



Review to probe alcohol advertising

A REVIEW of the WA Liquor Control Act next year will investigate alcohol advertising and marketing but Curtin University health policy professor Mike Daube has called for it to recommend ways to reduce risky and inappropriate drinking by young people.

Prof Daube, Director of the McCusker Centre for Action on Alcohol and Youth, said he was concerned the review's terms of reference appeared to place more emphasis on liquor and hospitality industry interests than on community health and safety.

The comments come after the Outdoor Media Association mistakenly allowed alcohol advertising to appear on a public telephone booth outside Living Waters Lutheran College in Warnbro four times in the last 18 months, against its own guidelines.

"We hope the review will provide recommendations that focus on ensuring public safety and reducing the toll of harm from risky and inappropriate drinking, particularly by young people," Prof Daube said.

"It is disappointing there is no representation (on the review panel) from the health or law enforcement areas."

Former WA Chamber of Commerce and Industry and WA ANZ Bank chairman John Atkins will head the review with committee members, Chamber of Minerals and Energy director Nicole Roocke, and prominent regional community leader Ian Stanley.