

**Submission
No 12**

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

Organisation: Coca-Cola Amatil
Date received: 10 November 2017

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Portfolio Committee No. 1 – Premier and Finance
Parliament House, Macquarie Street
Sydney NSW 2000

Our Ref: Shane Richardson

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Re 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) I am writing to endorse ABA's written submission to the inquiry.

As outlined by ABA's submission the key indicators related to alcohol consumption in Australia have been continuing on a positive trajectory for well over a decade. Australians are drinking less frequently and, when they do drink, are doing so in moderation. There has also been consistent improvement in key indicators when it comes to young people and alcohol consumption in Australia. The evidence shows that, when it comes to alcohol, Australia has established a significant attitude shift.

With this in mind, I would like to highlight the evidence-based approaches suggested by ABA when approaching alcohol related harm. Coca-Cola Amatil urges 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. We believe these evidence-based measures will allow the objectives of the Bill to be met.

Through ABA, we welcome 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.

ABOUT COCA-COLA AMATIL

Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol beverages, alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. We directly employ around 14,000 people and indirectly create thousands more jobs across the supply chain. Partnering with key suppliers we manufacture, package, sell and distribute the products to more than 850,000 active customers who sell our products to approximately 270 million potential consumers in the countries in which we operate (Australia, New Zealand, Indonesia, Papua New Guinea, Fiji and Samoa). We are committed to leading through innovation and building a sustainable future through our business partners, customers and consumers of our products.



National Sales Centre **13 COKE** (132653)
COCA-COLA AMATIL (AUST) PTY LTD ABN 68 076 594 119



YENDA

Coors



REKORDERLIG
CIDER



LAPHROAIG



Coca-Cola Amatil's alcohol business operates in Australia, New Zealand, Fiji and Samoa with approximately 500 employees across the business, 100 of whom are employed in Australia. Our operations include brewing, distilling, sales, marketing and distribution with products ranging from famous international brands like Jim Beam, Canadian Club, Coors and Miller, to emerging locally crafted brews like Yenda beer and Pressman's cider. Our premium alcohol portfolio caters for the diverse needs of our customers, from small bars to the best restaurants, and local retailers to multi-nationals.

Coca-Cola Amatil is committed to working with partners and customers to promote a culture of responsible service, promotion and consumption of alcohol among the 14 million Australians who enjoy our beverages. Our contribution includes membership of a number of organisations including Alcohol Beverages Australia (ABA) and DrinkWise, an independent, not-for-profit organisation focussed on helping bring about a healthier and safer drinking culture in Australia. We are also a signatory to the Alcohol Beverages Advertising Code (ABAC), a robust independent system, that includes a Commonwealth Government representative on its five person management committee. As an Australia-wide, quasi-regulatory system, the ABAC scheme covers the content of all marketing, traditional and digital, and any marketing activity associated with sponsorships outside of the use of brand names and logos. As well as guidelines for marketing, it also ensures all consumer complaints are handled independently, with all costs borne by member organisations like Amatil.

If you require further information or clarification on this matter, please do not hesitate to contact me.

Yours sincerely

Shane Richardson
Managing Director - Alcohol and Coffee
Coca-Cola Amatil (Aust) Pty Ltd