Alcohol Advertising in Rural Australia

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CWAA advances the rights and equity of women, families and communities in Australia through advocacy and empowerment, especially for those living in regional, rural and remote Australia.
Achieving change with friends: Reducing alcohol harm
Rural Health inequalities a concern

- Inequalities of health outcomes of women living in RRR areas, Torres Strait Islander women, immigrant and refugee women, women from disadvantaged backgrounds and women with a disability
- RRR women have poorer health
- RRR women have worse access to health services, healthcare professionals and alcohol treatment services
- RRR women more likely to die from a chronic illness

Alcohol consumption was consistently higher in remote and very remote areas and the proportion of those drinking at risky levels increased with increasing remoteness
Each day alcohol is responsible for 435 hospitalisations and 15 deaths and costs up to $36 billion each year.
Alcohol consumption has adverse consequences for many.

- Over 1 million children are affected by other people’s drinking
- 14,000 children are in child protection due to alcohol related causes
The harm caused from alcohol are significant and extend beyond the drinker.

- Street violence
- Family and domestic violence
- Chronic disease
- Emergency departments
- Fetal alcohol spectrum disorder
- Road traffic accidents

STOPPING HARM CAUSED BY ALCOHOL
Alcohol is significantly involved in family violence across Australia.

Alcohol is involved in:

- Up to 65% of family violence reported to police
- 36% of intimate partner homicides
Alcohol is not adequately addressed in family violence plans

“Up until now the role of alcohol has not been adequately addressed...

This is despite the fact that alcohol is significantly implicated in family violence.”

ROGIE BATTY (2015 AUSTRALIAN OF THE YEAR) & MICHAEL THORN (FARE)
NATIONAL FRAMEWORK FOR ACTION TO PREVENT ALCOHOL-RELATED FAMILY VIOLENCE

“A domestic violence strategy that does not even mention alcohol is not worth the paper it is written on.”

FORMER SENATOR NOVA PERIS OAM
FARE developed a national framework to highlight why action must be taken to prevent alcohol-related family violence.

20 actions to prevent alcohol-related family violence across four priority areas.

1. Introduce whole of community action to prevent family violence.

2. Assist people most at risk of family violence through early identification and support.

3. Provide support for people affected by family violence and protect them from future harm.

4. Continue to build the evidence-base by investing in data collection and evaluation.
There is no level of drinking alcohol that can be guaranteed to be completely ‘safe’ or ‘have no risk’.

**Current Guidelines:**

**For both women and men:**
Drinking no more than two standard drinks on any day reduces your lifetime risk of harm from alcohol-related disease or injury. This recommendation is to reduce the longer-term risks of drinking such as cancers of the mouth, throat, oesophagus, bowel, liver, prostate and breast, and brain damage. Drinking no more than four standard drinks on a single occasion reduces the risk of alcohol-related injury arising from that occasion. Short-term consequences of a drinking session may include accidents, injuries, and other harms associated with binge drinking.

**For women who are pregnant or breastfeeding:**
It is recommended that for women who are pregnant or planning a pregnancy, or who are breastfeeding, not drinking is the safest option.

**For young people:**
People under 18 years of age also should not drink alcohol *at all*.

**For parents:**
Parents and carers should be advised that children under 15 years of age are at the greatest risk of harm from drinking and that for this age group, not drinking alcohol is especially important.
More young people are abstaining from alcohol than ever before.

- There has been an increase in Australians abstaining from alcohol from 9.4% in 2001 to 14.1% in 2013.
- The abstention among 14-17 year olds has increased from 28% in 2001 to 57.3% in 2013.
Despite overall consumption levels declining, Australians are still consuming alcohol at risky levels.

- There was no significant change in the proportion of people in outer regional and remote and very remote areas drinking at risky levels for both lifetime and single occasion harm, despite significant decline for people in major cities and inner regional areas.

- Limited community activities in rural areas lead people to drink as a way to socialise.
Indigenous Australians more likely to abstain from drinking.

