

A GUIDE TO THE ALCOHOL INDUSTRY

Peak Bodies and Representative Groups

JUNE 2017

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Peak Bodies and Representative Groups

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Introduction

This is a brief guide to the peak bodies and representative groups relevant to alcohol policy and the alcohol industry in Australia, and includes summaries of the industry groups' positions on a number of key alcohol policy areas.

It is important for those working in alcohol policy to have an understanding of the industry's positions and the arguments they use to influence governments and the public discussion on alcohol policy issues. The guide gives an indication of how the industry is organised to represent its commercial interests to governments and others, and reflects that there are areas of consistency and diversity in industry positions. It defines peak bodies and representative groups broadly; groups were included if they have clear positions on alcohol policy areas that are relevant to those working in public health and have been involved in policy processes such as consultations and government inquiries.

Several new groups have formed since the previous version of this guide was released in 2014, including Alcohol Beverages Australia, a peak body created to allow the alcohol industry to work together "to have a stronger and more united voice".¹ Several advertising industry groups are included in this version of the guide due to their positions on alcohol advertising and their activity in influencing policy processes around alcohol advertising regulation.

Some groups work at both national and state levels, and the positions of state and/or territory divisions of the groups have been provided when information regarding the national body was not available. We have also included several examples of state-based organisations that have positions on issues that are relevant at a state government level, including alcohol availability.

Due to the constantly changing nature of the alcohol industry, this document should be taken as a guide only. The information has been collated and summarised from a wide range of sources including organisation websites, submissions to government inquiries and liquor licence applications. Where possible we have used direct quotes to represent the information as accurately as possible. The guide may not include a full list of peak bodies and representative groups, nor include all groups with interests in alcohol in Australia. The brief guide format did not allow us to include the groups' positions on all issues; rather, we have included those positions on key policy areas that were easily identified in our research.

The information is accurate to the best of our knowledge. We will endeavour to regularly update the information.

This guide to the peak bodies and representative groups is complemented by two other guides, Major Alcohol Companies in Australia: Producers and Distributors and Major Alcohol Sales Outlets.

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Alcohol Beverages Australia (ABA)

<http://www.alcoholbeveragesaustralia.org.au/>

Officially launched in 2016, ABA superseded the National Alcohol Beverages Industry Council.²

Description

"Alcohol Beverages Australia is the pan-industry body created to highlight the positive social, cultural and economic contribution of alcohol beverages in Australia. Our goal is promoting, explaining and defending the legitimate rights of the industry and the nearly 14 million Australians who responsibly enjoy our drinks. With members from all parts of the Australian alcohol beverages industry, Alcohol Beverages Australia uses a balanced, evidence-based approach to actively engage in public debate on alcohol policy issues and lead the development of innovative and effective alcohol policies."³

Members

Foundation members include: **Australian Liquor Marketers, Asahi Premium Beverages, Accolade Wines, Brown-Forman Australia, Coca-Cola Amatil, Diageo Australia, Endeavour Drinks Group, Lion, Pernod Ricard Winemakers, Treasury Wine Estates, Australian Liquor Stores Association, Brewers Association of Australia & New Zealand, Clubs Australia, Distilled Spirits Industry Council of Australia, Winemakers' Federation of Australia.**

Key positions include

Whole-of-population versus targeted approaches to reducing harm

"The Australian alcohol industry does not support further extension of whole-of-population policies, regulating price, availability and promotion aimed at reducing overall per capita consumption. These blunt instrument approaches are ineffective, economically devastating and they penalise the vast majority of Australians who drink responsibly. Instead, ABA advocates for policies that target specific at-risk groups and tailor specific measures to address the problems they are facing."⁴

Alcohol availability

"Restrictions on opening hours and continuing to limit the availability of alcohol doesn't stop problem drinking."⁵

"Lockouts punish responsible drinkers and venues to try to deter a small minority from being violent. Precinct-wide lockouts also do not make any distinction between the well managed and safe venues and those venues with a history of anti-social behaviour or violence. Similarly, a state-wide legislated closing time for bottle shops ignores local conditions and makes no distinction between real or perceived problems and punishes well-run businesses and their customers... ABA opposes the use of lockouts on a precinct-wide or city-wide basis because research has shown that lockouts only impact rates of violence and anti-social

behaviour by virtue of their devastating negative impact on the number of patrons in the night time economy and licensed venues. The Australian alcohol beverages industry supports the intent of targeted liquor accords in place and working right across the Australia, but will only support lockouts where local communities and licensed venues support their use."⁴

Alcohol taxation and price

"There is no single industry position on alcohol taxation because each sector is taxed at different rates and in different ways. The Australian alcohol beverages industry does not support Governments using blunt instruments like taxation or minimum pricing in preference to targeted policies to mitigate specific public health issues, or in order to reduce overall consumption of alcohol beverages. The evidence clearly shows that increasing alcohol taxes reduces consumption by moderate drinkers, who are doing the right thing, far more than [sic] it influences the heaviest drinkers."⁴

Regulation of alcohol marketing

"The suggestion current controls in place are ineffective and that further regulation is needed in Australia to curb underage drinking are wrong. Current regulations to protect children are highly effective, and there is compelling data to support this. Underage drinking is in steady decline across the country and has been for some time. The fact that this decline has occurred during a period of increased alcohol advertising is a clear

indication that regulations in place work, and work well.”⁶

“Globally, virtually all research has found that marketing has no or very little effect on overall alcohol consumption. The evidence does show that the major influences on young people are peer group norms and parental drinking behaviour.”⁴

Alcohol and violence

“There is no simple causal relationship between alcohol and violent behaviour. There is no evidence that, for most normal healthy individuals, the presence of alcohol in the brain results in, encourages or unleashes violence. The vast majority of Australians enjoy alcohol without becoming violent.

The industry rejects the simplistic and inaccurate term of alcohol-fuelled violence because it lays the blame entirely on alcohol... There are many contributing factors to violent behaviour, including the individual, the social environment, attitudes and values. In order to stop violence, we need to understand why it's occurring, who is committing it and then change the culture that generates and endorses it, not look to simplistically restricting the availability of alcohol.”⁴

Alcohol and domestic violence

“... Domestic and family violence experts do not identify alcohol as a cause of domestic and family violence, but consider it can be a contributing factor. Power imbalances and gender norms are far better predictors

of domestic and family violence. Violent behaviour is often learnt in childhood from adults in the family group who see the use of violence as legitimate. Alcohol Beverages Australia strongly supports better education and greater individual accountability for these crimes, so that intoxication becomes unacceptable as an excuse for violence.”⁴

Low-risk drinking guidelines

“Australia's long-established NHMRC Guidelines have been highly conservative in terms of the guidelines of comparable countries... In place of these restrictive public health approaches to alcohol consumption the industry would like to see guidelines developed by health experts without a broader alcohol control agenda, and in a format the public can accept as realistic and practical advice. This should include new guidelines on single occasion drinking that better reflects obvious differences in capacity between different population groups, so as to better engage and educate consumers.”⁴

Health benefits of alcohol

“Light to moderate drinking can be good for your health and wellbeing because it reduces the risk of cardio-vascular disease and is considered to be cardio-protective. Moderate alcohol consumers also have a lower risk than abstainers of developing both Type 2 diabetes and the inter-related Metabolic Syndrome... Alcohol, like diesel engine exhaust, air pollution, processed meat, soot, solar radiation, salted fish and wood

dust, has been linked to cancers and it is generally accepted the risk increases as consumption increases. Alcohol Beverages Australia believes it's up to the individual to make sensible decisions about these risks.”⁴

Alcohol and pregnancy

“To avoid confusion from conflicting scientific opinions, the industry supports the government guideline that it is safest not to drink while pregnant. 98.8% of Australian women agree, and stop or reduce their drinking when they know they're pregnant... [The] best place for a woman to get information about drinking and pregnancy is from her doctor. The research consensus on the impact of warning and advice labels is that while these labels can raise awareness of an issue, they do not change drinking behaviour in and of themselves.”⁴



Australasian Association of Convenience Stores (AACS)

<http://www.aacs.org.au/>

Description

"The Australasian Association of Convenience Stores (AACS) represents the interests of all businesses within the Australian convenience store channel."⁷

Convenience stores are able to sell age restricted products such as tobacco responsibly and would sell alcohol in line with agreed trading hours for these products as determined at the local level."⁹

Members

"AACS membership is available to Suppliers and Retailers within the Convenience channel."⁸

"The AACS acknowledges and supports Government's health objectives and we also acknowledge concerns surrounding the impacts of alcohol at a broader community level. However, it must also be acknowledged that alcohol is already widely available and easily accessible, often via drive-thru bottleshops operating into the early hours of the morning. We are not proposing packaged alcohol to be available in convenience stores in as flexible a manner."¹⁰

Key positions include

Alcohol availability

"Permitting convenience stores to sell packaged alcohol products has the potential to address the imbalance in the national retail landscape and improve the capacity for small businesses to compete with the major chains. There is no credible reason why convenience stores should not be permitted to sell alcohol products. Likely objections typically come from an emotional – not business – perspective."⁹

"By restricting the convenience industry from selling alcohol, Government is preventing a significant proportion of the retail market from exposure to a potentially crucial revenue stream at a time when the dominance of the major chains has never been greater and retail trading conditions are tough.



