



Foundation for Alcohol  
Research & Education

**Media Release**

## **COMPROMISED ALCOHOL GUIDELINES A DISGRACE**

**18 July 2013:** The New South Wales Government *Liquor Promotion Guidelines* have been labelled a disgrace by Australia's leading alcohol policy and research organisation.

The Foundation for Alcohol Research and Education (FARE) says the Government's decision to push ahead with the guidelines in their current form only days after being exposed for allowing the alcohol industry undue influence in writing the guidelines is baffling.

"Premier O'Farrell can't stand up to the alcohol industry, but has no problem treating the people of NSW with contempt. The NSW Government was caught out on the weekend bowing and scraping at the feet of Coles and Woolworths, keen to acquiesce to each and every demand. Yet rather than admit a mistake had been made, this Government's arrogant response is to push on regardless," Mr Thorn said.

Michael Thorn says no amount of spin can disguise the fact that the Government has released weak and compromised guidelines.

"What is the point of having a regulator if Barry O'Farrell is happy for the industry to regulate itself? The new guidelines are now weaker than before, and they were already sorely lacking," Mr Thorn said.

Following the industry's intervention, the government removed from the Guidelines any reference to alcohol and energy drinks, and made it near impossible to make complaints about promotional practices of retail outlets. Bizarrely the guidelines even removed provisions which disallowed sexually explicit activities such as 'free drinks for women participating in wet t-shirt competitions'.

Mr Thorn says you do not have to examine the guidelines in any great detail to discover that there is a great gulf between what the Government now claims it is doing and the reality of the new guidelines.

"It is simply not good enough that Barry O'Farrell continues to claim that his Government is committed to real and effective alcohol policy reform. Saying it does not make it so, as the new guidelines clearly attest," Mr Thorn said.

**Michael Thorn is available for interview.**

**Media Contact: Jeremy Henderson 0425 559 710**

**Foundation for Alcohol Research and Education (FARE)** is an independent, charitable organisation working to prevent the harmful use of alcohol in Australia. Since 2001, FARE has invested over \$115 million in research and community projects to minimise the impact of alcohol misuse on Australians. Through its national grants program and commissioned research, FARE has established itself as a leading voice on alcohol and other drugs issues. FARE works with community groups, all levels of government, police, emergency workers, research institutions and the private sector to address alcohol-related problems. For further information visit FARE's website: [www.fare.org.au](http://www.fare.org.au)