- 1:4 Indigenous Australians are more likely to abstain from drinking alcohol
- 7.5% of Aboriginal and Torres Strait Islanders are more likely to die from alcohol harm
- Whilst more abstainers, those that drink do so heavily
- “Dry” areas have been set up in some communities to reduce harmful drinking practices
Australians are concerned about alcohol and its impact on children and families.

Australians response:

• 78% think that we have a problem with alcohol
• 78% believe that more needs to be done to address the harm from alcohol
• 79% are concerned about alcohol related violence
• 64% concerned with alcohol related child abuse and neglect
• 50% concerned about harm to unborn babies in utero
• 59% believe that governments are not doing enough to address alcohol harms
Australians want change to prevent the harm from alcohol.

Australians response:

• 70% support placing a ban on alcohol advertising on television before 8:30pm

• 60% support not allowing alcohol sponsorship at sporting events

• 51% support increasing the tax on alcohol products to pay for health, education and treatment of alcohol-related problems.
In 2013, the Government announced the Commonwealth action plan to reduce the impact of FASD 2013-14 to 2016-17.

A total of $9.2 million:

- **$3.1 million** for grants to drug and alcohol services to support alcohol dependent women.
- **$1.5 million** in targeted grants to undertake further research to develop best practice guidelines.
- **$4 million** to the New Directions: Mothers and Babies program.
- **$500,000** for a National FASD Diagnostic Tool.
- **$100,000** for establishment of a FASD Technical Network.

**FASD a totally preventable disorder**
FARE has developed two campaigns focused on promoting the NHMRC alcohol guidelines.

**Women Want to Know:** Targeted at health professionals to routinely discuss alcohol and pregnancy with women.

**Pregnant Pause:** Targeted at women and their networks to go alcohol free during their pregnancy.
Alcohol pregnancy warning labels have been on the agenda since 2006.

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<tr>
<th>Year</th>
<th>Event</th>
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<tr>
<td>2006</td>
<td>ALAC Application The Alcohol Advisory Council of New Zealand (ALAC) makes an application to introduce health warning labels by amending Australia New Zealand Food Standards Code.</td>
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<td>2008</td>
<td>Healthiest Nation by 2020 report Preventive Health Taskforce report is released, recommending introduction of labels on alcohol products.</td>
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<td>2009</td>
<td>Labelling Logic recommends warning labels Review of food labelling laws result in the final report: <em>Labelling Logic</em> making recommendations to introduce warning labels.</td>
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<td>2010</td>
<td>Government gives Industry two years The Legislative and Governance Forum on Food Regulation allow industry two years to “introduce appropriate labelling on a voluntary basis before regulating for this change”.</td>
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<td>2011</td>
<td>DrinkWise labels Industry begins to implement DrinkWise labels on products, stating by Dec 2013 there will be 75-80% of products covered.</td>
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<td>2012</td>
<td>Industry response Question the evidence Industry submissions to the ALAC application were in favour of keeping the current arrangements and outlined the costs they had incurred from implementing standard drinks labelling.</td>
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Regulation last resort only Industry opposed mandatory warning labels, citing lack of evidence, restrictions on size and international trade obligations as the reasons for no change being necessary.

Alcohol industry labels DrinkWise launch their own voluntary labelling scheme, to be supported with point of sale education materials.

No need for action Industry suggest that their current activities are sufficient and talk down the need for further action on labelling.
The alcohol industry were given two years to implement their labels...

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<th>2012</th>
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<th>2016</th>
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<td>FARE audit (Aug) Audit finds that the DrinkWise led labelling initiative was not broadly adopted – only 16% of audited products contained a DrinkWise label.</td>
<td>Inquiry into FASD final report tabled (Nov) Recommends the introduction of health warning labels for alcoholic beverages, including a warning label that advises women not to drink when pregnant or when planning a pregnancy.</td>
<td>Evaluation completed by Siggins Miller (May) Evaluation finds that only 38% of products sampled across all product groups carried a pregnancy warning label.</td>
<td>Governments give Industry another two years (June) The Legislative and Governance Forum on Food Regulation extend DrinkWise's trial until June 2016.</td>
<td>Governments engages Siggins Miller (Jan) Consultants were engaged to undertake an evaluation of the industry process. This report is due to be finalised in the first half of the year.</td>
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In June 2017, the Ministerial Forum on Food Regulation will consider the effectiveness of the current voluntary pregnancy labeling system for alcohol products.
The current labelling on alcohol products is inadequate.
Mateship and Drinking
The drinking culture in Australia is based on mateship.

