



Alcohol and the other Drugs Council of Australia
on behalf of the Alcohol and other Drugs Sector

Submission
Senate Inquiry for
Alcohol Toll Reduction Bill 2007

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Introduction

The dangers associated with binge drinking have become a national issue, as growing concern surrounding the misuse and dangers of alcohol continues to dominate community debate.

Recent comments in the media by the Prime Minister, the Hon. Kevin Rudd MP, regarding the epidemic of “binge drinking” among young people, and the announcement of the Senate Inquiry to consider the *Alcohol Toll Reduction Bill 2007* have combined to bring alcohol issues to the forefront of the national health agenda.

The culture of heavy drinking permeates our society, and bringing about change will need a coordinated, educated and a strategic public awareness approach. However, the issue of alcohol misuse should not be focused solely on teenagers. Although the peak of “binge drinking” is around the ages 18-23, there is a good deal of heavy drinking among adults older than 23, as well.

What ADCA and the AOD services are witnessing in teenagers is, to a considerable extent, them making a claim on “adult” behaviours, such as drinking and getting drunk. These teenage behaviours are unlikely to change if they are tackled without addressing the drinking of the older ‘adults’ they are emulating.

ADCA welcomes the opportunity to contribute to this Inquiry with the aim of building a platform for finding long-term solutions for what has finally been recognised as a matter of critical importance.

ADCA and the AOD sector – Who we are and what we do

The Alcohol and other Drugs Council of Australia (ADCA) is the national peak body for the alcohol and other drugs (AOD) sector, providing an independent voice for the people working to reduce the harm caused by alcohol and other drugs.

ADCA is a non-government, not-for-profit organisation principally funded through the Australian Government’s Community Sector Support Scheme and the National Drug Strategy Program. Some additional funding is provided through membership fees, subscriptions and project activities.

As the national peak body, ADCA has a key role in advocating for adequate infrastructure support and funding for the delivery of evidence based alcohol and other drug initiatives. In this regard, ADCA represents the interests of a broad group of service providers and individuals concerned with prevention, early intervention, treatment, supply reduction and research.

At 1 March 2008, ADCA’s membership covering Associate Organisations, and individuals totalled 353 covering organisations, services, agencies and individual professionals, practitioners engaged in alcohol and other drug services throughout Australia, major university research centres, tertiary institutions offering courses in addiction studies and other programs for alcohol and other drug workers, law enforcement and criminal justice systems, policy development and analytical areas, and administration.

ADCA’s broad and diverse membership base across all jurisdictions provides input on key strategic issues through active participation as members of ADCA’s Reference Groups.

Executive Overview of ADCA's response

ADCA and the alcohol and other drugs (AOD) sector believes the Inquiry provides an opportunity to harness the resources of government, community groups, non-government organisations (NGO), prevention and treatment services, sporting groups, industry representatives, the community, and the media to join together to tackle this issue.

ADCA is determined to provide a strong voice in the current climate, to help bring about positive change for our community. Our priorities are as follows;

- **ADCA supports limits on the way alcohol is advertised and marketed to young people.**
The current system of self-regulation is not working, and more should be done to ensure advertising and marketing to our youth is appropriately directed and controlled. These regulations need to address both what is being shown on broadcast media, as well as the positioning of products and promotional materials at the point-of-sale.
- **ADCA supports the introduction of health information labels on all alcohol products.**
Consumers need to be informed at the “point-of-drinking” that the product they are consuming can have a serious impact on their health and well-being; that Alcohol is a drug –TOO! These warning labels would be similar to what is currently provided on tobacco products.
- **ADCA supports the pre-approval of alcohol advertisements by an Australian Communications Media Authority Division**
It's imperative that advertisements promoting alcohol consumption be rigorously tested by experts from within the AOD sector, health and motor vehicle industries to ensure they have NO strong or evident appeal to children, and do not suggest that alcohol contributes to personal, business, social, sporting, sexual or other success in life.
- **ADCA supports the introduction of a comprehensive education program about the dangers of alcohol.**
We need to educate our children about the misuse and health risks associated with alcohol to assist them with developing a better understanding of its effects (*Addiction*, 99, pp. 278-291).

There is no doubt that a host of resources are needed in order to achieve these goals. We cannot move forward without cooperation, communication and most importantly the resources to underpin a national strategy to overcome these issues.

ADCA is committed taking a leading role – contingent on the fact that governments at all levels provide support, infrastructure and funding needed to progress recommendations agreed by the Inquiry for implementation across Australia.

