



Foundation for Alcohol  
Research & Education

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20 February 2017

James Sutherland  
Chief Executive Officer  
Cricket Australia  
60 Jolimont St  
JOLIMONT VIC 3002

Dear James

#### **ALCOHOL SPONSORSHIP OF CRICKET**

Thank you for your letter of 31 January 2017. I appreciate the time that you have taken to respond to my concerns.

I acknowledge Cricket Australia's efforts that focus on players and fans attending matches. However, this misses FARE's main point.

I welcome campaign efforts like *Know when to declare* and your association with Red Frogs, but these initiatives are plainly not sufficient to combat the conflicting messages of increasingly prominent alcohol promotion in the game.

Our concern is how alcohol brands leverage their relationship with cricket to engage with people, particularly young people, outside the perimeters of your stadiums and through various broadcast platforms, both terrestrial and digital.

Research has consistently identified that increased exposure to alcohol advertising is associated with earlier initiation to drinking and heavier subsequent consumption.<sup>1,2,3</sup> In 2012, 6.2 million children were exposed to 11 million alcohol advertisements during cricket broadcasting, with the majority (72.7 per cent) of exposures occurring during daytime hours.<sup>4</sup> By delivering alcohol-soaked messages to millions of children, Cricket Australia is facilitating the development of troubled relationships with alcohol that will have lifelong ramifications.

A wealth of research has identified that harm reduction initiatives sponsored and promoted by the alcohol industry are demonstrably ineffective.<sup>5,6,7,8</sup> These initiatives represent a distraction from meaningful action to address the harm stemming from their business operation. The DrinkWise campaign clearly fits this bill.

The Foundation for Alcohol Research and Education (FARE) is asking all professional sports to discontinue their current harmful relationships with big alcohol. It is absurd that the alcohol industry continues to benefit from perpetuating the myth that alcohol is a natural feature of sporting culture.

The Booze Free Sport campaign has gained a significant following and FARE will continue to demand that sports associations work to meet public expectations and stop promoting unhealthy lifestyles.

For these reasons, I urge you to reconsider your position and support FARE's efforts to remove big alcohol from Australian cricket. If you would like to discuss the matter further, please do not hesitate to contact me.

Yours sincerely



**MICHAEL THORN**  
**CHIEF EXECUTIVE**

cc: David Peever, Chair of the Cricket Australia Board

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- <sup>1</sup> Anderson, P., De Bruijn, A., Angus, K., Gordon, R., & Hastings, G. (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol and Alcoholism* 44, pp. 229-43.
  - <sup>2</sup> Jones, S. & Magee, C. (2011). Exposure to alcohol advertising and alcohol consumption among Australian adolescents. *Alcohol and Alcoholism*. 46(5):630-637.
  - <sup>3</sup> de Bruijn A, et al. (2012). *Report on the impact of European alcohol marketing exposure on youth alcohol expectancies and youth drinking*. AMPHORA.
  - <sup>4</sup> Carr, S. et al. (2015). Child and adolescent exposure to alcohol advertising in Australia's major televised sports. *Addiction*.
  - <sup>5</sup> Miller, P., & Kypri, K. (2009). Why we will not accept funding from Drinkwise. *Drug and alcohol review*, 28(3), 324.
  - <sup>6</sup> Miller, P. G., de Groot, F., McKenzie, S., & Droste, N. (2011). Vested interests in addiction research and policy. Alcohol industry use of social aspect public relations organizations against preventative health measures. *Addiction*, 106(9), 1560-1567.
  - <sup>7</sup> Carah, N., & van Horen, A. (2011). Drinkwise, enjoy responsibly: News frames, branding and alcohol. *Media International Australia*, 141(1), 5-16.
  - <sup>8</sup> Mathews, R., Thorn, M., & Giorgi, C. (2013). Vested interests in addiction research and policy. Is the alcohol industry delaying government action on alcohol health warning labels in Australia?. *Addiction*, 108(11), 1889-1896.