Australian Association of National Advertisers (AANA)

<http://aana.com.au/>

Description

"The Australian Association of National Advertisers (AANA) is the peak national body championing the interests of Australia's advertisers. We exist to inspire and promote responsible, innovative and respected marketing, through a commitment to sustainable industry collaboration."¹¹

"The AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia, safeguard the rights of its members to commercial free speech and protect consumers by ensuring marketing communications is conducted responsibly."¹¹

Members

Members include: **Beam Suntory, CUB, Diageo, Lion** (as at January 2017, a Lion representative is the Chair of the AANA Board), **Metcash, Woolworths**.

Key positions include

Regulation of alcohol marketing

"AANA is particularly concerned at suggestions that more regulation is necessary when there is no evidence that advertising is leading to excessive drinking."¹²

"All the available evidence shows that responsible advertising neither causes people to drink to excess nor does it contribute to the problem of underage drinking. In both cases, peer norms and parental example are by far the greatest influences on when and how young people drink."¹³

"ABAC and the AANA Codes provide a robust system to ensure the responsible marketing of alcohol beverages by limiting the permitted content in alcohol advertising, with responsibility towards children being paramount.

In relation to the changes that affect the placement of alcohol advertising, the AANA supports the submission made by the Brewers Association of Australia and New Zealand, in particular that:

- There is no reliable evidence to suggest the conjecture that exposure to alcohol marketing leads to misuse or underage consumption.
- Statistics suggest alcohol misuse and underage consumption are trending down without any need for additional restrictions.

- TV audiences are ageing. The proportion of the audience aged 0-17 between 7.30pm and 8.30pm in 2015 is 5% less than it was in 2004.
- A move from an 8.30pm watershed to a 7.30pm watershed would have no material impact on the proportion of 0-17 year olds watching TV, with a difference of 3%."¹⁴



Australian Beverages Council

<http://australianbeverages.org/>

Description

"The Australian Beverages Council is the peak body representing the collective interests of the non-alcoholic refreshment beverages industry. We strive to actively advance the industry as a whole, as well as successfully represent the range of beverages produced by our members ... we offer a powerful, unified voice for the industry that reaches a presence beyond individual companies in order to promote the fairness of standards, regulations, and policies concerning non-alcoholic beverages."¹⁵

Members

"Our membership is comprised of over 70 companies representative of the full scope of the refreshment beverages industry. This includes those involved with the manufacture, franchise, and distribution of products, as well as those who supply and provide service to the industry itself. Our members are involved in the production of an extensive range of beverages including carbonated diet and regular soft drinks, cordials and concentrates, energy drinks, fruit juice and fruit drinks, functional non-alcoholic drinks, iced teas and coffees, mineral, spring, plus packaged water and sports and isotonic drinks."¹⁶

Members include: **Asahi Beverages – Schweppes Division, Coca-Cola Amatil, Lion – Dairy & Drinks, Red Bull Australia.**

Key positions include

Alcohol and energy drinks

"The impact of caffeine and alcohol has been the subject of numerous peer reviewed scientific studies. Many findings have indicated that mixing energy drinks and moderate amounts of alcohol has no adverse effects and that energy drinks do not mask the feeling of being drunk."¹⁷

"The assertion that mixing energy drinks with alcohol contributes to people drinking more is at odds to the totality of evidence coming from international authorities and academic institutions."¹⁸

"A report in 2013 by NSW Health into alcohol and energy drinks found that 'there is not yet a rigorous body of conclusive scientific evidence' on the negative effects of combining energy drinks and alcohol and there is no evidence of the 'effectiveness of regulatory interventions' such as those already in place for energy drinks in WA."¹⁹

"Energy drink sales in licensed venues represent less than 1% of an average bar's takings. The non-alcoholic beverages industry would contend it's the other 99% of sales, the majority of which are beer, wine and spirits, that causes problems particularly when combined with the 'idiot factor' of a small percentage of patrons. It's not the mixer that's the problem."²⁰



Australian Distillers Association

<http://australiandistillers.org.au/>

Description

"The Australian Distillers Association is the peak industry body for craft distillers in Australia."²¹

Members

List of members is not publicly available.

Key positions include

Alcohol taxation

"Australian distillers are rightfully recognised as some of the best in the world, but because of an overly burdensome excise regime we are being priced out of the Australian market to the benefit of our overseas, mass produced competition ... Our smaller brewing and wine-making mates all enjoy the benefits of generous excise and tax rebates – while small distillers are forced to compete with a huge tax monkey on our back."²²

"In laymen's terms, the taxation regime on alcohol in Australia is a dog's breakfast ... It is so complicated as to be patently ridiculous ... It needs reform and we are hopeful that reform might be coming. We would like to get the first \$300,000 dollars of excise paid given back to the distillers, so they can reinvest it ... Maybe in an export drive, maybe into local tourism, or maybe just their own profits and reinvesting in their businesses."²³



Australian Food and Grocery Council (AFGC)

<http://www.afgc.org.au/>

Description

"The AFGC is an industry association which represents the manufacturers and suppliers behind Australia's food, beverage, and grocery brands ... AFGC promotes the role the industry plays in sustaining Australia, economic, community and environmental health. It advocates on issues of concern and interest to the industry, and acts as a forum to discuss and pursue those issues. AFGC makes representations to the Government, the retailers and other relevant organisations and key stakeholders on matters that affect the industry. We liaises [sic] with government departments on food legislation, trade practices, and environmental issues, working where needed. The AFGC office is in Canberra where close working relationships with relevant government departments are maintained."²⁴

Members

"In 2015-16, AFGC's membership continued to build with 135 Full Members, 59 Associate members and 13 Affiliate members. The total 207 members reflects the broad spectrum of the sector..."²⁵

Members include: **Coca-Cola Amatil, Coopers Brewery, Lion and Red Bull Australia.**²⁵

Key positions include

Labelling of alcohol products

"AFGC does not consider there is strong evidence that mandatory labelling will have any significant impact on consumer behaviour and is unlikely to be effective in reducing the public health impact of alcohol. AFGC does not support a mandatory general advisory statement warning consumer about the dangers of excessive alcohol consumption, but would consider support for targeted messaging."²⁶

"AFGC does not consider there is a strong case for the inclusion of NIPs [Nutrition Information Panels] on alcoholic beverages."²⁶

"There may be appreciable levels of fat/saturated present in Bailey's Irish Cream, or in a cocktail such as a Brandy Alexander or Pina Colada, but in most cases the consumption of such products is in bars and restaurants where labelling does not apply. The majority of packaged alcoholic beverages purchased for home consumption, where labelling may have an effect on consumer behaviour are beers, wines, and spirits with premixed alcohol and soft drink beverages to a lesser extent. Other than energy and carbohydrate, the amount of other nutrients present in an [sic] prepackaged alcoholic beverages are not sufficient to warrant a full nutritional information panel."²⁶



Australian Hotels Association (AHA)

<http://aha.org.au/>

Description

"The Australian Hotels Association is an organisation of employers in the hospitality and liquor industry ... the AHA represents the interests of more than 5,000 members across Australia..."²⁷

"But more than that, the AHA also represents the interests of the 24 million Australian's [sic] and 7 million visitors to Australia each year that congregate to immerse in our rich hotel culture."²⁷

"AHA members and their stakeholders operate in a rapidly changing and complex legislative and community framework. The AHA plays an integral role in protecting and advancing the interests of all members and associated stakeholders."²⁷

Members

The (AHA) represents more than 5,000 members across Australia serviced by a network of branches based in every state and territory, plus a Canberra-based National Office.

Corporate partners include: **Asahi Premium Beverages, Australian Liquor Marketers, Coca-Cola Amatil, Coopers Brewery, CUB, Diageo, Lion, Treasury Wine Estates.**

Key positions include

Whole-of-population versus targeted approaches to reducing harm

"The use of whole of population measures should be avoided where the misuse by specific individuals or groups can be identified and targeted. Policies in regard to alcohol beverages should have regard to the following factors:

- There is a need for evidence based policies to target individuals or groups that misuse (or risk misusing) alcohol beverages other than the implementation of whole of population interventions
- Policies are and should continue to be targeted at those that misuse alcohol beverages and not at the whole population
- The impact of any policy upon moderate and responsible consumers should be minimal..."²⁸

"The AHA supports the [sic] concept of personal responsibility by:

- ... Opposing a volumetric system of alcohol taxation or a national minimum price for alcohol.
- Opposing mandatory warning messages on alcohol labelling or at the point of sale."²⁹

Alcohol availability

"AHA believes that targeted measures are more effective than blunt whole of population measures. Lockouts are a blunt policy instrument; they prevent entry to anyone that was not inside licensed premises at the time the lockdown is imposed, regardless of their sobriety or demeanour."²⁸

"AHA remains unconvinced as to the benefit of lockouts."²⁸

Alcohol taxation and price

"Proponents of whole of population based measures (as opposed to measures targeted at those at risk of misuse) favour increasing overall taxation of alcohol beverages as a means of reducing overall alcohol beverages consumption. However, there is very little evidence that such taxation increases have any effect on those that misuse alcohol beverages. Rather, such increases generally have the effect of reducing consumption by the vast majority of people who enjoy alcohol beverages on a moderate and responsible basis."³⁰

"The current system of alcohol taxation, specifically the differential excise rates for draught (keg) beer, encourages consumption of lower-alcohol products, helps to support employment in the hospitality industry and should be maintained. The AHA calls on the Federal Government to ... Ignore calls from anti-alcohol activists to tackle alcohol misuse through taxation changes or a minimum (floor) price. Both are inefficient

and inequitable method of addressing alcohol-related harm which would impact on moderate and responsible drinkers and fail to either deter harmful drinkers or encourage responsible drinking behaviour.”³¹

