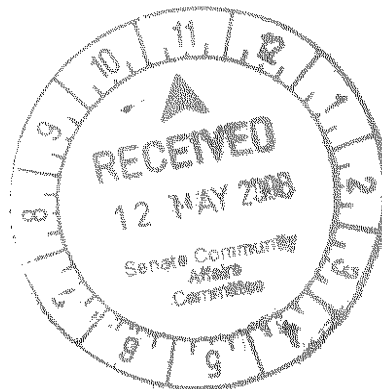


ASSOCIATED
BREWERS Inc.

8th May 2008

Mr Elton Humphrey
Committee Secretary
Community Affairs Committee
Department of the Senate
PO Box 6100
Parliament House
CANBERRA ACT 2600



Dear Mr Humphrey

Inquiry into the Alcohol Toll Reduction Bill

During my testimony at the Melbourne hearing this week I made the point that both the proposed advertising standards and the media to which they would be applied are weaker in the bill than the current regulatory arrangements.

Some Senators expressed an interest in seeing the existing and proposed schemes displayed in a table format to assist with comparing and contrasting the two.

Those tables are attached.

At the hearing I also said that the bill would only apply to radio and television advertising. On re-reading the bill¹ I now believe the content standards would apply solely to television and no other advertising media would be regulated.

I note that FreeTV Australia also make this point in their submission².

Yours faithfully

Stephen Swift
Executive Director

¹ See the wording of 122A(2) reproduced in Table 2

² p15, Section 5.3 "*Inequitable and inefficient focus on free-to-air commercial television*".

Table 1

Media coverage under The ABAC Scheme	Media coverage under the Alcohol Toll Reduction Bill
Billboards Bus shelters and other outdoor Buses, trains, trams Cinema Internet Magazines Newspapers Promotional material at events Radio Television	Television

Table 2

Current standards for advertising content	Proposed standards for advertising content
<p><i>From the ABAC Code...</i></p> <p>“Advertisements for alcohol beverages must –</p> <ul style="list-style-type: none"> a) present a mature, balanced and responsible approach to the consumption of alcohol beverages and, accordingly – <ul style="list-style-type: none"> i) must not encourage excessive consumption or abuse of alcohol; ii) must not encourage under-age drinking; iii) must not promote offensive behaviour, or the excessive consumption, misuse or abuse of alcohol beverages; iv) must only depict the responsible and moderate consumption of alcohol beverages; b) not have a strong or evident 	<p><i>From the Alcohol Toll Reduction Bill..</i></p> <p>At 122A</p> <p>“(2) Standards under subsection (1) for commercial television broadcasting licences are to relate to: ... (c) the content of any advertisement for an alcohol product, and must specifically provide that such an advertisement: (i) not have strong or evident appeal to children; (ii) not suggest that alcohol contributes to personal, business, social, sporting, sexual or other success in life.”</p>

appeal to children or adolescents and, accordingly –

- i) adults appearing in advertisements must be over 25 years of age and be clearly depicted as adults;
 - ii) children and adolescents may only appear in advertisements in natural situations (eg family barbecue, licensed family restaurant) and where there is no implication that the depicted children and adolescents will consume or serve alcohol beverages; and
 - iii) adults under the age of 25 years may only appear as part of a natural crowd or background scene;
- c) not suggest that the consumption or presence of alcohol beverages may create or contribute to a significant change in mood or environment and, accordingly –
- i) must not depict the consumption or presence of alcohol beverages as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success;
 - ii) if alcohol beverages are depicted as part of a celebration, must not imply or suggest that the beverage was a cause of or contributed to success or achievement; and
 - iii) must not suggest that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation;
- d) not depict any direct association between the consumption of alcohol beverages, other than low alcohol beverages, and the operation of a motor vehicle, boat

or aircraft or the engagement in any sport (including swimming and water sports) or potentially hazardous activity and, accordingly –

- i) any depiction of the consumption of alcohol beverages in connection with the above activities must not be represented as having taken place before or during engagement of the activity in question and must in all cases portray safe practices; and
 - ii) any claim concerning safe consumption of low alcohol beverages must be demonstrably accurate;
- e) not challenge or dare people to drink or sample a particular alcohol beverage, other than low alcohol beverages, and must not contain any inducement to prefer an alcohol beverage because of its higher alcohol content; and
- f) comply with the Advertiser Code of Ethics adopted by the Australian Association of National Advertisers.
- g) not encourage consumption that is in excess of, or inconsistent with the Australian Alcohol Guidelines issued by the NHMRC.
- h) not refer to The ABAC Scheme, in whole or in part, in a manner which may bring the scheme into disrepute.”