



End Alcohol Advertising in Sport (EAAiS) campaign champions (from left) Dr Ric Charlesworth, Rod Butterss, John Inverarity, Prof Rob Moodie, and Steve Ella at Olympic Park, Melbourne.

## FAST AND FURIOUS: End Alcohol Advertising in Sport national campaign launch

Join the many supporters and donors who have already signed up to the high-profile campaign, *End Alcohol Advertising in Sport*, which was launched by an elite line-up of sporting legends in Melbourne on 10 October.

AFL identities Mick Malthouse and Rod Butterss, Australian cricketing hero John Inverarity, dual Olympian Clover Maitland, extreme sportswoman and mountaineer Cheryl Bart, NRL great Steve Ella, and hockey legend Ric Charlesworth are among the elite group of Ambassadors calling for a lifetime ban on alcohol advertising in sport.

Your support is also vital in the furious fight against an alcohol industry hell-bent on targeting our children with their unhealthy advertising.

The campaign is backed by a recent disturbing report, which reveals that children were exposed to more than three instances of alcohol

advertising every minute of the 2018 National Rugby League Grand Final.

The FARE study, *Alcohol Marketing During the 2018 Australian Football Grand Finals*, investigated the amount and type of alcohol advertising broadcast on free to air television during the 2018 Australian Football League (AFL) Grand Final (Channel Seven) and the 2018 National Rugby League (NRL) Grand Final (Channel Nine).

In the AFL Grand Final, 118 occurrences of alcohol advertising were identified across the 161 minutes of game time including quarter/half time coverage analysed, all of which took place during children's viewing hours.

The evidence is very clear that children's exposure to alcohol advertising encourages them to start drinking earlier, to binge drink more often, and to start a journey toward alcohol-related harm.

At the campaign launch, former rugby league great and FARE Board member Steve Ella called for "The NRL... [to] rethink its toxic association with alcohol and get on with playing the game that we love."

FARE is calling for the Commonwealth Government to remove alcohol sponsorship from sport, beginning with axing a nonsensical exemption in the Commercial Television Code of Practice which lets big alcohol show ads during children's TV viewing hours.

Thank you to those who have generously donated to the campaign and signed up as a campaign supporter.

And if you haven't already done so, I invite you to join our supporters across Australia and lend your support to the campaign by signing up online at the *End Alcohol Advertising in Sport* campaign website [www.eaaais.org.au](http://www.eaaais.org.au).

# MANDATORY PREGNANCY LABELLING ON ALCOHOL PRODUCTS



There has been a major victory in the fight to protect unborn babies and their mothers with the recent agreement by Food Ministers for mandatory pregnancy warning labels on all packaged alcohol sold in Australia and New Zealand.

FARE has been fighting for mandatory pregnancy warning labels over many years, drawing attention to the numerous deficiencies of the alcohol industry's flawed voluntary efforts.

Under the current self-regulatory model, more than half of all alcohol products don't have any pregnancy warning labels. Of the products that do, messages are small, unclear and hard to find.

The Australia and New Zealand Ministerial Forum on Food Regulation develops policy guidelines that Food Standards Australia New Zealand (FSANZ) must follow when developing food standards, including standards on food and beverage labelling.

Following campaigns by FARE and other public health bodies, the Food Ministers agreed to mandate pregnancy warning labels at their meeting on 11 October. This is a great victory that places women and children's health ahead of the commercial interests of the alcohol industry.

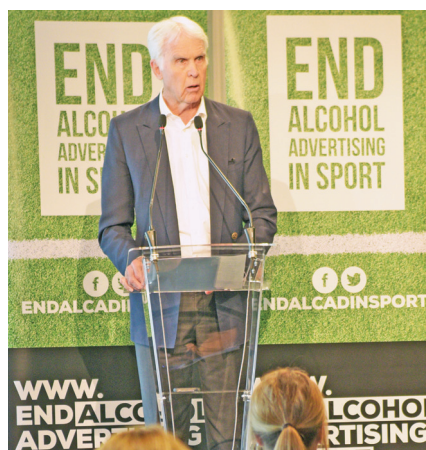
As Food Standards Australia New Zealand (FSANZ) develops a labelling standard we will continue to advocate for labels that can be seen and understood by consumers and that give accurate advice around alcohol consumption during pregnancy.

## Focus on FASD prevention

Mandating pregnancy warning labels is a great step towards better focus on 'prevention first' when supporting those at risk of Fetal Alcohol Spectrum Disorder (FASD), which is the leading cause of preventable developmental disability in Australia.

FARE is also calling on the government to stick to its commitment to a National FASD Action Plan, which is due for release at the end of this year. A successful roll out of the plan will ensure efforts to effectively address FASD in Australia do not falter.

If you were one of the many people that signed the petition and wrote to your Food Minister to show your support for the introduction of mandatory pregnancy warning labels, thank you – we couldn't have done it without you!



From left: Rod Butters speaks with Nine Melbourne reporter Alex Rutter; John Inverarity; Professor Rob Moodie addresses attendees; Dr Ric Charlesworth speaks

# SUPPORT NT ALCOHOL PRICING REFORMS

The Northern Territory Government's introduction of a floor price on alcohol on 1 October is a landmark outcome aimed at targeting the cheapest alcohol that causes widespread problems.

The Minimum Unit Price (MUP) is just one measure in a comprehensive plan that also includes the Banned Drinkers Register and new Alcohol Policing Unit.