Regulation of alcohol marketing

“The AHA believes the ABAC Scheme has been an effective example of industry self-regulation, covering the vast majority of alcohol advertisers in Australia and adapting to modern advertising and promotional trends. The advertising and promotional activities of individual licensed premises are already subject to regulation by state and territory liquor licensing authorities, and there is no justification for national intervention in this area.”³²

Alcohol and violence

“The extent to which drugs are a cause of violence in the wider community cannot be underestimated... AHA accepts that alcohol consumption has the potential for misuse and that industry has a role to play in managing the adverse outcomes of such misuse. However, the corrosive influence of illegal drugs must be given due recognition.”²⁸

“The AHA also urges examination of locations of incidents. It is common knowledge that a number of tragic ‘coward’s punch’ crimes have occurred well away from licensed premises by people who have not been into licensed premises. It is important when aiming to reduce these awful incidents in an effective way that the real

causes of the problems are determined and acted upon. This should include pre-loading and the effect of illicit drugs.”³³

Pre-loading

“The focus of concern in Australia is very much on pre-loading. As seen, between 75-80% of all liquor sold is sold for consumption away from licensed premises. While some of this alcohol is certainly purchased for moderate consumption by adults in a controlled environment it is also the common practice of some to ‘pre-load’ (alcohol and drugs) before going to licensed premises. Pre-loading significantly contributes to the excess (and rapid) consumption of alcohol and is recognised in most debates about alcohol and anti-social behaviour.”³⁴

“In Victoria more than three-quarters of alcohol sales are from packaged liquor outlets which many argue increases the harm relating to pre-loading, unsupervised and under-age alcohol consumption, domestic violence, drink driving and other anti-social behaviours.”³³

Funding of public health organisations

“Any practice that sees anti-alcohol NGOs receiving Federal Government funding to lobby the Federal Government must end. Organisations receiving more than 50% of their total funding from the Government being prevented from advocating for state or federal legislative change.

Greater attention should be given to ensuring conflicts

of interest do not exist where individuals whose organisations receive government grants are able to sit on boards where decisions on the allocation of grant funding are made...”²⁹



Australian Liquor Stores Association (ALSA)

www.alsa.com.au/

Description

"The Australian Liquor Stores Association represents all off-licence retail liquor merchants in Australia from independent retailers, small general stores or liquor stores owned by the large chain companies."³⁵

Members

There are two categories of membership:

1. Ordinary member: **Liquor Stores Association NSW, Liquor Stores Association WA, Liquor Stores Association NT, ALSA South East Australia** (represents Victoria, Tasmania and South Australia), **Woolworths Liquor Group**.
2. Associate Member:
 - Industry Association Member
 - Corporate Partner Member, including: **Diageo, Accolade Wines, Coca-Cola Amatil, Lion, Pernod Ricard Australia, Treasury Wine Estates, Asahi Premium Beverages, Australian Vintage, Brown-Forman Australia, Campari, Casella Family, De Bortoli Wines, Island2island Beverage Company, McWilliam's Wines, William Grant & Sons**.

ALSA membership comprises approximately 3,000 retail liquor stores around Australia.

ALSA is a foundation member of Alcohol Beverages Australia.³⁶

Key positions include

Whole-of-population versus targeted approaches to reducing harm

"Targeted policies seek to reduce the potential for harm by specifically and selectively focusing on problematic and excessive drinking patterns amongst those individuals, settings and behaviours where risk of harm is increased. Examples of targeted policies include drink driving laws, venue bans for individual patrons, on the spot fines for intoxication or violent behaviour etc. ALSA is supportive of those targeted measures that aim to reduce misuse and risky drinking behaviours, not to necessarily reduce overall consumption."³⁷

Individual responsibility

"LSA NSW believes that alcohol consumption is ultimately an issue of individual responsibility and individual behaviour."³⁸

"ALSA believes that measures to change the drinking culture need to address individual responsibility in the context of alcohol consumption and fall broadly under the two (2) following areas:

- Require individuals through regulation, sanctions and policing of existing legislation to take personal responsibility for their behaviour when consuming or supplying alcohol beverages to others, and also while on, or in the vicinity of licensed premises and in public places; and

- Promote and encourage individuals and communities to take responsibility for alcohol consumption and behave in socially appropriate ways. This is achieved through targeted education; harm minimisation and treatment initiatives aimed at intervening early to avoid risky drinking behaviours and any associated violence as well as to prevent the recurrence of these behaviours."³⁷

Alcohol availability – outlet density

"Contrary to many opinions, there is no correlation in the increased amount of liquor licences and alcohol-related violence incidents. At the same time as violence, assault rates and consumption has been falling, there has been a significant increase in the total number of liquor licences in NSW."³⁹

"It is impossible to generalise that there is any overall causal link to social harm as a result of liquor licence density, in every location across all licence types and communities."⁴⁰

Alcohol availability – trading hours

"Evidence has demonstrated there was little or no community benefit arising from the mandatory 10pm closing of all bottleshops across the state. The overwhelming majority of residents of NSW, as well as local and overseas visitors, consume alcohol responsibly and the 10pm closing merely penalised them, for the irresponsible actions of a small number of others."⁵

Alcohol taxation and price

"... there is no correlation to alcohol prices and harmful drinking rates. This makes the case for high rates of alcohol taxes to be purely one of revenue raising for government rather than addressing the harmful consumption of alcohol... ALSA acknowledges that higher prices will impact on overall consumption. Due however to the elasticity's involved, it is clear that moderate drinkers who cause little to no externalities will reduce consumption, while harmful drinkers will not alter their drinking behaviours."⁴⁰

Regulation of alcohol marketing

"The major influences on underage drinking are peers and parental drinking behaviour. Advertising is not a significant factor in influencing underage drinking and there is a lack of evidence to support a relationship between advertising and either levels of drinking or patterns of drinking... LSA NSW contends that there is no rationale to support further restrictions and / or controls on alcohol advertising or promotions in NSW."³⁸

"Regulation should not always be the first solution... ALSA supports the voluntary participation in the ABAC scheme and believes that this scheme will continue to be an effective and viable self-regulatory initiative."⁴¹

Price-based promotions

"All retail liquor store operators ... use price promotions of one sort or another to market their goods to their customers. There is no evidence that this type of marketing makes existing drinkers consume more or encourages drinkers to drink irresponsibly, as take-away packaged liquor can be consumed over many days, weeks, months or years and it is not the same as a liquor promotion for immediate consumption on-premise".⁴²

Labelling of alcohol products

"Mandatory health warning labels are a simplistic, indirect and ineffective blanket measure when more strategic and targeted responses are needed to address genuine concerns about alcohol abuse in Australia."⁴³

"In relation to pregnancy warning labels, evidence shows that women are generally aware of recommendations to avoid alcohol consumption when pregnant, which means the proposed point of sale signage requirements would have no effect in changing behaviour and would merely impose confusion and conflict to liquor licensees."⁴³

Health benefits of alcohol

"Globally there is compelling evidence that moderate alcohol consumption can be part of a healthy lifestyle. There are many well-documented health benefits associated with moderate consumption of alcohol – particularly in mid-adulthood with cardio-vascular protective effects, in addition to Alzheimer's, cognitive degeneration, and other now well documented benefits of moderate consumption."³⁷



Brewers Association of Australia & New Zealand

<http://www.brewers.org.au>

Description

"The Brewers Association of Australia and New Zealand represents brewers in legislative and regulatory affairs in both countries. The Brewers Association is committed to the promotion of beer as an enjoyable and refreshing lower-alcohol alternative to other alcohol categories. Beer is a significant contributor to the economy and also provides a number of social benefits as an icon of Australian and New Zealand culture. The Brewers Association is committed to the promotion of responsible consumption of alcohol. The association believes in the need for targeted intervention that will successfully reduce harm for specific impact groups."⁴⁴

Members

"The Brewers Association comprises four major brewers who brew over 95% of the Australian and New Zealand beer market."⁴⁴

**CUB, Coopers Brewery,
DB Breweries, Lion.**

Brewers Association is a foundation member of Alcohol Beverages Australia.³⁶

Key positions include

Whole-of-population versus targeted approaches to reducing harm

"Government involvement in relation to alcohol policy should be focused on reducing harmful consumption rather than consumption of alcohol of itself. The focus should be on irresponsible behaviour of those who misuse alcohol. Alcohol policy should be based on establishing a drinking culture that maximises enjoyment and benefits of moderate consumption while tackling the harms caused by alcohol abuse."⁴⁵

"The overwhelming majority of Australians consume beer in a positive and responsible way. Over recent decades, the consumption of beer has moderated in Australia. For the minority of people who misuse beer, we support greater education, and where necessary, targeted interventions to reduce the instances of misuse... While we acknowledge that some people may misuse alcohol, the best approach for Governments is to focus on greater education and enforcement of existing laws, for example, underage consumption and safe on premise consumption."⁴⁵

"Targeted intervention, including a combination of education, laws to reinforce the social norm of responsible and moderate consumption, and strong enforcement of these laws, is far more effective in resolving alcohol misuse without negatively impacting the majority

who already consume alcohol responsibly and in moderation and enjoy a balanced, healthy lifestyle..."⁴⁶