ADCA has revised a number of policy positions which includes a paper on alcohol, comorbidity, workplace, and workforce, which the organisation believes has a significant impact on our society (ADCA 2008).

It's time to challenge the way we think about alcohol so that we can start making different choices to enhance the overall wellbeing of the community - change attitudes to drinking, act as responsible role models, and refrain from using alcohol as a means to celebrate success.

The only way to address the excessive use of alcohol, especially for events and celebrations – is to give people valid reasons to consume alcohol responsibly. Having a drink and getting drunk have totally different outcomes – in the first case this shows responsible drinking, however, getting drunk can potentially lead to personal injury, impact on family and friends, and cause health and legal issues.

The economic cost to our community through the misuse of alcohol and other drugs is growing, with research indicating the damaging impact on physical, mental and social wellbeing.

The government in cooperation with the States and Territories need to significantly reduce the level of alcohol abuse in Australia, especially in geographic and demographic hot spots. A solid starting point would be by examining the pricing structure of alcohol, including taxation, the marketing of alcohol and regulating the distribution, availability, and consumption of alcohol. In addition consideration needs to be given to the economic and social issues associated with the drug, as well as rehabilitation and education initiatives (Australian Democrats media release, 12 March 2008).

In the case of this submission ADCA has drawn on the expertise of professional frontline workers from the widest possible spectrum. ADCA will continue to consult with relevant stakeholders with the aim of assisting the Inquiry in its deliberations, and the implementation of recommendations.

ADCA's position for Alcohol Toll Reduction Bill 2007

ADCA, with unanimous support from the AOD and NGO sectors, is committed to ensuring that the dangers associated with alcohol and its misuse are highlighted and managed by government, treatment services, health professionals, the community and parents to significantly reduce the number of alcohol-related problems facing Australians.

ADCA supports the objectives outlined in *Alcohol Toll Reduction Bill 2007* and believes this is a positive framework to begin addressing the issue of alcohol misuse:

1. *Limiting the times at which alcohol products are advertised on radio and television for the protection of young people.*

ADCA supports the limitation of times at which alcohol products are advertised on radio and television, and considers such a restriction will go a long way to screening out advertising of alcohol products likely to influence the thinking of young people.

Underage drinking to intoxication is widespread in Australia. Sweetened, spirits-based Ready-to-Drinks (RTDs) have been widely promoted and diffused, and as a result have become a very substantial part of the under-age drinking market.

Media advertising and campaigns can play an important role in raising the profile of alcohol as a public health issue, and for building public support for more extensive policies that address taxation, regulation and advertising of the drug. However, given the scale of alcohol promotion currently on offer, and the extent to which "binge drinking" is an important part of Australian drinking culture, any future media campaigns will need to develop new, creative approaches to ensure messages cut through the already dense market.

In the opinion of the AOD sector, the current system of self-regulation is not working. More needs to be done to ensure advertising and marketing that targets the youth audience is appropriately managed and controlled. These regulations need to address both what is being shown and heard on broadcast media and in print publications, as well as the positioning of products at the point-of-sale.

A 2004 report issued by the Australian Institute of Health and Welfare (AIHW) in 2007 indicated that binge drinking is highly prevalent among teenagers and young adults in Australia. In short, the report found that in the case of alcohol:

- 84% aged 14 years and over had consumed alcohol in the year prior to the survey
- 9% drank alcohol on a daily basis
- 41% on a weekly basis
- 33% on a less than a weekly basis
- the proportion of daily drinkers in the 12 months prior to the survey, 10% of Australians aged 14 years and over drank alcohol at risky or high levels; and
- the average age of initiation to alcohol was 16 years for males; 18 years for females.

The report noted that in 2003 some 3430 deaths were attributable to alcohol, compared with 1705 deaths as a result of illicit drug use (AIHW 2007).

The report also concluded that “alcohol is the drug that causes most harm in Australia – and that providing appropriate and sufficient treatment services for those experiencing problems with this drug has major resource implications for service providers and their funders”.

ADCA believes that while limiting alcohol advertising times is an effective measure in ensuring the protection of young people’s exposure to the drug – the level of support should go one step further:

- ADCA sees the need for an overarching education and awareness campaign which aims to inform children, before they reach their puberty years, of the dangers of alcohol and its effects on their health and wellbeing.