FARE partnered with the Alice Springs based People's Alcohol Action Coalition (paac) to advocate for these reforms, which are expected to reduce alcohol violence, crime, hospitalisations and deaths in the Territory.

Dr John Boffa, spokesperson for paac says,

**“** Over 30 years of working as a GP in Central Australia it is clear that *grog, priced cheaper than water, is more like a form of poison in terms of the harm that it generates. The harm is a factor of price, not product type.*

*There have been various attempts over the years to remove really cheap alcohol from the market, all with some success.*

*We know that increasing the price works and it is very likely that the MUP combined with the other measures being implemented by the NT government will see drinking levels in the NT drop below the national average, which will be a great outcome for the people of the Northern Territory.”*



## We still need your help

Since the introduction of the MUP there have been price hikes, which has generated vocal public and political backlash through local media. The outcry also led to NT Consumer Affairs warning retailers against deceptive and misleading behaviour, saying that selling beer at inflated prices could be breaking the law.

Not surprisingly, customers are confused and unhappy. Consequently, our work continues to influence the debate in the NT and spread the message that the evidence-based MUP deserves to be given a go by the NT community and, importantly, to be given the time to be thoroughly analysed.

Show your support for evidence-based policy by thanking the NT Government for putting the health and safety of Territorians first. You can say thanks by tweeting, putting something on Facebook, or sending a letter or an email to the Minister for Health, Natasha Fyles. And if you're in the NT, you could call talk-back radio.

## A national plan for alcohol pricing

The successful introduction of a floor price on alcohol in the NT now opens the door to its introduction across Australia, and should positively impact the development of the Commonwealth Government's draft National Alcohol Strategy.

FARE is also continuing the fight across Australia. In the absence of a willingness at the Commonwealth level to address the availability of cheap alcohol through meaningful taxation reform, it is up to the States and Territories to follow the lead of the NT.

Indeed, the Western Australian Government is currently doing just that. And on the national stage, there is the opportunity to influence the National Alcohol Strategy so that it is informed by the range of evidence-based, life-saving measures being introduced into the NT, and not by an alcohol industry resistant to any measures that would impact its bottom line.



Speaking to ABC TV; Michael Thorn (far right) speaks with launch attendees.

## MESSAGE FROM THE CHIEF EXECUTIVE



Dear supporters,

The hard work of our extended FARE community has recently paid off with a number of significant wins. Key victories include the high profile, successful launch of the *End Alcohol Advertising in Sport* campaign; the introduction of the minimum unit price on alcohol in the Northern Territory; and agreement on mandatory pregnancy warning labels by Australian and New Zealand State and Territory Food Ministers.

These achievements have been years in the making; the product of research and analysis, policy development, advocacy, and campaigning. Your contribution – whether by signing a petition, making a donation or sharing FARE's campaigns via social media – is a key part of our ultimate success; and I thank you for your support.

These developments are crucial in light of the World Health Organization's annual report on alcohol, *Global status report on alcohol and health 2018*, which shows Australia's per capita consumption remains dangerously high at 9.4 litres of pure alcohol per annum compared to worldwide consumption average of 6.4 litres.

Collective community and government action to address the price of alcohol, to restrict its physical availability and curb alcohol industry marketing are three of the most effective measures to reduce alcohol harm.

Together, our work must continue to further build the evidence and assert influence on policymakers and the industry to end the unacceptable alcohol toll on the Australian community.

**MICHAEL THORN**  
Chief Executive

## DRINKWISE CAUGHT OUT ON RECKLESS HEALTH PROPAGANDA

Earlier this year, the alcohol industry-funded and controlled body DrinkWise was found to be distributing misleading and inaccurate alcohol and pregnancy health communications to GP surgeries nationally. FARE, the Australian Medical Association and health professionals across Australia raised the alarm about the posters which had a false statement that read, "It's not known if alcohol is safe to drink when you are pregnant". DrinkWise removed the posters and reissued them with more accurate information.

This is another example of the critical need for organisations like FARE who work for the public good by holding the alcohol industry to account. The alcohol industry will lie, deny and mislead at every opportunity, and, in this particular case, with no regard for the pregnant women and their unborn children that would be harmed as a result. The DrinkWise campaign demonstrates how reckless and negligent the alcohol industry is prepared to be, stepping into an area ordinarily the responsibility of government, solely in an effort to stave off the threat of responsible and effective regulation.

## RED SHOES ROCK!

The 9th day of the 9th month of every year is International Fetal Alcohol Spectrum Disorder (FASD) Awareness Day, symbolising the nine months of pregnancy. People are asked to wear red shoes to raise awareness of FASD.

FARE provides health professionals with training and support in identifying FASD and provides appropriate referral pathways for those with FASD or deemed to be high risk of giving birth to a child with FASD. For more information visit [www.fare.org.au/policy/fasd](http://www.fare.org.au/policy/fasd)



FARE staff rocking their red shoes in support of international FASD Awareness Day.

## YOUR NEW fare CONTACT

We welcome our new staff member, Sarah Thyssen who has recently joined FARE as our Director of Development and Philanthropy.

Sarah has more than a decade's experience in the not-for-profit sector for a range of organisations including health and medical research, education, social disadvantage and arts sector organisations. She is passionate about working with FARE's supporters to stop alcohol harm in Australia through education and research and to bring about impactful social change.

✉ [sarah.thyssen@fare.org.au](mailto:sarah.thyssen@fare.org.au)  
☎ 02 6122 8600