Alcohol taxation and price

"The Brewers Association supports the structure of the current alcohol excise tax regime, whereby beer and spirits are taxed according to the amount of alcohol in the finished product, but with different rates to reflect the different product characteristics. The lower tax rates for lower strength alcohol such as beer create a price differential to encourage drinkers – for those sensitive to price changes – to gravitate towards lower alcohol products."⁴⁵

"Increasing price is not an effective policy measure to reduce irresponsible consumption of alcohol. Research shows that increasing price will only impact those who drink moderately, while having little or no impact upon problem drinkers. Problem drinkers are much less sensitive to price. Drinking at harmful levels will continue despite price increases. A minimum price on alcohol would impact the majority of adults who drink in moderation and have little effect on people who may consume at harmful levels. While some studies show that pricing increases result in a reduction in total alcohol consumption, it is important to note that this does not reflect any reduction in alcohol misuse."⁴⁵

Regulation of alcohol marketing

"We are of the view that a technology-neutral, industry based, self-regulatory system is the best mechanism to regulate advertising content."⁴⁷

"Evidence indicates that banning or censorship of alcohol advertising is an ineffective tool to reduce alcohol misuse."⁴⁵

"Studies show that advertising impacts on consumption is negligible compared to other social and cultural factors. The importance of family and peers in influencing consumption choices is a strong influence of decision making... A ban on the advertising and promotion of alcohol will not lead to a reduction in alcohol misuse including underage drinking. There is not a direct causal relationship between drinking alcohol and promotion. To date, research findings are inconsistent but, in general, have found either no or minimal effects."⁴⁸

"Like other forms of promotion, there is no firm evidence that suggests a ban on sports sponsorship would lead to a reduction in alcohol misuse or underage consumption. The significant expenditure on sponsorship, as highlighted by alarmist critics, is necessary for brand competition."⁴⁸

"Globally, research has consistently found that marketing has either no or, at worst, very modest effects on overall alcohol consumption."⁴⁹

Health benefits of alcohol

"Most Australians consume beer safely and sociably, which is great news given recent research reported that moderate beer consumption can reduce the risk of cardiovascular disease."⁵⁰

Alcohol and pregnancy

"The Brewers Association acknowledges that there is currently no consensus on levels of safe alcohol consumption during pregnancy, and supports current Government advice that the safest option is not to drink alcohol. However, we encourage women to discuss these matters with their primary care physicians and support targeted interventions... Alcohol consumption is a matter of individual choice for informed adults. Women are best placed to get advice from their doctors and judge their own personal circumstances around consuming alcohol... Given the uncertainty from available research as to whether there is a safe level to drink alcohol while pregnant, the Brewers Association agrees with the current conservative approach for pregnant women or for those trying to conceive that the safest option is not to drink alcohol, while acknowledging that the risks from low-level drinking are likely to be low."⁴⁵



Cider Australia

<http://www.cideraustralia.org.au>

Description

"Cider Australia is an independent, not-for-profit organisation funded by cider businesses and sponsors. We aim to build a sustainable cider category by undertaking activities that improve the quality of ciders produced and marketed in Australia. We represent the interests of the cider industry to policy makers, calling for regulations and policies that support a diverse and evolving cider industry."⁵¹

Members

"We have more than 50 member organisations including Australian agricultural producers, local and international cider makers, manufacturers and distributors."⁵²

List of members is not publicly available.

Key positions include

Alcohol taxation

"Cider Australia's position on cider taxation is that cider, as a fruit wine, should be taxed in the same manner as grape wine... Cider Australia along with the Winemakers' Federation supports retention of the current Wine Equalisation Tax (WET) and producer rebate scheme... On taxation generally, Cider Australia supports:

- Maintenance of differential tax rates for wine (including cider), beer and spirits reflecting the differences in production and flow on benefits between types of alcohol, particularly in relation to employment and economic diversification in regional Australia."⁵³

"We believe small and medium sized 'craft' cider and perry producers whose activities directly support rural and regional communities across Australia should continue to be eligible for the WET rebate... We do not support a reduction in the \$500,000 WET rebate cap due to the potential adverse impacts of this measure on cider market development. We believe it would be unfair to reduce support for cider producers, either through reducing the WET rebate cap or tightening eligibility, when inadequate and poorly enforced labelling laws prevent those same producers from competing on a level playing field with producers that use substantially imported ingredients."⁵⁴



Clubs Australia

<http://www.clubsaustralia.com.au>

Description

"Clubs Australia is the coalition of state and territory associations representing the interests of more than 6,500 licensed clubs across Australia and New Zealand. As the peak industry body, Clubs Australia's principal aim is to be an effective advocate of club interests, promoting policies that provide for a dynamic and prosperous club sector... The Association makes sure that clubs are represented in dealings with parliamentarians, government departments and the media, and keeps clubs informed of key policy developments. Areas of interest include: taxation; industrial relations; tourism; skills and training; alcohol policy; and gambling reform."⁵⁵

Members

Members include: **Clubs ACT, Clubs NSW, Clubs NT, Clubs Queensland, Community Clubs Victoria, Clubs SA, Clubs WA, Clubs New Zealand Incorporated.**

Clubs Australia is a foundation member of Alcohol Beverages Australia.³⁶

Key positions include

Alcohol availability – trading hours

"Current club trading hours do not reflect today's modern lifestyle where people now want to stay out later on weekends and Public Holidays, get together for champagne breakfasts on Sundays, go to sporting events on Good Friday, or start Christmas Day with a drink amongst friends before meeting family obligations. Standard club trading hours need to reflect the changes in society's needs and expectations..."⁵⁶

"ClubsACT has flatly rejected calls for the imposition of a blanket trading hour restriction to 3am describing the call as a 'lazy and unsophisticated approach to a complex public policy issue'. The calls for blanket 1am lockouts and 3am closures is a simplistic, cookie-cutter approach that takes no account of the prevailing circumstances in the ACT. Many of my members open till 4am to service their shift-worker members or taxi drivers who use the facilities of the club at that time. Winding back the trading hours of these venues would in no way represent a sensible policy decision."⁵⁷

"ClubsNSW does not support knee-jerk measures such as a state-wide wind-back of trading hours, a moratorium on late-night trading, or the imposition of a broader risk-based liquor licensing system."⁵⁸

Liquor licensing

"ClubsNSW does not support 'one-size fits all' regulatory restrictions which are unlikely to have a significant impact on reducing alcohol-related harms. Rather, we believe in targeted measures, where licensed premises which have had repeated serious incidents of alcohol related violence and have consistently failed to mitigate the future risk of such incidents are identified and penalised appropriately and on a case-by-case basis."⁵⁹

Regulation of alcohol marketing

"ClubsNSW supports the current Liquor Promotion Guidelines, which we believe provide sufficient clarity to licensees in ensuring that liquor promotions are managed responsibly. Although it is appropriate that advertisements and promotions that clearly encourage the excessive consumption of alcohol, such as 'free drinks until first point scored', 'toss the boss', 'beat the clock', and 'drink 'till you drop', etc be restricted, promotions that encourage people to attend a venue at a specific time, i.e. through promoting loyalty schemes, 'happy hour', or discounted drinks should not be restricted provided the promotion is run in accordance with the Liquor Promotion Guidelines and with RSA. With regard to price discounting and the promotion of free drinks, ClubsNSW believes that while it is important to avoid setting prices which encourage excessive consumption of alcohol, price discounting is generally regarded as a marketing tool rather than the cause of irresponsible drinking."⁵⁹

"ClubsNSW strongly opposes the need for additional restriction of alcohol advertising and promotions and notes that there is a lack of compelling evidence to suggest a link between alcohol advertising, excessive consumption and related harms."⁵⁹

Alcohol and violence

"Consumed responsibly, alcohol is not associated with harm. The overwhelming majority of alcohol consumption does not lead to violence, nor do most violent episodes involve alcohol. The relationship between alcohol consumption and violent behaviour is a complex interaction of biochemical, psychological, situational and cultural factor."⁵⁸

"As an industry, we believe alcohol-fuelled violence is a risk that can be proactively managed, despite the fact that such violence is a direct manifestation of anti-social behaviour, rather than arising from responsible operation of licensed premises. We, therefore, support an evidence-based and multi-faceted approach that offers practical and cost-effective solutions, including but not limited to strategies relating to preloading, eliciting drug consumption, mental health and personal responsibility. Unfortunately, it is often easy and convenient to target licensed premises, however the evidence confirms the issues contributing to this scourge are varied and complex as already alluded to."⁶⁰



Craft Beer Industry Association

<http://www.australiancraftbeer.org.au>

Description

"The Craft Beer Industry Association is a national body, which represents the Australian craft brewing industry. We aspire to be the independent, unifying voice shaping and driving the future of Australian craft beer... We define an Australian craft brewer as being a brewer based in Australia producing less than 40 million litres of beer per annum. Membership is open to brewers, members of the craft beer industry and individual good beer lovers."⁶¹

Key positions include

Alcohol taxation

"The craft beer industry's main issue with Australia's tax system is excise on alcohol and the way in which it is levied and collected... The present alcohol excise system as it relates to beer is hindering the many small businesses that make up the Australian craft beer industry from reaching their commercial goals."⁶²

Members

Membership is open to all Australian craft brewers. There are five categories of membership for brewers:

- National Craft brewers
- Regional Craft Brewers
- Microbrewers
- Nano and Pub Brewers
- Contract Brewers