- About one-third of the Australian population live in rural and remote areas.
- In those areas, alcohol consumption and its associated harms are consistently higher than in urban areas.
- The 2010 National Drug Strategy Household Survey shows that the proportion of those drinking at risky levels increases with increasing remoteness.
- 20% of our population drink 90% of the alcohol consumed in Australia.
- Alcohol consumption is involved in up to 65% of family violence reported to police and 36% of intimate partner homicides.
- Over 1 million children are affected by other people’s drinking with 14,000 children in child protection.
- Among farming communities in rural Victoria, an estimated 54 per cent of men and 22 per cent of women reported drinking at high risk levels at least once a month compared to 20 per cent for the general population.
- A clear influence on alcohol consumption includes elements of social interaction including social media and the exposure to alcohol advertising and marketing. Alcohol advertising during televised sporting events is particularly concerning for families with children.
- Communities with more pubs and clubs have higher rates of binge drinking and rural towns with larger aboriginal populations have lower rates of binge drinking.
- The predominate pattern in rural Australia is binge drinking.
- Disposable income – the wealthier – the more drinking.
Alcohol is the cheapest it has ever been.

$0.30 per standard drink
Alcohol is more available than it ever has been.

- A 10% increase in packaged liquor is associated with a 3.3% increase in domestic violence.
- A 10% increase in packaged liquor is associated with a 3-5% increase in consumption among 12-14 year olds.
- For every extra hour of trading there is an 16 per cent increase in assaults.
Alcohol has never been more heavily promoted.

The more alcohol advertising young people are exposed to, the earlier they will start to drink, and the more they will consume if they already drink.
Current regulatory arrangements in ‘The Code’ are inadequate and promote alcohol advertising.

Alcohol advertising is not permitted before 8:30pm

*Except:*

- On weekends
- For live sport
Current regulatory framework established and regulated by the industry.

• **Alcohol Beverages Advertising Code (ABAC)** Scheme titled ‘ABAC Responsible Alcohol Marketing Code’
• ABAC responsible for regulation of alcohol advertising be it print, internet and social media sites, television, cinema, radio, billboards, producer point of sale and other marketing.
• Standards negotiated with government
• Complaints handled by ABAC
• ABAC funded by the Brewers Association of Australia and New Zealand, the Distilled Spirits Industry Council of Australia and the Winemakers Federation of Australia
• The scheme is governed by a Management Committee comprised of representatives from the Brewers Association of Australia and New Zealand Winemakers Federation of Australia, Distilled Spirits Industry Council of Australia, The Communications Council and a government representative

• Health groups created a new organisation to clear issues emerging in an industry that self-regulates – **The Alcohol Advertising Review Board (AARB)** is independent and operates free of industry influence.
Alcohol advertising in sport influences drinking behaviour.

• Sporting grounds with sponsorship on ground, boards, fences and entries
• Sports uniforms with alcohol advertising sponsorship positioned prominently
• Sporting starts talking positively about having a celebratory drink
• Many rural sporting clubs rely on sponsorships to help financially

• Monash University Drug and Alcohol Review
  • 3,544 alcohol ads on free-to-air broadcasts of live AFL, NRL and cricket matches
  • Representing 60% of all tv alcohol advertising in sport for the year
  • **1,942 ads in AFL** – children’s exposure greatest when watching AFL
  • 941 ads in Cricket
  • 661 ads in NRL
Alcohol advertising communicates strong messages about alcohol brands and drinking that are absorbed by children

- 26.9 million Australian children and adolescents watching major sporting codes – AFL, Cricket, NRL – are exposed to 51 million instances of alcohol advertising
- 47% of these broadcasts are during daytime programming between 6:00am – 8:30pm

  Bathurst 1000 in 2008
  - Whole race (10:30am to 5:05pm)
  - Exposed to 35 minute of alcohol advertising including in-break advertising and sponsorship
  - Audience included 117,000 children and young people aged 5-17 years

- 76% children 5-12 years could correctly match at least one sport with its relevant sponsor

- 75% children 9-15 years in WA recognised Bundaberg Rum’s Bundy Bear and correctly associated him with an alcoholic product
It is becoming more difficult to know where the game ends and where the alcohol advertising begins.