Fostering awareness in children, at the primary school level, could encourage a generational change towards the consumption of alcohol, and in turn re-shape the attitudes of Australians towards its use in the future.

In Australia’s current climate we regularly see teenagers using alcohol as a means to celebrate. On Monday 28 February 2008 an alarming report revealed that about one-tenth of teenagers had abused alcohol in the past week, while 67,000 high school students had taken amphetamines in the last year (*The Adelaide Advertiser*, Monday 25 February 2008). ADCA believes while teenagers deserve an opportunity to celebrate, it’s important that any activities combined with alcohol should be carried out in a responsible manner.

ADCA and the AOD sector have serious concerns regarding the overt and targeted advertising of young people that encourages the take-up, and often excessive consumption of ready-made drinks. It is strongly suggested that stringent guidelines be established for the advertising and marketing of alcohol products.

2. Providing compulsory health information labels for alcohol products.

The World Health Organization (WHO) finds that alcohol is the third most important avoidable cause of death and disability in developed societies like Australia. Given this finding, alcohol is not an ordinary commodity and should not be treated as one (Wodak 2003) – Alcohol is a drug – *TOO!*

Alcoholic beverages are deeply entrenched in Australian society, and there are substantial economic interests in their production and distribution. Each year more than 3000 Australians die and another 10 000 need ongoing medical treatment through alcohol-related harm. The annual cost in alcohol related absenteeism is 7.5 million working days and the economic impact of its abuse is \$15.3 billion. Alcoholic beverages cause substantial health and social harm to the drinker and to others. (ADCA submission 2008).

ADCA, with strong support from the AOD and NGO sectors, recommends that alcoholic beverages should carry warning labels on the risks of alcohol in all instances, not just prior to or during pregnancy (ADCA submission 2008).

In addition, alcoholic beverages should include nutritional information as part of the health information requirements. At present these are exempt, so many young women who drink highly sweetened RTDs are unaware of how many calories they consume.

ADCA believes including this information on labels may be more effective, in some instances, in reducing alcohol consumption, rather than using labels that focus on warnings about drinking during pregnancy or the risks of liver disease.

Consideration should also be given to workplace health and safety information on alcoholic beverages, particularly the hangover effect of alcohol. A 2006 report from the Australian Institute of Health and Welfare (AIHW) indicates that after a binge drinking session, the hangover effect results in individual's fitness for work being considerably impaired. This includes coordination, concentration, the capacity to attend to more than one thing at a time, their fine motor skills, and short-term memory are all diminished (AIHW 2006).

The report also showed that alcohol remains the principal drug of concern in workplaces. Compared to workers who drink at low-risk levels, workers who drink at risky or high-risk levels weekly are 19 times more likely to miss a work day due to their alcohol use and six times more likely to attend work intoxicated.

Approximately one in five workers reports being put in fear, verbally abused, or physically abused by a person affected by AOD, and over three quarters of these incidents are attributable to alcohol. In addition, between 4% and 15% of non-fatal workplace injuries treated at hospital Emergency Departments are likely to be alcohol-related, and alcohol is likely to be involved in between 2% and 4% of workplace deaths (AIHW 2006).

Generally, people who test positive to alcohol and other drugs in the workplace will be 'stood down' until they have been assessed by an appropriately skilled health professional. As AOD services often have long waiting people are unable to get back to work for some days, or perhaps weeks. ADCA believes the sector needs to be better resourced to deal with this new, and rapidly expanding, demand and seriously examine the issue of alcohol use in the workplace (AIHW 2006).

ADCA and the AOD sectors also strongly support findings in a recent report submitted to the Victorian Department of Human Services by AER Centre for Alcohol Policy Research and Turning Point Alcohol and Drug Centre developed by Professor Robin Room and Claire Wilkinson.

The report recommends that warning labels should be included on all alcoholic beverages and that they should "be graphic and attention-getting, should occupy a considerable proportion of the package surface, and should involve rotating messages." The report adds that "given the profile of problems related to drinking, the messages should address social as well as health and injury problems, and problems for others around the drinker as well as for the drinker him/herself."

In addition, media reports indicate there have been substantial increases in the availability of alcohol in terms of the number of licensed premises and their hours of sale, on the mistaken assumption that increased competition in alcohol sales has a positive outcome.

ADCA strongly recommends that alcoholic beverages be exempt from the National Competition policy, and removed from the jurisdiction of the National Competition Council, as they are commodities that have a substantial adverse impact on public health, wellbeing, the economy, and the law.