A full list of members can be found at <http://www.australiancraftbeer.org.au/about-us/association-members/brewers/>



Distilled Spirits Industry Council of Australia (DSICA)

www.dsica.com.au/

Description

"Distilled Spirits Industry Council of Australia (DSICA) is the peak national organisation representing the interests of the world's leading manufacturers and importers of distilled spirits in Australia."⁶³

Members

Members include: **Bacardi-Martini Australia, Beam Suntory, Brown-Forman Australia, Bundaberg Distilling Co, Diageo, Moët Hennessy Australia, Remy Cointreau, William Grant & Sons.**

DSICA is a foundation member of Alcohol Beverages Australia.³⁶

Key positions include

Whole-of-population versus targeted approaches to reducing harm

"In reducing alcohol-related harm, DSICA believes that policy should be based on the following three underlying principles:

- Reducing harm is a shared responsibility of Governments, Industry, individuals and the community.
- Evidence-based, targeted interventions and individual responsibility must be the primary focus.
- Measures to reduce alcohol related harm must not unfairly penalise the vast majority of Australians who drink responsibly and who should be free to enjoy a night out."⁶⁴

"DSICA believes that alcohol regulations should be specifically targeted at tackling the negative externalities stemming from irresponsible alcohol consumption. Too often, such regulations do little to achieve their stated public policy objectives whilst imposing a disproportionate burden on the spirits industry as well as the freedom of responsible drinkers..."⁶⁵

Alcohol availability – trading hours

"... DSICA does not support discriminatory serving restrictions and Lockout laws ... lockout laws are inherently intrusive into individuals' freedom and pose an unnecessary burden on both responsible consumers and businesses."⁶⁵

Liquor licensing

"DSICA would like to express its concerns with regard to the disproportionately burdensome spirits serving restrictions, implemented particularly in NSW ... there has never been any evidence produced by the NSW Government or its agencies that distilled spirits, premixed spirits, or serving practices such as shots are particularly responsible for alcohol-related violence or antisocial behaviour... DSICA believes that the banning of spirits alone is an example of an excessively burdensome regulation that targets the spirits industry in a disproportionate fashion. If drinks bans are to be applied, they should be applied on the same basis across products."⁶⁵

Alcohol taxation and price

"DSICA supports volumetric taxation of all forms of alcohol on the basis that 'all alcohol is alcohol'. The current tax system places an entirely unfair burden on consumers of distilled spirits, while other products are taxed at a far lower rate. In fact, RTD and spirit drinkers pay thirteen times the tax of cask wine drinkers for every standard drink... DSICA supports the alcohol tax recommendations of the Henry Tax Review as the best and fairest basis for alcohol taxes."⁶⁶

"DSICA opposes the use of minimum floor prices for alcohol."⁶⁶

Regulation of alcohol marketing

"DSICA submits that the ABAC Scheme as currently operating is very effectively regulating alcohol advertising, and provides the best means to balance the valid competing interests in the inherently complex issue of alcohol advertising. It has significant input from the Australian Government. We do not believe that the evidence-base is robust or strong that alcohol advertising influences overall alcohol consumption, underage consumption or age of alcohol initiation."⁶⁷

"DSICA would oppose any form of regulating of alcohol companies sponsoring sporting codes and community sports clubs."⁶⁷

Labelling of alcohol products

"While individual companies got on with adopting pregnancy labels, DSICA consistently made two main arguments against making the labels mandatory – all the academic research is consistent that labelling does not change drinking behaviour but labelling does raise awareness. Awareness that not drinking while pregnant is the safest option was already rapidly increasing, even without pregnancy advice labels. Our second argument was closely related – that the numbers of women continuing to drink while pregnant was rapidly decreasing, so any impact the labels could have was rapidly declining as well. There are lots of other arguments against making pregnancy advice labels mandatory."⁶⁸

"The imposition by national or state governments of mandatory warning labels on all alcohol containers has reaped very little benefit to their communities. The evidence base from research carried out on this population-wide strategy has not identified positive changes in drinking behaviour amongst pregnant women... One of the reasons is that the government messaging tends to be 'scatter-gun' in its approach, confusing to the consumer, and does not connect in any meaningful way to offer practical advice and guidance. Usually, such messages are contained on all products whether consumed by women or not."⁶⁹

Alcohol and energy drinks

"Australia's alcohol activists have called for a complete ban on pre-mixed energy alcohol products. However, just as the RTD tax simply led to RTD consumers mixing their own drinks, a ban on pre-mixed energy alcohol products will have little effect – except causing inconvenience. A ban on pre-mixed energy alcohol drinks will simply lead people to buy the easily available energy drinks from supermarkets or service stations, and then either mix and consume their own alcohol energy drinks at home, or to pre-load on the energy drinks before entering licensed premises. People on licensed premises who wanted further boosting of their energy levels could take easily concealed caffeine pills, or move onto those illicit drugs that have an energy enhancing effect. Simplistic bans will not have the positive effect that those calling for them expect."⁶⁶

Alcohol and violence

"There is obvious evidence of an association between alcohol consumption and violence, however the relationship between alcohol and violence or anti-social behaviour is highly complex. It is simply not true to describe violence and crime as 'alcohol fuelled'. Alcohol does not fuel violence. If it did, every drinker would become angry or violent when sufficiently intoxicated."⁶⁶

Alcohol and pregnancy

"Awareness of the potential negative impact of alcohol in pregnancy is already very high, amongst women at least. This is shown by the great majority of pregnant women (97.5%) who already alter their alcohol intake positively, either totally abstaining (52%) or reducing the amount consumed (45.5%) according to the 2010 National Drug Strategy Household Survey¹. Given this very high level of pregnant women reporting already taking action, a question would have to be asked as to the likely or potential gains from an increased scale of activity targeted at raising awareness in the general public. The remaining 2.5% of pregnant women who drink the same amount or more, are very likely to be unable to stop drinking or reduce their drinking because they are either alcohol dependent, or in social or family environments that make doing this very difficult. This is a very difficult cohort to reach, let alone persuade to alter their drinking."⁶⁹



DrinkWise Australia

<https://drinkwise.org.au/>

Description

"Established in 2005 by the alcohol industry, DrinkWise Australia is an independent, not-for-profit organisation. Our primary focus is to help bring about a healthier and safer drinking culture in Australia. DrinkWise aims to:

- Promote a generational change in the way Australians consume alcohol.
- Increase the age that young Australians are introduced to alcohol, as evidence has shown that alcohol can impact the development of the adolescent brain.
- To promote such significant behavioural changes, we develop and implement a range of national information and education campaigns, as well as providing practical resources to help inform and support the community about alcohol use."⁷⁰

Members

"DrinkWise Australia is funded through voluntary industry contributions across the alcohol sector, and has previously been in receipt of funding from both Coalition and Labor governments."⁷⁰

Industry contributors of DrinkWise Australia: **Aldi Stores, Accolade Wines Australia, Bacardi-Martini Australia, Beam Suntory Australia, Brown-Forman Australia, CUB, Coca-Cola Amatil, Coles Group, Coopers Brewery, Diageo Australia, Endeavour Drinks Group,**

Lion – Beer, Spirits & Wine, Moet Hennessy Australia, Pernod Ricard Winemakers Australia, Treasury Wine Estates.

Industry Directors on the DrinkWise Australia Board of Directors (as at March 2017) represent⁷⁰: **Australian Hotels Association, Australian Liquor Stores Association, Brewers' Association of Australia and New Zealand, Distilled Spirits Industry Council of Australia, Lion, Winemakers' Federation of Australia.**

Key positions include

Whole-of-population versus targeted approaches to reducing harm

"As an organisation tasked with changing the drinking culture to one that is safer and healthier, we're constantly faced with the reality that some in our society misuse alcohol – often with devastating consequences for individuals, families and communities. A key challenge for our organisation is to 'stay the course' in terms of undertaking innovative and targeted social marketing and pushing the boundaries of what's possible around culture change. Globally we are witnessing greater interest in a default option towards the so called 'best buys' of changing people's behaviour via blunt instruments of population wide control through the levers of price, promotion and availability."⁷¹

"DrinkWise is very much in-step with where society wants to head and through sustained, targeted and insight-driven social marketing, we are seeing that generational cultural change around alcohol is achievable."⁷²

Labelling of alcohol products

"International research on alcohol warning labels has demonstrated some effectiveness in raising awareness, but labels alone have not proved effective in changing behaviour towards drinking. DrinkWise Australia, in collaboration with its producer members, has taken the view that consumer information messages on labels provide an opportunity to prompt consumers to think about their drinking behaviour and seek further information, and they are likely to be more effective if they are included as part of broader community awareness and education campaigns... Education is at the heart of DrinkWise Australia's activities and we remain committed to the 'Get the Facts' labelling initiative."⁷³

Alcohol industry involvement in public health policy

"DrinkWise's education activities are not the whole solution – but they are an important element in changing Australia's drinking culture... We strongly believe a whole-of-community approach, drawing on partnerships between government, industry and the community, will have the greatest impact in changing Australia's drinking culture."⁷⁴

Comments on DrinkWise activities from DrinkWise funders and board members

"Through initiatives such as DrinkWise, the industry is targeting the established causes of underage drinking – parental behaviour and peer group influence – through advertising campaigns telling parents how they drink is influencing their children's attitudes to drinking. Without question, continuing downward trends in underage drinking is an important national responsibility, requiring a combination of education and strict enforcement on underage sales, and the alcohol industry is committed to ensuring this continues to occur."⁷⁵

