

# ALCOHOL ADVERTISING: THE EFFECTIVENESS OF CURRENT REGULATORY CODES IN ADDRESSING COMMUNITY CONCERNS



## SUBMISSION COVER SHEET

**Please complete and submit this form with your submission to:**

**Email:** alcoholadvertising@anpha.gov.au

**Post:** Alcohol Advertising  
Australian National Preventive Health Agency  
GPO Box 462  
Canberra ACT 2601

**Phone:** (02) 6289 2879

<b>Organisation or individual</b> Victorian Alcohol and Drug Association				
<b>Contact person</b> Sam Biondo				
Email address: [REDACTED]				
Phone: [REDACTED]				
Mobile (optional)				
Physical address [REDACTED]				
Suburb/City		State	VIC	Postcode [REDACTED]
Postal address As above				
Suburb/City		State		Postcode

**Please note:**

- For submissions made by individuals, all personal details other than your name and the State or Territory in which you reside will be removed from your submission before it is published on the Agency's website.
- If possible, it is preferable that all submissions are provided as public documents; however, the Agency can accept confidential submissions if requested (for example: submissions containing sensitive information of a personal or commercially confidential nature). If you wish to make a confidential submission please contact the Agency prior to sending any material and mark the submission as confidential.
- Submissions will be placed on the Agency website shortly after receipt, unless the Agency has been previously informed about material supplied in confidence. Submissions will remain on the Agency website indefinitely.

26 February 2013

Email: alcoholadvertising@anpha.gov.au  
Australian National Preventive Health Agency  
GPO Box 462  
Canberra ACT 2601

Dear Sir/Madam

**Alcohol advertising: the effectiveness of current regulatory codes in addressing community concerns**



The Victorian Alcohol and Drug Association (VAADA) welcomes the Australian National Preventive Health Agency's issues paper and firmly believe that significant reform is necessary in regulating alcohol advertising.

VAADA has maintained consistent concerns regarding the capacity of the alcohol industry to market their products to a range of demographics, including young people, with near impunity and concomitant weaknesses evident in the current regulatory processes.

It is evident that the alcohol industry has developed marketing strategies to capitalise on new social media platforms such as Facebook as indicated in the Issues Paper (2012, p 16)<sup>1</sup>. There are significant challenges in regulating social media, which is heavily used by young people and will continue to be exploited by the alcohol industry. Social media provides the alcohol industry with opportunities to access young people in a regulation free zone. Currently, the alcohol industry can promote their products through online competitions and giveaways in a manner which aims to induce young people to consume alcohol. There is a need to develop strategies to restrict alcohol industry access to these mediums.

As stated in the attached VAADA (2011) position paper entitled *Preventing alcohol related violence*<sup>2</sup>, and to clarify the messaging from government, 'state and federal governments should show leadership in their efforts to reduce the harmful effects of alcohol by seeking the removal of all direct and indirect alcohol advertising from venues which are owned, leased, managed or run by state assisted entities.'

VAADA maintains this view and would urge government to prohibit alcohol advertising or sponsorship at any government sponsored event or such events held in government venues.

VAADA's (2010) position paper entitled, *Alcohol advertising, marketing and promotion*<sup>3</sup> details VAADA's views regarding alcohol advertising and is attached for the consideration of ANPHA. Of note, the position paper refers to *Evin's Law*, which details the regulation of alcohol advertising in France, which is comprehensive and accountable. This should be instructive in deliberations for reforming alcohol advertising in Australia.

Should you have any queries regarding VAADA's response, please contact the undersigned.

Sam Biondo  
Executive Officer  
Victorian Alcohol and Drug Association

<sup>1</sup> ANPHA, 'Alcohol advertising: the effectiveness of current regulatory codes in addressing community concerns, 2012

<sup>2</sup> VAADA, 'Preventing alcohol related violence', 2011.

<sup>3</sup> VAADA, 'Alcohol advertising, marketing and promotion', 2010.