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People want less booze ads

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According to complainants to the Alcohol Advertising Review Board (AARB) there is too much alcohol advertising in Australia and it is affecting children.

Most people complained that the regulation of alcohol marketing is so weak in Australia that alcohol advertisements are being seen on school buses, across from primary schools and before children's videos on YouTube.

The report released by the Public Health Advocacy Institute of WA, based at Curtin University, found

almost two-thirds of complaints made to the AARB over the past seven years had raised concerns about the placement of alcohol marketing.

The report found that 760 of the total 1126 complaints were about where alcohol marketing was placed.

Of the 760 placement-related complaints almost 40 per cent raised concerns the ads were

placed where young people were likely to be exposed.

The report titled, 'Impossible to escape: The need for stronger restrictions on the placement of alcohol marketing in Australia' was compiled by the Alcohol Programs Team at PHAIWA in partnership with Cancer Council WA.

Alcohol Programs Team member Julia Stafford said the report highlighted the inade-

quate regulation of the placement of alcohol marketing in Australia, adding immediate action needed to be taken by governments.

"Young people are regularly exposed to alcohol advertising and this can influence their beliefs and attitudes about drinking," she said. "There are opportunities for the federal government to take action. This includes removing the exemption that allows alcohol advertisements to be broadcast during sports programming on weekends and public holidays." The re-

port also recommends that state, territory, and local governments should remove alcohol advertising from public transport vehicles and transit stops, on sporting fields, stadiums, billboards and other outdoor advertising locations.