ADCA favours progressive increases in the tax rates of alcohol over several years, beyond the adjustments to the CPI presently in effect. The revenue from the increase in taxes should be used to support increases in treatment services and prevention programs for alcohol problems (ADCA 2007).

As a community we need to identify the environmental factors, such as alcohol advertising and marketing, institutional policies and practices, as well as the social and cultural beliefs and behaviours that contribute to alcohol abuse.

ADCA believes that local government authorities should use their planning powers to responsibly manage issues such as outlet density and the adequate mix of facilities required by local communities. With this level of support, and Government assistance, a gradual change in the cultural attitudes towards alcohol may eventually occur.

The tobacco industry finally accepted that appropriate branding of its products was necessary for the health of the community (Smoke Free Australia 2008). Other examples include Sun Safe with 'Slip, Slop, Slap', and the Clean Up Australia campaign which started out as an annual activity, but which in fact is adhered to on a daily basis by our children.

ADCA and the AOD sector strongly advocate that a similar approach be taken in the case of the branding of alcohol products. The wine and spirits industry has already established a precedent in meeting statutory requirements for sale and distribution of Australian alcohol products for off shore markets.

3. *pre-approval of alcohol advertisements by an Australian Communications Media Division containing experts from the health industry, drug and alcohol support services and motor vehicle accident trauma support services.*

Alcohol advertising and promotion is currently self-regulated by industry bodies, rather than by the Federal Government. ADCA and the AOD sector believe that this regulation is ineffective and does not accord with public views on when and how restrictions should be applied.

ADCA calls for a system of government regulation of advertising and promotion of alcoholic beverages which aims to reduce the health and social harm from alcoholic beverages.

Advertisements in any medium for alcoholic beverages should be required to include a series of warning messages about the potential harms of use; similar to what has been carried out within the tobacco industry.

Academic research and formal assessments of national public awareness campaigns indicate the importance of rotating warnings that change the message from one label to another – research indicates that there is less likelihood of them becoming overlooked.

These warnings should then go one step further - given that in many bars and restaurants the majority of drinkers do not necessarily see the package they are drinking from, ADCA and the AOD sector suggest there is a need to broaden the number of alcohol-related warnings beyond labels and containers.

This view supports a recommendation in the recent report on warning labels developed by ADCA President, Professor Robin Room and Clair Wilkinson from AER Centre for Alcohol Policy Research, which suggests that "A requirement of warning posters and signs in establishments serving alcohol should be considered. A set of warning messages specified by the public health authorities should be included on a rotating basis in alcohol advertisements and other promotional materials. Such messages occupy a considerable fraction of the space or time in alcohol advertising and promotion, and offer scope for effective counter-advertising."

In addition to the preventative measures outlined above, ADCA and the AOD sector believe alcohol advertising at major sporting events, and sponsorship of these events, also needs to be reviewed to discourage excessive or "binge drinking".

AOD and NGO sector supporting comments

Since November 2007, ADCA has attracted more than 120 media interviews/articles relating to its alcohol policy, many of which have been supportive of ADCA's position on alcohol, recognising that Alcohol is a drug - TOO!

In addition to the media attention, ADCA has actively consulted with a range of AOD and NGO stakeholders on the development and implementation of its alcohol-related policies. Many of these organisations have been extremely supportive of ADCA's stance on alcohol. A full list of the organisations supporting ADCA's submission can be found in *Appendix A*.

Political recognition of AOD issues

In November 2007, prior to the Federal Election, ADCA on behalf of the AOD sector wrote to the major political parties calling on them to announce their policies in relation to alcohol and its misuse, excessive consumption, pricing, availability, accessibility and promotion, which are all contributing factors that directly impact on the health, family, social and welfare aspects of our community.

Since the election, ADCA has received positive responses from all political parties and has since met and discussed issues of mutual concern, in particular issues relating to alcohol.

ADCA has also received letters from Prime Minister Kevin Rudd, the Parliamentary Secretary responsible for issues such as alcohol and Standards Australia and New Zealand, Senator Jan McLucas, and the Leader of the Opposition, Dr Brendan Nelson encouraging ADCA to continue its alcohol advocacy role on behalf of the AOD sector.