Alcohol Beverages Australia

"As a responsible and experienced retailer, Aldi strictly observes all regulations for the purchase of alcohol and partners with DrinkWise Australia as part of this commitment."⁷⁶

Aldi Stores

"On a budget of around \$6 million per annum DrinkWise has already made significant inroads into changing parental behavior in front of their children and the drinking culture in our young people. We can be proud that DrinkWise is funded by the industry and is making a significant difference – not wasting money on building another bureaucracy."⁷⁷

Australian Liquor Stores Association

"The introduction of random breath testing in 1982, behavioural changes due to

increased awareness around health and social risks, in addition to national education campaigns such as DrinkWise Australia's safer drinking cultural change advertisements, have all contributed to the declining trend in per capita alcohol consumption... ALSA remains a founding board member of the industry funded DrinkWise organisation, that has developed and run highly effective and award winning campaigns to positively change Australia's drinking culture."³⁹

Liquor Stores Association NSW

"The Brewers Association seeks to provide the Standing Committee on Indigenous Affairs background information on current industry commitments to reduce alcohol misuse in Aboriginal and Torres Strait Islander communities. Members of the Brewers Association and other industry partners provide voluntary contributions to DrinkWise Australia, an independent, not-for-profit organisation established in 2005 that is focused on promoting change towards a healthier and safer drinking culture. Their activities aim to affect generational change in the way all Australians consume alcohol. DrinkWise achieve this vision through national information and education campaigns. The DrinkWise Australia Website serves as a portal for information and resources on minimising the harmful use of alcohol. Approximately 80% of all alcohol sales by volume in Australia contain consumer messaging developed by DrinkWise to raise such awareness."⁷⁸

Brewers Association of Australia & New Zealand

"Effective parental campaign: research consistently demonstrates that parents are the greatest influence of likely alcohol consumption patterns and habits of young Australians. Education campaigns and relevant tools for parents, such as those from DrinkWise Australia's 'Kids absorb your drinking' campaign, should be supported to increase their reach to parents."⁷⁹

Brewers Association of Australia & New Zealand

"Diageo invests in efforts to promote responsible attitudes to alcohol and help address negative influences, through voluntary funding to DrinkWise Australia and through our own campaigns."⁸⁰

Diageo Australia

"While overall consumption of alcohol in Australia is declining, the DrinkWise campaign is based on research which highlights a need for cultural change in the way some young adults consume alcohol. The DrinkWise 'Kids Absorb Your Drinking' TV campaign contributed towards a significant decline in underage drinking over the last decade. We are confident the 'Drinking – Do It Properly' campaign will be just as successful in promoting a more positive attitude towards drinking and 'staying classy' among the target age group."⁸¹

Diageo Australia



Free TV

<http://www.freetv.com.au/>

Description

"Free TV is an industry body which represents Australia's commercial free-to-air television licensees. The organisation provides a forum for discussion of industry matters and is the public voice of the industry on a wide range of issues."⁸²

"Commercial free-to-air television content is regulated under the Commercial Television Industry Code of Practice, which is developed by Free TV Australia in consultation with the public and registered with the Australian Communications and Media Authority (ACMA)."⁸³

Members

"Free TV is governed by a Board of Directors representing the major member groups; the Nine Network, the Seven Network, Network Ten, Southern Cross Austereo, Prime Television, NBN and Imparja Television."⁸²

List of members is not publicly available.

Key positions include

Regulation of alcohol marketing

"There is already an extensive range of restrictions in place governing the content and scheduling of alcohol advertising on free-to-air television. These have been operating effectively and there is no evidence of policy failure in this area."⁸⁴

"The provision in relation to live sport broadcasts on public holidays and weekends is longstanding and recognises that the audience for sport is made up overwhelmingly of adults, and that those children that are viewing live sports are doing so predominantly in the company of an adult."⁸⁴

"Free-to-air television is the only medium subject to such stringent regulatory requirements. Commercial radio and pay TV broadcasters and online operators do not have to comply with any scheduling restrictions in relation to alcohol advertising. If further alcohol advertising restrictions were to be placed on free-to-air television 'regulatory bypass' is inevitable and advertisements will simply move to those platforms which are subject to less onerous regulation. Any alcohol advertising restrictions should apply equally across all media platforms."⁸⁴



Outdoor Media Association (OMA)

<http://www.oma.org.au/>

Description

"The Outdoor Media Association (OMA) is the peak national industry body that represents most of Australia's traditional and digital outdoor media display companies and production facilities, as well as some media display asset owners."⁸⁵

Members

"The OMA has 32 members representing approximately 95% of the Out-of-Home (OOH) industry in Australia and generated the majority of the industry's revenue."⁸⁵

There are three categories of OMA membership: Media Display Members or Outdoor Media Companies, Non-Media Display Members or Production and Installation companies, and Asset Owners or Property Owners.

Key positions include

Regulation of alcohol marketing

"... we confirm our ongoing commitment to support the effectiveness of the [ABAC] Code through any continuous improvement processes. Further, we support this self-regulatory system which enables continuous improvements to be made without cumbersome or costly parliamentary/ governmental procedures. To supplement the ABAC, and as a clear demonstration of our Members' commitment to responsible alcohol advertising, the OMA established its Alcohol Advertising Guidelines in 2009. This Guideline took the proactive step to reduce alcohol advertisements near schools, in line with our industry colleagues in the USA and the UK. While there were teething problems that resulted in a small number of shortfalls, these have led to improvements in our industry systems with excellent outcomes. At this point, the OMA must stress that any shortfalls have been due to reasonable human error, rather than a disregard for appropriate alcohol advertising or a lack of concern for the self-regulatory system... the OMA submits that increasing the level of regulation is not warranted, and does not reflect the demonstrated integrity of the outdoor advertising industry."⁸⁶

"Australia's system of self-regulation works, and it works well."⁸⁷

"Alcohol is a legal product... I agree alcohol [abuse] is an issue in Australia, [but] banning advertising isn't necessarily a panacea."⁸⁸



Restaurant and Catering Association (R&CA)

<http://rca.asn.au/rca/>

Description

"Restaurant and Catering Australia (R&CA) is the peak industry body representing 35,000 cafes, restaurants and catering businesses across Australia."⁸⁹

Members

"The members of R&C are the owners and operators of restaurants, cafes and catering businesses (full members) and representatives of industry supplier businesses (associate members)."⁸⁹

Key positions include

Liquor licensing

"The Association advocates that the predominant activity of the 7,500 restaurants and cafes represented throughout NSW is serving food, therefore any marketing and promotion material would be designed for that purpose and not the promotion of liquor. It is our belief OLGR should focus its stricter liquor guidelines on clubs, pubs and hotels where promotions tend to focus on liquor, rather than food. Evidence supports that consuming food with alcohol limits the adverse effects of intoxication, as such R&CA believes the Department and Government must acknowledge the distinction and use this as the basis when drafting guidelines to minimise harm and anti-social behaviour associated with drinking in venues considered high risk. There is an abundance of evidence to

support the premise that young people who go clubbing are pre-loading with alcohol prior to arriving at venues and once at the venue, seeking out happy hours, drink cards and liquor games which are associated with high risk venues rather than low risk venues. With this in mind, we contend that OLGR should re-weight its policies to more accurately reflect the proportion of alcohol sold and resultant alcohol related harm and anti-social behaviour in these venues. Furthermore efforts to tighten 'Liquor Promotion' should specifically exempt the promotion of food and liquor (ie; a glass of wine with a meal)."⁹⁰

"R&CA's position remains that the state's liquor laws and the annual base fee must recognise the low-risk nature of restaurant businesses, where the predominant focus remains the provision of food, not the service of alcohol."⁹¹

"... R&CA believes the objectives of the Act remain relevant, with merit existing to retain a liquor licence category that recognises the low-risk nature of restaurant and café operators. R&CA is opposed to any introduction of lock-outs or a risk-based licensing scheme that fails to recognise the low-risk profile of these establishments or sees significant increases in fees paid by operators."⁹²

"Café, restaurants and caterers should be considered low-risk venues, given a majority of these operators rarely trade past midnight. Further, research indicates that venues which

serve substantial meals pose a lower risk than venues that serve snacks or no food, as food plays a significant role in reducing the impact and effects of alcohol."⁹²

"...the Association believes restaurants will move towards applying for the special licence to 'serve alcohol without meal' to enable a more competitive market with pubs and hotels."⁹³

"As the predominant activity for restaurants and cafés is to serve food to consumers then R&CA advocate that increasing the concentration of these venues represents a solution to anti-social behavior."⁹³



the drinks association

<http://www.drinkscentral.com.au/>

Previously called the Liquor Merchants Association of Australia.

Description

"the drinks association is a whole of industry trade association within the Australian drinks industry with the responsibility of informing, strengthening, connecting and promoting for the benefit of their Members and the Australian drinks industry as a whole."⁹⁴

"the drinks association [formerly the LMAA] is a trade association providing business services to our members who operate in the manufacturing, supply and distribution sector of the Australian drinks Industry."⁹⁵

Members include: **Accolade Wines, Asahi Premium Beverages, Australian Liquor Marketers, Bacardi-Martini Australia, Beam Suntory, Brown Brothers Milawa Vineyards, Brown-Forman Australia, Campari Australia, CUB, Casella Wines, Coca-Cola Amatil, Coopers Brewery, De Bortoli Wines, Diageo, Island2island Beverage Company, Lion, Liquor Marketing Group, McWilliam's Wines, Moët Hennessy Australia, NILWA, Pernod Ricard Australia, Spirits Platform, Taylors Wines, The Yalumba Wine Company, Treasury Wine Estates, William Grant & Sons Australia.**

Key positions include

Unable to find any key positions.

