

**Submission  
No 15**

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

**Organisation:** Deakin University Centre for Drug, Alcohol and Addiction  
Research (CEDAAR)

**Date received:** 11 November 2017

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6<sup>th</sup> of November 2017

Revd the Hon Fred Nile MLC  
Committee Chairman  
NSW Legislative Council Portfolio Committee No. 1

Dear Reverend Nile,

**SUBMISSION TO THE *INQUIRY INTO ALCOHOL BEVERAGES ADVERTISING PROHIBITION BILL 2015***

Thank you for the opportunity to provide a submission to the New South Wales (NSW) Government's *Inquiry into Alcohol Beverages Advertising Prohibition Bill 2015*.

Alcohol is one of the most heavily promoted products in the world<sup>1</sup>. Alcohol advertising contributes to the normalisation of alcohol use and reinforces the harmful drinking culture that currently exists in Australia<sup>2</sup>.

Young people experience disproportionate levels of alcohol-related harms. Exposure to alcohol marketing shapes young people's attitudes towards drinking and behaviours. The more alcohol advertising that young people are exposed to, the earlier they will start to drink, and the more they will consume if they already drink<sup>3, 4, 5</sup>. Alcohol marketing in Australia is more prolific than ever, with an unprecedented number of platforms for advertising including through social media and the sponsorship of sporting and cultural events.

The Deakin University Centre for Drug, Alcohol and Addiction Research (CEDAAR: [www.deakin.edu.au/cedaar](http://www.deakin.edu.au/cedaar)) has a strong interest in evidence-based policy development and evaluation, and we submit our work on the impact of public policy measures on alcohol harm. In particular, the negative impact of the alcohol industry on health policy. Research conducted within our centre suggests that:

- The industry uses arguments similar to those used by big tobacco to oppose increased regulation and are a significant obstacle to evidence-based health policy. The study reviewed all alcohol industry submissions made to an Australian government review of the effectiveness of current alcohol marketing regulations in relation to exposure to children. We found that the industry incorrectly claims that increased regulation: (1) is unnecessary; (2) is not backed up by sufficient evidence; (3) will lead to unintended negative consequences; and (4) faces legal barriers to implementation; underpinned by the view (5) that the industry consists of socially responsible companies working toward reducing harmful drinking<sup>6</sup>;
- Drinkwise's developed and voluntarily implemented 'Get the Facts' – health warning labels fail to effectively communicate health messages and do not reduce consumption and alcohol-related harms<sup>7</sup>;
- There is a very low awareness among Australian consumers of the Drinkwise warning labels, and a lack of consumer use of the industry-funded DrinkWise website<sup>7</sup>;
- Consumers are equally as critical of current alcohol product warning messages as researchers and that Drinkwise's labelling fails to effectively convey the consequences of alcohol consumption or deter young adult drinkers from high-risk drinking<sup>8</sup>.

This research has important implications for public policy, and may be used to guide strategies to reduce the harm caused by alcohol advertising in our communities. For this reason, I urge you to consider this research in the context of the NSW *Inquiry into Alcohol Beverages Advertising Prohibition Bill 2015*.

If you have any questions relating to my work, or would like to discuss the issue further, please do not hesitate to contact me.

Thank you once again for the opportunity to raise these important issues with you.

Yours sincerely,

Peter G. Miller, Professor of Violence Prevention and Addiction Studies

Director of the Centre for Drug, Alcohol and Addiction Research (CEDAAR) – Deakin University

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<sup>1</sup> Jernigan D. (2010). The extent of global alcohol marketing and its impact on youth. *Contemp Drug Probl.* 37:57–89.

<sup>2</sup> Australian Medical Association (2012). *Alcohol Marketing and Young People: Time for a new policy agenda*. Canberra: AMA

<sup>3</sup> Anderson, P., De Bruijn, A., Angus, K., Gordon, R., & Hastings, G. (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol and Alcoholism* 44, pp. 229-43.

<sup>4</sup> Jones, S. and Magee, C. Exposure to alcohol advertising and alcohol consumption among Australian Adolescents. *Alcohol Alcsm.* 46(5):630-637. 2011.

<sup>5</sup> Snyder, L.B., Milici, F.F., Slater, M., Sun, H., and Strizhakova, Y. (2006). Effects of alcohol advertising exposure on drinking among youth. *Archives of Pediatrics and Adolescent Medicine* 160(1), pp. 18-24.

<sup>6</sup> Martino, F. P., Miller, P. G., Coomber, K., Hancock, L., & Kypri, K. (2017). Analysis of Alcohol Industry Submissions against Marketing Regulation. *PLoS ONE*, 12(1), e0170366.

<sup>7</sup> Coomber, K., Martino, F., Barbour, I. R., Mayshak, R., & Miller, P. G. (2015). Do consumers 'Get the facts'? A survey of alcohol warning label recognition in Australia. *BMC Public Health*, 15(1), 816.

<sup>8</sup> Coomber, K., Hayley, A., & Miller, P. G. (2017). Unconvincing and ineffective: Young adult responses to current Australian alcohol product warnings. *Australian Journal of Psychology*. doi: 10.1111/ajpy.12177