In 2008, ADCA has also met with the Parliamentary Secretary for Foreign Affairs (Pacific Island Affairs) the Hon Duncan Kerr MP, the Senior Adviser to the Minister for Health and Ageing Nicola Roxon, the former Shadow Minister for Sport, Senator the Hon Kate Lundy, and the newly appointed Minister for Sport, Senator the Hon Kate Ellis, the Member for Canberra, the Hon Annette Ellis MP, and the Shadow Minister for Health, Joe Hockey MP.

A sample of the letters ADCA sent to the major political parties prior to the Federal Election as well as a summary of the media interviews ADCA has conducted in relation to this issue can be seen in *Appendix B*.

Previous submissions

Below is a list of the previous Submissions ADCA has provided in relation to alcohol.

- Submission to the National Health and Medical Research Council (NHMRC) – review by the NHMRC of the Australian alcohol guidelines: health risks and benefits. Submitted/Issued: 10 December 2007
- Submission to Food Standards Australia New Zealand (FSANZ) – initial assessment report. Labeling of alcoholic beverages with pregnancy health advisory label. Submitted/Issued: 2 February 2008

Conclusion and Recommendations

ADCA and the AOD/ NGO sectors are committed to finding a solution to the alcohol problem in Australia.

To do this, there needs to be a united effort from all governments, treatment and prevention services, community groups, non-government organisations, sporting groups, industry representatives and the media.

Alcohol misuse should be treated as a priority and ADCA strongly recommends agreement to:

- ***the introduction of health warning labels on all alcohol products, supported by additional warning posters/signs in establishments selling alcohol***
- ***establishing restrictions on the way alcohol is advertised and marketed to young people***
- ***pre-approval and rigorous testing of alcohol advertisements and promotions by experts to curb their influence on the community, and***
- ***establishing a nation-wide education program to raise awareness of the dangers of alcohol.***

Appendix A

Organisations supporting this submission are:

<ul style="list-style-type: none">• Australian General Practice Network (AGPN)• Australian Medical Association (AMA)• Rural Health Alliance• Salvation Army• Australian Federal Police Association• Rural Health Education Foundation• Alcohol Education and Rehabilitation Fund (AERF)• Mental Health Council of Australia (MHCA)• Australian Intravenous and Illicit Drug Users League (AIVL)• Australian Local Government Association (ALGA)• Lions International	<ul style="list-style-type: none">• Carers Australia• Families Australia• Lifeline• St John Ambulance• Australian Red Cross• St Vincent de Paul• Anglicare• Australian Drug Foundation (ADF)• Australian Nursing Federation• Surf Lifesaving Australia (SLSA)• Alcohol Related Brain Injury Australian Services (ARBIAS)
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Appendix B – sample of letter sent to politicians prior to the 2007 Federal Election



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Fax: 6281 0995
Email: adca@adca.org.au

Celebrating 40 years of sector and community leadership, 1967 - 2007

ABN: 39 008 455 525

Kevin Rudd MP
Leader of the Opposition
PO Box 6022
House of Representatives
Parliament House
CANBERRA ACT 2600

Dear Mr Rudd

The Alcohol and other Drugs Council of Australia (ADCA) is calling on the Australian Labor Party to announce its alcohol policies in relation to its misuse, excessive consumption, pricing, availability, accessibility and promotion. These are all contributing factors which directly impact on the health, family, social and welfare aspects of our community.

ADCA is the peak national body representing the interests of the Australian alcohol and other drugs (AOD) sector nationally, and its primary role is to see a reduction in AOD-related harm nationally.

Each year 3000 Australians die and another 10 000 need ongoing medical treatment through alcohol-related harm. The annual cost in alcohol related absenteeism is 7.5 million working days and the economic impact of its abuse is \$15.3 billion. Alcohol is not an ordinary commodity and should not be treated as one.

We acknowledge that Australian Governments have led the world in action to reduce harm through tough drink-driving laws and reduced taxes on low alcohol beer, however in other areas Australia has lagged.

ADCA believes wine taxes should be based on alcohol content and equalised with beer taxes per unit of alcohol. Raising alcohol taxes across the board would be effective in reducing alcohol related problems in Australia. It should be the role of the Government to progressively increase tax rates for alcohol over several years, beyond CPI adjustments. Revenue gained from this should then be provided to treatment services and prevention programs.

Central to addressing the harm from alcohol is advertising. ADCA feels that promotion of alcohol should be managed more responsibly with advertisements carrying warning messages about the potential harms of abuse, similar to tobacco advertising and packaging.

ADCA is committed to working with Government to reduce alcohol and drug-related harm throughout Australia. This letter has strong support from State and Territory AOD Peak bodies, including key non-government organisations in the community services and health area.