Members

Category One Members:

"Either/or a producer, brand owner, supplier, distributor or importer of alcoholic and non-alcoholic beverages. NB: Alcoholic beverages are a pre-requisite to Category One membership."⁹⁶



Winemakers' Federation of Australia (WFA)

<http://www.wfa.org.au/>

Description

"WFA is the national peak industry body for Australia's Winemakers, achieving policy, trade & business outcomes that drive our industry forward. We are the first point of contact for Federal Government and other national decision makers. Government policy and legislation on tax, exports, labeling, competition, transport, tourism, the environment, health and consumer safety all have a direct impact on wine industry businesses in regional Australia. WFA has the capacity to proactively engage with decision makers to protect our members' interests in all these areas."⁹⁷

Members

"WFA Members range greatly in size, history and geographical location but have shared objectives and a common purpose. Between them they produce around 90% of Australia's wine."⁹⁷

Australian Wine Producers Membership:

- Small Winemaker – less than 2,000 tonnes
- Medium Winemaker – between 2,000 and 100,000 tonnes
- Large Winemaker – more than 100,000 tonnes

List of members is not publicly available.

WFA is a foundation member of Alcohol Beverages Australia.³⁶

Key positions include

Whole-of-population versus targeted approaches to reducing harm

"As a community, we must all continue promoting the important 'moderation message'. However, we strongly reject increasingly strident rhetoric from interest groups seeking to deny wine's legitimate and accepted place in modern society as part of a balanced lifestyle and a healthy diet and their push to effectively punish responsible drinkers through a range of command and control policy measures including tax rises. The public health lobby continues to advocate for 'control of consumption' measures, predicated on the belief that reducing everyone's drinking across a population is the most effective and efficient way to reduce the harms associated with excessive alcohol consumption by some. Such broad-brush policy control measures include:

- An increase in alcohol taxation;
- Minimum Unit Pricing;
- Unwarranted restrictions on the sale and supply of alcohol; and
- Blanket bans on advertising and sponsorship...

There are a number of fundamental flaws associated with population-wide control measures for addressing harmful drinking ... In regards to future policy making on alcohol consumption, WFA advocates:

- No increases to the level of wine tax revenue and no reforms to wine tax

arrangements that are driven by social policy objectives.

- The use of targeted measures which reduce misuse among identified at-risk groups and known abusers and which address the harms that flow from those behaviours."⁹⁸

"Effective policies to address alcohol abuse are not resolved by re-interring old debates on tax, advertising and warning labels. Targeted measures towards abuse achieve better health outcomes without penalising responsible consumers."⁹⁹

Alcohol taxation and price

"...WFA does not hold a position on the preferred structure for wine tax. WFA does advocate for no increase to the level of wine tax revenue, no reforms to wine tax arrangements that are driven by social policy objectives and a differentiated tax rate for wine from other alcohol categories... We do not believe there is a case to increase the level of wine tax revenue. Arguments from other alcohol categories that all alcohol producers should be taxed at similar rates are predicated on reducing complexity but do so at the expense of fairness by not accounting for the unique commercial challenges confronted by the Australian wine industry... There is also no case to increase the level of wine tax revenue to achieve a reduction in alcohol related harm."¹⁰⁰

"The reason why wine is taxed differently and preferentially to other alcohol types is clear cut.

Wine is different when it comes to our socio-economic input into regional Australia, employment footprint, contribution to export earnings, profitability and access to capital compared to the vastly different brewing and spirits industries and it's only fair that alcohol tax arrangements reflect this. The Federation believes wine must continue to be taxed within the existing WET legislative framework and that any future changes to wine tax arrangements are done so within this framework and not shifted to an excise-based approach as is the case for beer and spirits. The Federation does not advocate how the WET should be calculated."¹⁰¹

"WFA argues that there is no clear consensus in the relevant research that a minimum price would reduce harm. More analysis is required on this key issue before the proposal can be considered further and progressed."¹⁰²

"WFA notes that there is a body of research that concludes 'at risk' drinkers are not price sensitive and that there are more effective policy options for governments to consider to reduce misuse among at-risk cohorts. Further, minimum pricing would impact a high proportion of responsible consumers and introduce a significant market distortion."¹⁰³

Regulation of alcohol marketing

"We argue that the Alcohol Beverages Advertising (and Packaging) Code (ABAC) is in fact operating successfully and benefits greatly from a flexible, non-bureaucratic

structure that allows it to adapt quickly to changing consumer expectations and an evolving media environment."¹⁰⁴

"...certain research and data sets suggest that advertising is not associated with increasing consumption in young people or over 25s, but is used to drive greater market share within existing beverage sales."¹⁰⁴

Labelling of alcohol products

"In general food labelling is not an appropriate method to support health promotion activities. Most research into such information from food labelling indicates that it has little effect on consumer behaviour and as more labelling information is required, its effectiveness will decrease more. Health promotion activities are best met by targeted programs."⁹⁹

"The industry ... believes that a requirement for mandatory health warning labels on alcoholic beverages represents a simplistic, indirect and ineffective blanket measure."⁹⁹

"The available evidence clearly demonstrates that warning labels about alcohol use in pregnancy are not effective at reducing alcohol consumption during pregnancy."⁹⁹

Alcohol and pregnancy

"The evidence on the impact of low maternal alcohol consumption on the developing foetus is conflicting. While no threshold above which an alcohol-related adverse effect occurs to the developing foetus has been established, the

available data to date suggests that no adverse effects occur when up to 83g or ca. eight standard drinks of alcohol is consumed per week."⁹⁹

"Harm to the foetus varies significantly with the quantity of alcohol consumed, and also with the frequency with which it is consumed and the timing of the consumption to the gestational age of the foetus (May 2005). However, 'a high level of alcohol intake alone generally does not result in a diagnosis of FAS' (Day 1992) ... the level of risk of an FAS birth is influenced by behavioural and environmental conditions that vary between individual women and between populations (May et al. 2004), which may influence the inter-country variation observed in the incidence of FAS. The risk and incidence of alcohol-related foetal abnormalities needs to be put into perspective for the Australian population. Although data on the birth prevalence of FAS in Australia are limited, they suggest that population rates are substantially lower than in North America, France and Sweden... However, the prevalence of FAS in Indigenous Australian children is much higher than for non-indigenous children."⁹⁹

"The relationship between alcohol consumption and other pregnancy outcomes continues to be controversial, uncertain and confusing, and health advice [sic] or warning label will not accurately assist in reducing any real risk."⁹⁹



Keep Sydney Open

<http://www.keesydneyopen.com/>

Description

"Keep Sydney Open (KSO) is an association of Sydney live music and performance venues, cultural organisations, artists and music industry stakeholders originally brought together to highlight the unfair imposition the 2014 amendments to the Liquor Act 2007 (Act) have had on those who work and play in this city. Since then, KSO has become the foremost advocacy group aiming to replace the lockdown laws, offering the public a clear voice."¹⁰⁵

Members

Members include live music and performance venues, cultural organisations, artists and music industry stakeholders.

Key positions include

Alcohol availability – trading hours

"Keep Sydney Open supports a rigorous, transparent, evidence-based approach to ensuring a safe and vibrant night time economy. Our analysis surveys the social, cultural and economic costs of the liquor law reforms and casts doubt on their effectiveness... We advocate for a more considered and nuanced response to alcohol-fuelled violence including proven measures around policing, transport, planning, diversification of after-dark activity, anti-violence education campaigns, positive incentives for licensees and the introduction of a night mayor. There is much that can be done before imposing curfews."¹¹⁷

"... there is no causal link between the lockdown laws and the reported decreases in violence."¹⁰⁵

"The evidence in Australia and in other Global Cities suggests that intelligent planning and public space management, diligent policing and enforcement are crucial for a safe and incident free NTE [night time economy]. It is KSO's submission that the lockdown laws have failed to achieve their stated goals – they have simultaneously reduced Sydney's appeal and weakened its economy. Other, evidence-based options are available."¹⁰⁵

"The 1.30am lockdown causes the most damage and has the questionable impact on safety because when you kick people out on the street all at the same time you can potentially get more trouble."¹⁰⁶

"It is the style of venue, not its closing time which has a greater impact on violent behaviour."¹⁰⁷

Alcohol and violence

"Keep Sydney Open believes that all severe violent assaults should be viewed similarly, regardless of the perpetrator's level of intoxication or how many punches were thrown. Alcohol should not be viewed as a mitigating factor, nor should it be considered aggravating... While alcohol-related violence is currently a vigorously debated topic, it is something of a red-herring. Not all acts of violence involve alcohol, while very few instances of alcohol consumption result in violence. A more meaningful use of any potential judicial commission would focus solely on violence."¹⁰⁷



Nocturnal Nightlife & Nightclubs WA

<https://www.facebook.com/WANightclubsAssociation/>

Description

Formerly the WA Nightclubs Association.

