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| |  | | --- | | As a huge supporter of the Queensland Govt.'s Harm Minimisation campaign against alcohol  abuse (see attached letter of acknowledgement from our Attorney General and Minister for Liquor Licensing) your investigating the impact of marketing alcohol to kids and young people is |   very timely and deserves full support.    An issue I have had for quite some time is the double standard re alcohol advertising, in particular deep discouncting of alcohol by the duoply of Woolworths and Coles via Dockets at  their Supermarkets and blitz of Ads in the print and TV media. Yet any such promotions by  On-Premise Licensed venues in Queensland is strictly prohibited. Not withstanding the distinct  commercial disadvantage, such advertising is totally contrary to State Govt.'s own efforts with  regards to Harm Minimisation, as such a diservice to the Community.    Your discussion paper's discovery re 94% children being aware of alcohol of alcohol advertising on TV is shocking yet not at all surprising. Whilst I cant speak for any other States,  in Queensland 80%+ alcohol consumed is Off-Premise ie outside On-Premise licensed  premises resulting in serious alcohol-related anti-social activities in the public domain. With  the popularity of Facebook and Twitter large scale parties in private homes are not uncommon  most ending up in massive brawls and property damage resulting from out-of-control and un-  regulated alcohol consumption.    Radical as it may seem, we need to take a page out of the UK Committee on Advertising Practice and the Distilled Spirits Council in the U.S. by imposing strict restrictions on alcohol  advertising especially on the Internet, a favorite medium of the younger and most vunerable  set.    Sincerely,    Sarosh  Chairman  Cabarets Queensland - Brisbane  President Caxton St. Entertainment Precinct  Brisbane  Queensland  Tel: (07) 33696969         0438 193 742 |