

**Submission  
No 6**

**INQUIRY INTO ALCOHOLIC BEVERAGES ADVERTISING  
PROHIBITION BILL 2015**

**Organisation:** Winemakers' Federation of Australia

**Date received:** 10 November 2017

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Reverend the Hon. Fred Nile  
Chair  
Portfolio Committee No. 1 – Premier and Finance  
Parliament House  
Macquarie Street  
SYDNEY NSW 2000

Dear Chair,

### **Inquiry on the Alcohol Advertising Prohibition Bill 2015**

Thank you for the opportunity to make a submission into the inquiry on the Alcohol Advertising Prohibition Bill 2015. As a member of Alcohol Beverages Australia (ABA), the Winemakers' Federation of Australia (WFA) is writing to endorse ABA's written submission to the inquiry and to highlight some key points of importance to our members in New South Wales. We also support the submission of the New South Wales Wine Industry Association on these matters.

WFA is the national industry organisation representing Australian winemakers. We work closely with other alcohol industry representative bodies on issues where we can make a substantial difference, including working together to address serious alcohol-related harm in the community. WFA is strongly committed to policies and practices that deliver relevant and effective harm prevention and reduction messages directly to our consumers, as part of broader public health campaigns generated by governments. We are always willing to engage with governments at all levels to discuss opportunities for partnership and joint programs.

As outlined by ABA's submission to the Inquiry on the Alcohol Advertising Prohibition Bill 2015, the key health indicators related to alcohol consumption in Australia have been continuing on a positive trajectory for well over a decade. Recent Australian Government surveys, such as the Australian Institute of Health and Welfare's National Drug Strategy Household Survey (NDSHS 2017), point to positive long-term trends in specific demographic categories.

Specifically, 82 percent of teenagers aged 12-17 years old abstained from alcohol in 2016 (compared with 72 percent in 2013); the average age of young people trying alcohol for the first time has steadily increased from 14.7 years old in 2001 to 15.7 years old in 2013 to 16.1 years old in 2016 (*NDSHS Detailed Findings AIHW 2017*). The same survey also reported that one in every two drinkers had undertaken moderating behaviour (such as reducing the number of days they drank) in 2016. The evidence shows that Australia has established a significant shift in attitudes when it comes to alcohol and these are expected to be reflected in the broader population, particularly as the younger cohort ages.

Against this backdrop, alcohol products have continued to be advertised, on a wide range of traditional and digital platforms, without a consequent impact on total alcohol consumption, or on underage drinking. Advertising is targeted at competition between categories, largely competing for market share in the context of a downward trend of total consumption. Wine consumption is trending towards higher value and lower volume consumption.

We ask that the Committee thoroughly examine the results of the AIHW NDSHS and other studies to gain a complete understanding of the current trends relating to Australian's consumption of alcohol so that any recommendations are made based on credible and undisputed evidence. The NDSHS also identifies opportunities for governments and industry to work together to target some specific demographic cohorts where improvements could be fast-tracked by further cooperation, which we would welcome.

WFA is also a strong supporter of the Alcohol Beverages Advertising Code (ABAC.org.au) which sets out detailed requirements for appropriate alcohol advertising, which has recently included the issue of 'placement' under its remit.

We support evidence-based approaches, such as those suggested by ABA when approaching alcohol related harm. We urge the NSW government to consider the targeted measures recommended by ABA that seek to address the root causes of alcohol related harm and are proportionate to the issues at hand. These evidence based measures will allow the objectives of the Bill to be met.

Through ABA, WFA welcomes the opportunity to partner with the NSW government in exploring avenues to build on the work of both industry and government in approaching alcohol related harm in NSW.

Yours sincerely

**Tony Battaglione**  
Chief Executive