



NADA

network of alcohol & other drugs agencies

Submission for the Senate
Inquiry for Alcohol Toll
Reduction Bill 2007

NADA AND THE NON GOVERNMENT ALCOHOL AND DRUGS SECTOR IN NSW

The Network of Alcohol and Drug Agencies is the peak body representing the non government alcohol and drug service delivery sector in New South Wales. NADA has over 120 member agencies who deliver a wide range of treatment and support and education and prevention services to the NSW Community and has been operating for the past twenty seven years.

NADA is funded by NSW Health to provide a range of member agency support and development services including sector development initiatives, workforce development initiatives, IT initiatives and we are also funded by the Department of Health and Ageing under the Improved Services Co morbidity Funding Initiative.

NADA and its member agencies is integrated into the policy and planning systems and structures of the NSW Drug and Alcohol Program and is a member of the NSW Health Drug and Alcohol Council. For more information see our website at www.nada.org.au

NADA'S POSITION FOR ALCOHOL TOLL REDUCTION BILL 2007

NADA believes the Inquiry provides an opportunity to gather the views of human services and health non-government organisations (NGO) drug and alcohol prevention and treatment services, sporting groups, industry representatives, and the broader the community in NSW to join together to address the issue of the impact of alcohol on the NSW and wider Australian community.

NADA supports the Bill in total including its rationale and its scope.

With respect to the propositions contained in the Bill;

NADA 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.

NADA 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.

NADA 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.

NADA 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. There is no doubt that more 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.

NADA trusts that this submission will be carefully considered by the Senate Community Affairs Committee and happy to provide any further information or assistance to the work of the Committee.

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