Yours sincerely

A handwritten signature in black ink, appearing to read 'D Templeman', with a stylized flourish at the end.

David Templeman
Chief Executive Officer

13 November 2007

Appendix B continued

ADCA Media Log November 2007 – March 2008

Date	Issue(s)	Spokes-person	Media outlet(s)	Medium	Initiated by:	Coverage achieved?
5 Nov	Alcohol policy/ pol parties	ADCA/DT	2SM Sydney	Radio	Victoria – 02 9552 2454	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	Charles Sturt Univ	Radio/ Print	Elizabeth Leong	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	NOVA 93.7 FM Perth	Radio	Michelle – 08 9489 1800	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	2CC Canberra	Radio	Mike Welsh – 6255 4444	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	2 WS FM Sydney	Radio	Natalie – 02 8899 9615	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	Mix 106.5 Sydney	Radio	News	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	Gold Network - Melbourne	Radio	News	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	Mix Network – Adelaide	Radio	News	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	4KQ Brisbane	Radio	News	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	97.3 FM Brisbane	Radio	News	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	NOVA 91.9 Adelaide	Radio	News	y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	Cruise Adelaide	Radio	News	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	Mix FM Melbourne	Radio	News	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	Triple M Melbourne	Radio	Paul Holman	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	NOVA 96.9 Sydney	Radio	News	Y
5 Nov	Alcohol policy/ pol parties	ADCA/DT	2GB Sydney	Radio	Robert Spicer 02 85700333	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	Mix FM Adelaide	Radio	News	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	Triple J National Australia	Radio	News	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	4KQ Brisbane	Radio	News	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	2SM Sydney	Radio	Karl Schubert Breakfast	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	2SM Sydney	Radio	News	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	Mix 97.3 Brisbane	Radio	News	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	4GY Sunshine Coast	Radio	News	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	ABC 774 Melbourne	Radio	News	Y
6 Nov	Alcohol policy/NSW action	ADCA/DT	ABC 702 Sydney	Radio	News	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	ABC National AM	Radio	Michael Turtle	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	SEA FM Sunshine Coast	Radio	Paul Hallman	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	ABC Far North Cairns	Radio	News Radio	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	Mix 92.7 Maryborough	Radio	News	Y
6 Nov	Alcohol policy/NSW action	ADCA/DT	ABC Newcastle	Radio	News	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	Triple J National	Radio	News	Y
6 Nov	Alcohol policy/NSW action	ADCA/DT	2SM Sydney	Radio	News	Y
6 Nov	Alcohol policy/ pol parties	ADCA/DT	ABC Far North Cairns	Radio	News	Y
6 Nov	Alcohol policy/ Polities	ADCA/DT	ABC 702 Sydney	Radio	Adam Spencer	Y

