

NEW POLL: AUSSIE PARENTS SAY NO TO ALCOHOL ADVERTISING IN SPORT

23 January 2018: A new national poll has revealed that nine in every 10 Australian parents are opposed to the high volume of alcohol advertising their children are exposed to during sports including tennis, cricket, Rugby League, and Aussie Rules.

With the Australian Open and the cricket One Day International series in full swing, Australian parents have served notice that the deadly practice of marketing alcohol to children through sport is unacceptable.

A majority of Australian parents (89 per cent) object to alcohol advertising and promotion shown on television during children's viewing hours as a result of sponsorship deals with professional sports, with 66 per cent of parents supporting a ban on alcohol advertising during professional sporting games altogether.

Research has consistently demonstrated that the volume of alcohol advertising young people are exposed to impacts on their future alcohol consumption behaviour, and is associated with young people drinking more and from an earlier age.

Alcohol is responsible for the majority of hospitalisations and deaths related to drugs for people aged 15 to 34 years, and contributes to the three leading causes of death among adolescents (unintentional injuries, homicide and suicide).

St Vincent's Health Australia Group Chief Executive, Toby Hall says the current advertising regulatory framework is failing to protect children, and is clearly out of step with community expectations and standards.

"It is astounding that the alcohol industry should be allowed to advertise during children's television viewing times. The research is clear, the volume of alcohol advertising young people are exposed to impacts on their future alcohol consumption behaviour. It is also very clear that a majority of Australians want to see an end to alcohol advertising in sport," Mr Hall said.

The poll, undertaken by YouGov Galaxy (previously Galaxy Research) and commissioned by the Foundation for Alcohol Research and Education (FARE) found that the majority of Australian parents (73 per cent) believe that alcohol advertising and sponsorship is reinforcing Australia's harmful drinking culture.



FARE's Director of Policy & Research, Amy Ferguson says Australia's major sporting codes continue to cling to alcohol sponsorship, all the while insisting they are committed to making their game more family friendly and appealing to kids.

"It's undeniable that Aussie children are being exposed to alcohol advertising and promotion through sport; the Australian Open alone, has four alcohol sponsors. We know an overwhelming majority of Australian parents want to see an end to toxic alcohol sponsorship in sport, and the Government must step forward to protect our children," Ms Ferguson said.

[#BoozeFreeSport](#), a national campaign to give alcohol advertising in sport the boot, will launch a range of billboard and digital campaign messaging during the Australian Open in a bid to galvanise the already strong levels of community support for the issue and ultimately bring an end to alcohol advertising in sport.



Digital Media Assets available for download.

<https://www.dropbox.com/sh/evsip8lfwyid518/AADfkt6xye4HkUCmXgzEZzfHa?dl=0>

Password: media

Parents Poll Snapshot, January 2018:

Key findings

- Two thirds of Australian parents (66%) oppose alcohol advertising and promotion during professional sporting games/matches.
- The majority of parents (73%) are concerned that children are being exposed to alcohol advertising and promotion through alcohol companies' commercial sponsorship

arrangements with the National Rugby League (NRL), the Australian Football League (AFL) and Cricket Australia.

- When asked who they think benefits from alcohol sponsorship of professional sporting teams, Australian parents are more likely to say it is the alcohol company (78%) followed by the professional sporting team (49%).
- An overwhelming majority of Australian parents (89%) agree that alcohol advertising and promotion should not be shown on television during children's viewing hours.
- Three quarters (73%) of Australian parents agree that alcohol advertising and sponsorship is reinforcing Australia's harmful drinking culture.

Mr Hall and Ms Ferguson are available for interview.

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#BoozeFreeSport: Why we are calling for an end to alcohol sponsorship in sport

#BoozeFreeSport is a campaign endorsed and supported by the Public Health Association of Australia, McCusker Centre for Action on Alcohol and Youth, St Vincent's Health Australia, the Royal Australasian College of Physicians, the Royal Australasian College of Surgeons, the Australian Health Promotion Association, the National Organisation for Fetal Alcohol Spectrum Disorders and the Foundation for Alcohol Research and Education.

Millions of Australian children and families watch the AFL, NRL, and cricket; sports which are saturated with alcohol promotion. So much so that it's becoming impossible to know where the game ends and the alcohol marketing begins.

Yet all the evidence shows that exposure to alcohol advertising is associated with young people drinking more and from an earlier age.

That's why we're calling for an end to alcohol sponsorship in sport. Let's protect our kids by removing alcohol sponsors from Australia's favourite games. We know Australians care deeply about this issue and change is possible but we need your help to get there. As a Booze Free Sport community, we can encourage Australia's favourite sports to give up alcohol sponsorship; encourage governments to assist offending codes to break their addiction of alcohol sponsorship dollars, inspire and ignite change across all professional sporting codes; and build a better future for our kids.