product categories and found similar results, excerpt below. It should be noted that this audit included non-Australian products (eg New Zealand products) in their audit results.

Based on those products with the greatest market share and which collectively represent ~75% of the total volume of alcohol sold in each alcohol market, 75.3% of products have a pregnancy health warning.¹

Table 1: Proportion of products with pregnancy health warning by market ²

Market	Previous		Current			
	Unadjusted	Adjusted	Sample		Unadjusted	Adjusted ¹
	%	%	Brand	SKU	%	%(range)
Spirits	18 (37.5%)	46.0%	38	196	149 (76.0%)	79.5% (35.7% - 96.3%)
Wine	71 (73.2%)	78.2%	78	287	209 (72.8%)	-
Red Wine < \$20	-	-	15	76	62 (81.6%)	86.7% (64.0% - 92.7%)
Red Wine > \$20	-	-	29	93	67 (72%)	75.9% (54.2% - 83.7%)
White Wine < \$20	-	-	12	41	40 (97.6%)	99.0% (95.9% - 99.0%)
White Wine > \$20	-	-	22	77	40 (51.9%)	46.6% (39.5% - 61.4%)
Beer	14 (66.7%)	81.3%	12	95	85 (89.5%)	96.0% (80.5% - 100%)
RTD	3 (23.1%)	24.5%	8	63	48 (76.2%)	82.6% (54.0% - 93.7%)
Cider	4 (80.0%)	79.9%	5	34	24 (70.6%)	38.8% (27.4% - 53.9%)
Total	110 (59.8%)	-	141	962	724 (75.3%)	-

¹ Page vii, *Second evaluation of the voluntary labelling initiative to place pregnancy health warnings on alcohol products*, Siggins Miller, 31 May 2017

² Page 4, *ibid.*

WFA runs a continuous campaign with our members and the broader industry to adopt the logo. Below are images of products from Taylor's and Warburn Estate including the logos and responsible drinking messages from DrinkWise.