					Breakfast	
6 Nov	Alcohol policy/ NSW	ADCA/DT	2GB	Radio	Macquarie Network	Y
6 Nov	Alcohol policy/ NSW	ADCA/DT	2CH	Radio	Erin 13187333	Y
6 Nov	Alcohol policy/ NSW	ADCA/DT	ABC News Radio	Radio	Sandy Aloise – 02 8333 5091	Y
6 Nov	Alcohol policy/ NSW	ADCA/DT	Melbourne Sun	Print	Neil Wilson 03 9292 1590	Y
6 Nov	Alcohol policy/ NSW	ADCA/DT	ABC News Online	Web	Cristen Tilley 07 3138 0108	Y
12 Nov	Drinking and Driving	ADCA/DT	3AW – Melbourne	Radio	Sylvia – 0412 954 761	Y
13 Nov	‘Turn down the tap’ in NT	ADCA/DT	ABC Darwin	Radio	Chris Cassick 08 89433142	Y
13 Nov	‘Turn down the tap’ in NT	ADCA/BF	ABC Darwin	Radio	News Editor	Y
13 Nov	‘Turn down the tap’ in NT	ADCA/BF	ABC Alice Springs	Radio	News Editor – 08 89504711	Y
13 Nov	‘Turn down the tap’ in NT	ADCA/DT	ABC Darwin	Radio	News Editor - Cody	Y
13 Nov	Workplace Issues –Alco	ADCA/DT	ABC Vic State-wide Drive	Radio	Kathy Bedford – 03 53201043	Y
15 Nov	Policy Call on Pollies	ADCA/BF	The Age	Print	Jill Stark	Y
15 Nov	Policy Call on Pollies	ADCA/BF	ABC Canberra	Radio	Chris Uhlmann	Y
15 Nov	Schoolies Message NSW	ADCA/DT	2SM Sydney	Radio	Dianna Coveny- Garland – 02 95522454	Y
15 Nov	Schoolies Message Qld	ADCA/DT	MMM – B105.2	Radio	Emma Blackwood – 07 32430110	Y
15 Nov	Schoolies SA	ADCA/DT	ABC Adel Afternoon	Radio	Carol Whitelock – 08 8343 4102	Y
18 Nov	PM & Zero tolerance	ADCA/BF	The Australian – 1st Edition	Print	John Stapleton – 02 9288 3000	Y
18 Nov	PM and Zero tolerance	ADCA/DT	The Australian – 2nd Edition	Print	Nicola Birkenwich – 02 9288 1622	Y
18 Nov	PM and Zero tolerance	ADCA/DT	2UE – Sydney – 3AW, 4BC, 6PR, 96FM	Radio	Latika Beruka – 02 9930 9923	Y
21 Nov	Schoolies – Gold Coast	ADCA/DT	2SM – Sydney	Radio	Leonie Ryan – 02 9552 2454	Y
22 Nov	Schoolies – NSW South Coast and Inland	ADCA/DT	ABC Regional NSW Afternoon Show	Radio	Bonita Brown – Becky 02 44284511	Y
22 Nov	ADCA Alcohol Policy	ADCA/DT	The Age	Print	Jill Stark	Y
22 Nov	ADCA Alcohol Policy	ADCA/DT	ABC Classic FM	Radio	Margaret Thorsby	Y
23 Nov	ADCA Alcohol Policy	ADCA/DT	ABC Radio National	Radio	Sandy Aliose	Y
27 Nov	Alcohol Guidelines	ADCA/BF	Herald Sun	Print	Ben Packham	Y
11 Dec	Alcohol Special	ADCA/BF	News Ltd	Electronic	Diane Nazaroff – 02 92887672	Y
14 Dec	Alcohol Guidelines	ADCA/DT	3AW Morning Program	Radio	Neil Mitchell – 0412 954761	Y
18 Dec	Festive Season - Survey	ADCA/DT	ABC Darwin	Radio	Cathy Harper – 08 89433152	Y
18 Dec	Festive Season	ADCA/DT	Western Suburbs Chain – Perth	Print	Rachael – 0417 108362	Y
19 Dec	Branding – Survey	ADCA/DT	ABC Radio News	Radio	Cathy Harper	Y
19 Dec	Branding - Survey	ADCA/DT	Radio Australia	Radio	Cathy Harper	Y

