

14 March 2013

Australian National Preventive Health Agency
GPO Box 462
Canberra ACT 2601
Phone : (02) 6289 2879

By email: alcoholadvertising@anpha.gov.au

Dear Sir/Madam

Re: ALSA Submission in response to the Review of: Alcohol Advertising: The Effectiveness of Current Regulatory Codes in Addressing Community Concerns

The Australian Liquor Stores Association (ALSA) welcomes the opportunity to make the following submission to ANPHA. This submission responds to the Issues Paper released as part of the review of Alcohol Advertising: The Effectiveness of Current Regulatory Codes in Addressing Community Concerns.

Representing all take-away packaged liquor retailers in Australia, ALSA supports the Australian National Preventative Health Agency efforts to reduce alcohol-related harm in the community.

While we believe alcohol consumption is ultimately an issue of individual responsibility, ALSA encourages its members to operate their alcohol beverage retailing businesses beyond the required standards of legal compliance, to demonstrate industry leadership and to ensure that our business add value to the Australian communities that we serve, and wish to be part of any solutions that may be identified where excess consumption contributes to harm.

ALSA have implemented a wide range of voluntary product and service control initiatives across our members' stores focussed on the responsible supply and promotion of alcohol.

Should you have any questions regarding the matters raised in the submission, please contact

Yours sincerely



Terry Mott
CEO