

Submission
No 39

INQUIRY INTO ALCOHOLIC BEVERAGES ADVERTISING PROHIBITION BILL 2015

Organisation: Centre for Alcohol Policy Research (CAPR)

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26/10/2017

Revd the Hon Red 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.¹ Alcohol advertising contributes to the normalisation of alcohol use and reinforces the harmful drinking culture that currently exists in Australia.²

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.^{3,4,5} 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.

I take a keen interest in evidence-based policy development and evaluation. I wish to submit my own work on the impact of public policy measures on alcohol harm. Research that I have conducted with my colleagues suggests that exposure to alcohol advertising among adolescents is strongly associated with adolescent alcohol consumption⁶. Furthermore, we have demonstrated that the current policies aimed at minimising the exposure of young people to TV advertising are failing⁷. In particular, the exemption for sporting broadcasts during daytime TV ensuring that hundreds of thousands of young people are regularly exposed to alcohol ads that are otherwise restricted during peak adolescent viewing hours. I have attached both of these studies for your information.

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

Michael Livingston
On behalf of the Centre for Alcohol Policy Research
La Trobe University.

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

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

³ 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.

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

⁵ 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.

⁶ White, V., Azar, D., Faulkner, A., Coomber, K., Durkin, S., Livingston, M., Chikritzhs, T., Room, R., Wakefield, M. (2017). Adolescents' exposure to paid alcohol advertising on television and their alcohol use: exploring associations over a 13-year period. *Addiction.* 112(10): 1742-1751.

⁷ O'Brien, K., Carr, S., Room, R., Kypri, K., Livingston, M., Miller, P., Ferris, J., Lynott, D. (2015). Alcohol advertising in sport and non-sport TV in Australia, during children's viewing times. *PLOS ONE.* DOI: 10.1371/journal.pone.0134889