19 Dec	Festive Season	ADCA/DT	Goolarri Radio – Broome/Indig/10min	Radio	Robert Lee – Pallas 08 919211325	Y
19 Dec	Festive Season	ADCA/DT	5RPH Adelaide – 10 minutes	Radio	Philip Beddall 08 8231 1197	Y
19 Nov	Festive Season	ADCA/BF	ABC Radio – Western Vic	Radio	Fiona Parker – 03 53815311	Y
19 Nov	Festive Season – branding	ADCA/DT	Andrew Close – 666 Canberra Drive	Radio	Andrea Close – 02 6275 4544 – 10 mins	Y
21 Dec	Xmas Day Message	ADCA/DT	4BC Brisbane	Radio	Danielle Johnson – 07 3908 8286	Y
22 Dec	Xmas Message	ADCA/DT	Broome Community Radio - Goolarii	Radio	Robert Lee – 08 9192 1325 - Pallas	Y
22 Dec	Festive Season	ADCA/DT	Western Suburbs Press Perth	Print	Rachael – 0417 108 362	Y
31 Dec	New Year's Eve – Festive Season	ADCA/DT	ABC Radio – Western Vic	Radio	Fiona Parker – 03 5381 5311 - 10	Y
8 Jan	Full Strength Alcohol at Aust Open	ADCA/DT	Triple M	Radio	Abbey – 03 9536 8888	Y
10 Jan	New Guidelines	ADCA/BF	4GR	Radio	Mike Boyd – 07 4634 8874	Y
15 Jan	Branding Issues	ADCA/BF	Herald Sub	Print	Susie O'Brien – 03 9836 0841	Y
30 Jan	New Guidelines	ADCA/BF	Sunday Tele	Print	Ellen Connolly	Y
31 Jan	Alcohol Taxes	ADCA/BF	Sunshine Coast Daily	Print	Bligh	Y
31 Jan	Alcohol and drugs	ADCA/BF	ABC News.Com	Radio	Diane Nazaroff – 02 9288 7672	Y
20 Feb	Alcohol Bill – binge drinking	ADCA/DT	ABC World Today	Radio	Sydney Producer	Y
20 Feb	Alcohol Bill – binge drinking	ADCA/BF	Southern Cross 10	TV	Guy Sweeting – 02 6242 2313	Y
20 Feb	Alcohol Bill – binge drinking	ADCA/DT	Bloomberg News	Radio	Jemma Daly – 02 6277 1019	Y
21 Feb	Alcohol Bill – binge drinking	ADCA/DT	2UE	Radio	Kate Kelly – 02 9930 9971	Y
21 Feb	Alcohol Bill – binge drinking	ADCA/DT	2SM	Radio	Georgie – 02 9552 2454	Y
25 Feb	Teenage binge drinking	ADCA/DT	WIN News Hobart	TV	Brent Costelloe 0418 520 871	Y
25 Feb	Teenage binge drinking	ADCA/DT	WIN TV Canberra	TV	Merryn Cooper – 6234 5674	Y
25 Feb	Teenage binge drinking	ADCA/DT	Canberra FM – MIX and 104.7	Radio	Kate Taylor – 6242 0860	Y
25 Feb	Excise on Alcohol	ADCA/DT	Herald-Sun Melb	Print	Carly Crawford - 03	Y
29 Feb	Pubs/ Clubs closing times	ADCA/DT	Courier Mail Bris	Print	Melanie Christiansen – 07 3666 6235	Y
7 March	Alcohol – Binge Drinking	ADCA/DT	WIN TV Canberra	TV	Erin 6234 5674	Y
7 March	New wave of heroin coming into Australia	ADCA/DT	Triple M Melbourne	Radio	Abbey – 03 9536 8888	Y
7 March	Alcohol issues	ADCA/DT	ABC PM	Radio	Sabra Lane – 6275 4644	Y
7 March	Drink Spiking in NSW	ADCA/DT	2SM	Radio	Rebecca – 02 9552 2454	Y
10 Mar	Binge Drinking	ADCA/DT	ABC PM	Radio	Hayden Cooper – 6275 4644	Y

10 Mar	Binge Drinking	ADCA/DT	Channel 10	TV	Murray McCluskie – 6273 2210	Y
10 Mar	Binge Drinking	ADCA/DT	Channel 7	TV	Andrew Green	Y
10 Mar	Binge Drinking	ADCA/DT	Channel 2	TV	Greg Jennett – 6275 4640	Y
10 Mar	Binge Drinking	ADCA/DT	SBS Radio	Radio	Michael Kenny – 02 9430 2858	Y
10 Mar	Binge Drinking	ADCA/DT	Financial Review	Print	Reporter	Y
10 Mar	Binge Drinking	ADCA/DT	Sydney Morning Herald	Print	Reporter	Y
10 Mar	Binge Drinking	ADCA/DT	AAP	Wire Service	Reporter	Y
11 Mar	Binge Drinking	ADCA/DT	ABC Western Vic	Radio	Fiona 03 5381 5311	Y
11 Mar	Binge Drinking	ADCA/DT	WIN TV Canberra	TV	Geraldine Nordfeldt – 6234 5678	Y
11 Mar	Binge Drinking	ADCA/DT	2UE	Radio	Steve Price – 02 9930 9973	Y
11 Mar	Binge Drinking	ADCA/DT	2SM	Radio	Kerry – 02 9552 2454	Y
11 Mar	Binge Drinking	ADCA/DT	2SM	Radio	Georgie – 02 9552 2454	Y
11 Mar	Binge Drinking	ADCA/DT	ABC Southern Qld	Radio	Belinda Sanders – 07 4631 3811	Y
11 Mar	Binge Drinking	ADCA/DT	SEN Radio Vic	Radio	Antonio – 03 8420 1116	Y
11 Mar	Binge Drinking	ADCA/DT	Sports Radio Melb	Radio	Kevin Bartlett – 03 9429 1116	Y
11 Mar	Binge Drinking	ADCA/DT	Channel 7 NiteCap	TV	Kari Keenan – 02 8777 7796 or 0409 366 266	Y

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