



Mr Elton Humphery  
Australian Senate Community Affairs Committee  
Parliament House  
CANBERRA ACT 2600

Dear Mr Humphery

**Alcohol Toll Reduction Bill 2007**

Thank you for your letter of 19 February 2008 inviting comment on the Alcohol Toll Reduction Bill 2007 referred by the Australian Senate to the Community Affairs Committee.

The Western Australian Department of Sport and Recreation (DSR) supports measures which promote responsible drinking behaviours within the sporting and recreation community. In the interests of health and safety, organisations should actively seek to promote, encourage and support strategies to minimise harm from alcohol.

The department also recognises the significant role sponsorships by alcohol companies have upon the viability of organisations, competitions and special events.

With particular regard to the broad aims of the Alcohol Toll Reduction Bill 2007 the department has the following views:

1. Require health information labels on all alcohol products.

*Agreed*

2. Restrict TV and radio alcohol advertising to after 9pm and before 5am, to stop alcohol being marketed to young people.

*Do not agree. Advertising of low alcohol/mid strength alcoholic content and high alcoholic content products with accompanying responsible drinking messages may be deemed appropriate in this time period.*

3. Require all alcohol ads to be pre-approved by a government body comprising an expert from the medical profession, alcohol and drug support sector, accident trauma support sector and the alcohol industry.

*Agree that all alcohol ads be approved by a suitably independent body (not necessarily government body but to be chaired by government appointment). Rigorous principles on what is deemed to be appropriate are to be established, implemented and enforced by this independent body.*

4. Ban alcohol ads which are aimed at children or which link drinking to personal, business, social, sporting, sexual or other success.

*Agree that no alcohol ads target children. DSR does not support alcohol sponsorship of any form in junior sport. Other alcohol ads should adhere to principles and guidelines established by an independent body as described above.*

Thank you for the opportunity to provide comment on the Alcohol Toll Reduction Bill 2007. I look forward to being informed on the outcome of the Bill in due course.

Yours sincerely

A handwritten signature in black ink that reads "Ron Alexander". The signature is written in a cursive, flowing style.

**Ron Alexander**  
**Director General**

20 March 2008

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