"Nocturnal Ball and the WA Nightclubs Association have come together to form Nocturnal Nightlife & Nightclubs WA (NNNWA), the all new home of clubland Western Australia. NNNWA is the go-to resource for the latest news, events and developments affecting our clubbing community locally, nationally and internationally... Club owners and their venues are the reason we're all here, so we will keep you in the loop on the important issues affecting everyone in our community, including (but not limited to):

- Changes to the Liquor Act.
- Operating hours.
- Lock out laws.
- Extended Trading Permits.
- Nightlife problems and how they affect venues and patrons."¹⁰⁸

Members

List of members is not publicly available.

"WA Nightclubs Association (WANA) is not affiliated with the AHA or any other industry body either in WA or interstate. It represents around 55 holders of a nightclub licence across the state."¹⁰⁹

Key positions include

The role of nightclubs

"The main point of difference between hotels and nightclubs is that a nightclub's primary purpose is the provision of entertainment; service of alcohol is ancillary to entertainment".¹¹⁰

"... nightclubs, by legislative intent of the Liquor Act, have the prescribed purpose of post-midnight entertainment. The business model, in contrast to that of hotels, is not built solely around the sale of alcohol. Most nightclubs focus on entertainment with substantial door charges paid to enjoy this entertainment."¹¹⁰

Alcohol availability – trading hours

"Nightclub licensees have noted considerable state-wide public demand for Sunday night trade opportunities for several years ... With the opportunity to trade on a more level playing field on a Sunday would flow the obvious economic benefit and employment from the nightclub sector."¹¹⁰

"... reforming Sunday trade which would provide encouragement to this business model, meet the considerable customer demand, reduce industry red-tape, generate economic benefits, provide greater parity to the sector and encourage more investment in it."¹¹⁰

"... WANA believes the Small Bar business model is not suited to extended trading. Whilst they are far superior to large hotels from a harm minimisation perspective, the provision of alcohol as a primary revenue stream, lack of door charge and lack of entertainment mean trading beyond midnight would counter many of their 'good traits'. Indeed extending their trading hours risks actually fundamentally changing their business model to suit post-midnight trade."¹¹⁰

Alcohol and violence

"... Western Australia's unique staggered trade system, alongside very effective policing and responsible licensee practices, have led to a substantial decrease in alcohol-fuelled violence (in the context of licensed premises and entertainment districts)."¹⁰⁹

"The WA Liquor Commission has clearly supported the effectiveness of nightclub business models in recent years from a harm minimisation perspective."¹⁰⁹



Our Nightlife QLD

<http://nightlifeqld.com.au/>

Description

"Our Nightlife Queensland represents people from across the state who rely on licensed venues and associated industries for their livelihood. We are caterers, cleaners, bar staff, security, managers and small business owners. We want to work with the Government to find a way to implement the necessary reforms without harming the 7,200 licensed venues in Queensland and their employees."¹¹¹

Members

List of members is not publicly available.

Key positions include

Alcohol availability – trading hours

"The Labor Government wants to introduce a 1am Lockout, a 3am Close and no shots after 11:59pm. It's a blanket policy to punish the 1 in 10,000 people who behave badly. We think there is a better way to target the real problems without threatening Queensland's night time entertainment culture and tourism economy."¹¹¹

"We agree with many of the Government's commitments in looking at a holistic approach to tackling [sic] this important issue in the community, including greater police presence, expansion of Safe Night Precincts, conducting a multi-media education and awareness campaign and imposing mandatory banning orders on violent offenders. However, we are concerned about the impact a 1am lock out will have on patron safety, jobs and the economy."¹¹²

"The implementation of a 1am lockout will only increase the risk of anti-social behaviour outside licensed venues and evidence that surrounds a 1am lockout is largely inconclusive... For instance, recent research conducted into lockouts by Dr Mark Giancaspro from the University of Adelaide Law School, shows there is no correlation between lockout laws and reductions in anti-social behaviour."¹¹²



Small Bar Association NSW

Description

"The Small Bar Association NSW represents [50-60 Small Bars including such famous and award winning venues as Pocket, Grandma's, Shady Pines, Tio's, Papa Gedes, Baxter Inn, Bulletin Place, etc...]. We believe in the need for Australia's largest city, Sydney, to have both a safe and vibrant night time economy and small bars form an essential part of it."¹¹³

No website available as at March 2017.

Members

Represents 50–60 small bars in NSW. List of members is not publicly available.

Key positions include

Liquor licensing

"In our view, given the small number of small bar licences currently issued in NSW, the ordinary person on the street refers to a 'small bar' not as one of the 40 bars in NSW with a small bar licence, but rather as a 'culture'. This small bar culture does encourage diversity – it is generally cocktail / wine or premium spirits focused, it provides a safe and low risk environment for people to socialise and a different offering in the nighttime economy."¹¹³

"We also disagree with restrictions on the type of drinks that are able to be sold after midnight in the Sydney CBD under all liquor licences... since the implementation of the CBD Plan of Management in 2014, we are prevented after midnight (if licensed beyond that time) from selling neat whiskies, whisky (or any spirit) on ice, various liqueurs and other classic cocktails such as Negroni, Manhattans, Martinis, as the CBD Plan of Management prohibits the sale of drinks that comprise more than 50% spirits or liqueur, and drinks that do not fall within the definition of a 'cocktail' (i.e. a spirit with more than one ingredient). This is absurd, discriminatory regulation, as intoxication and risk is determined by how many standard drinks have been consumed and over what time period, not by the type of alcohol consumed."¹¹³

Alcohol and violence

"...any decrease in violence cannot with any certainty be attributed to the availability of a certain type of liquor licence... While the rate of decline in assaults increased post February 2014, it is an interesting fact that assaults were on a significant downward trajectory prior to this time. Small bar licences cannot be attributed as the sole reason for this. However, we do believe that the small bar culture (as opposed to the licence) is of significant benefit in this area... Smaller venues create a safe environment."¹¹³



Small Bar Association of WA

<http://www.sbawa.com.au/>

Description

"The Small Bar Association of WA Inc (SBA) is a representative body for businesses operating small bar and other similar types of licences in respect of unique drinking, eating, hospitality and tourism related businesses. The SBA aims to assist aspiring licensees to enter the industry and to provide ongoing help to its members. The SBA gives members a collective voice which can be directed to state and local government both at political and departmental levels."¹¹⁴

Members

Membership is open to:

- Small bar licensees
- Equivalent licensees
- Professional members
- Industry members
- Sponsor members

List of members is not publicly available.

Key positions include

Alcohol availability – trading hours

"Blanket restrictions such as lockouts are a blunt instrument that will not address the issues in any meaningful way and, we believe, will only force the problems to occur in other, less well-regulated, places. They will punish the largest number of well-behaved consumers for the offences of a minority. Such restrictions would have a significant and deleterious effect on the night time economy, an economy that provides considerably more than just the service of alcohol. We do not believe that these types of measures would address the issues adequately."¹¹⁵

"In relation to small bars, not every venue will be suited for an ETP [extended trading permit], however those venues who wish to apply should be able to demonstrate a good track record as a 'low risk' venue. Each case should be considered on its merits Extended Trading Permits are not being used within the spirit of the Act. The SBA submits that the sections of the Act that deal with ETPs should be revisited such that there is absolute clarity around where an ETP is considered appropriate. The grant of ETPs should be considered in light of 'high risk' and 'low risk' venues so that well-run venues that are consistently 'low risk' have a better prospect for receiving an ETP than 'high risk' venues."¹¹⁶

Liquor licensing

"The Small Bar Association believes that small bars are a 'low risk' licence category and would benefit from a more collaborative and less obstructive approach from bureaucracy."¹¹⁶

"...from a financial perspective, small bars would benefit from the ability to serve an additional 30 patrons. Experience has shown that 120 people are relatively easier to manage in a smaller, more intimate surrounding. The lack of alcohol related incidents at small bars support this claim. An additional 30 people will not significantly impact the management of venues and would not alter the approach to managing a small bar."¹¹⁶

Alcohol price

"Small bars provide a responsible liquor service which is being undermined by the sale of alcohol as a consumable at the lowest prices possible. This aspect of the industry needs to be addressed as cheap alcohol can lead to pre-loading and it can have harmful consequences... Heavily discounted liquor should be regulated or controlled."¹¹⁶

Alcohol and violence

"Although we acknowledge that the issue of alcohol-fuelled violence is a real and serious one, we do not believe that supply of alcohol in small venues such as ours should be seen as the primary focus of strategies to reduce that violence. In fact we believe that we have provided and will continue to provide some of the solutions.

Small bars in WA are, by their nature, lower risk premises... Small bars provide safe and secure environments with a very low incidence of violence or crime compared to larger premises. The largest number of alcohol-related incidents occur in the street, public places and in homes. The comparatively small number of incidents that occur within licensed premises is due to the high levels of management and responsible service practice in those premises. We acknowledge that some of those incidents relate to alcohol consumed in licensed premises beforehand but suggest that, given the disproportionately large number of incidents that happen outside of licensed premises, that there are many other factors involved."¹¹⁵

Pre-loading

"Although the term pre-loading is a new one the practice is long established and describes the practice of consuming alcohol before entering licensed premises. The most common reason customers cite for this practice is the high cost of drinks in licensed premises. We would argue that these price increases come about due to responsible service practices, high levels of staff and their training and facilities such as CCTV that ensure a safe and secure environment. We would encourage strategies that address the issue of pre-loading."¹¹⁵

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