



## Child's review called worst alcohol ad

### RESLI BUCHEL

A REVIEW of an alcopop written by a 12-year-old has been chosen as Australia's worst alcohol ad for the year.

The Alcohol Advertising Review Board (AARB) has reiterated calls for the introduction of "strong, independent, legislated controls" on alcohol advertising, particularly relating to children, in its annual report released last week.

Its 'prize' for the worst alcohol ad of the year was awarded to an alcopop review written by a 12-year-old and posted on the Dan Murphy's website.

Of the 165 complaints about alcohol advertising received by the AARB in the past 12 months, many

were deemed to have a potentially harmful effect on children.

These included alcohol ads placed near schools, alcohol sponsorships of major sports, irresponsible price promotions by Woolworths and Coles, and posts on liquor retailers' Facebook pages.

The report criticises the industry-regulated Alcoholic Beverages Advertising Code as ineffectual and showing "very little interest" in protecting children from alcohol promotion.

"Industry will put out a statement saying that [alcohol advertising reform is] the end of the world but they are the same arguments that we heard in the '80s with tobacco reform," says Professor Mike Daube, a founding member of the AARB and director of the McCusker Centre for Action on Alcohol and Youth at Curtin University.

"With tobacco, we wanted to see the end of the product, but we're not expecting to end drinking.

"There's nothing wrong with sensible people drinking sensibly. We just don't want kids to be exposed to alcohol promotion."

Professor Daube says results from an independent survey commissioned in July by the McCusker Centre show that 72% of Australians support legal controls to reduce young people's exposure to alcohol advertising.

He remains positive that alcohol advertising legislation will be reformed and calls on GPs to aid the cause by personally contacting their members of parliament to lobby for change.



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