“Since my days representing NSW the Blues have become ever more saturated with alcohol sponsorship. Ultimately, it is incumbent on the NRL to rethink its toxic association with alcohol and get on with playing the game we love.”

STEVE ELLA
DIRECTOR, FOUNDATION FOR ALCOHOL RESEARCH & EDUCATION
#Boozefreesport is calling for the phasing out of alcohol sponsorship of sport and cultural events.

**STEP 1  BECOME A BOOZEFREESPORT FAN**

We’re inviting you to become a Booze Free Sport Fan. Together we really can make a difference. As a Booze Free Sport fan we’ll keep you regularly informed about our campaign progress.

**STEP 2  CONTACT YOUR LOCAL MP**

**Step 1. Find your local rep.** Simply type in your postcode in the form on the website to find out who you should address your concerns to.

**Step 2. Enter your details.** Fill out a few basic details about yourself.

**Step 3. Compose your own message or use the one provided.** Feel free to use our template as a basis or to adapt to include your own personal experience or comments.

**Step 4. Hit send!**

Visit [www.fare.org.au/boozefreesport](http://www.fare.org.au/boozefreesport) to find out more!
Good Sports Program and Local Drug Action Teams making a difference in community

• Run by Australian Drug Foundation (ADF)

• Good Sports Program
  • 700 clubs across Australia

• Local Drug Action Teams (LDATs)
  • Funded by government
  • Response to ice campaign
  • Establish 220 LDATs with particular focus on RRR
  • Local communities coming together
  • Develop a Local Community Action Plan
  • 1 June 2017 become an LDATs
  • August funding round

www.adf.org.au
This is not a problem without a solution – we know what works.

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<th>Reform alcohol taxation.</th>
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<td>Introduce a minimum unit price.</td>
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<td>Ban heavy discounting.</td>
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<th>Phase out alcohol advertising and sponsorship of sport.</th>
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<td>Remove point of sale promotions.</td>
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<td>Remove alcohol promotions from public transport.</td>
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<th>Limit trading hours.</th>
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<td>Limit the number of outlets in an area.</td>
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<td>Introduce risk-based licensing schemes.</td>
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The CWAA makes several recommendations intended to achieve greater protection of families and children from alcohol promotion and marketing in our RRR communities.

1. **Instigate and Australian Government-led review of alcohol advertising regulation across all forms of media** which includes:
   - No alcohol advertising between 6:00am and 8:30pm with no exceptions

2. **Phase out alcohol sponsorship of sporting and cultural events and establish an alcohol sponsorship replacement fund to aid the transition.**

3. **Increase tax on alcohol products to pay for health, education and treatment of alcohol-related problems.**

4. **Recommend the inclusion of alcohol and its effect in family violence plans.**

5. **Review of the outcomes of the Commonwealth Action Plan to reduce the impact of FASD with the program due to end in 2017 and make recommendations for continued support.**

6. **Implement mandatory health warning labels which are clear and standardised on all alcohol products available for sale in Australia including pregnancy warning labels.**

7. **Introduce point-of-sale warning signs at all venues that sell alcohol to protect the health of pregnant women and the babies they carry with the inclusion of information on how to find out more on the risks of FASD.**

8. **Review the results of trading-hour laws and the reduction on harm caused by alcohol and strengthen trading-hours legislation.**

9. **Support future research aimed at the development of evidence-based community-led alcohol programs in RRR Australia.**
Achieving change with friends: Reducing alcohol harm