

11 SEPTEMBER 2019

3:30-5:30PM

COMMITTEE ROOM 2R1

PARLIAMENT HOUSE

CANBERRA

WWW.
ENDALCOHOL
ADVERTISING
INSPORT
.ORG.AU

IN THEIR SIGHTS:

THE DARK ARTS OF DIGITAL ALCOHOL MARKETING

PROGRAM

- 3:15PM ARRIVALS AND REGISTRATION**
MARBLE FOYER, PARLIAMENT HOUSE
- 3:30PM EVENT COMMENCES**
COMMITTEE ROOM 2R1, PARLIAMENT HOUSE
- 3:40PM WELCOME ADDRESS**
JOHN ALEXANDER OAM, MP
- 3:45PM ESPORTS: A NEW FRONTIER FOR ADVERTISING, INFLUENCE AND REGULATION**
ASSOCIATE PROFESSOR SARAH JANE KELLY
ASSOCIATE PROFESSOR IN LAW AND MARKETING, UNIVERSITY OF QUEENSLAND
- 4:00PM SOCIAL MEDIA INFLUENCERS AND ASTROTURFING ALCOHOL ADVERTISING**
DR CRYSTAL ABIDIN
SENIOR RESEARCH FELLOW IN INTERNET STUDIES, CURTIN UNIVERSITY
- 4:15PM DIGITAL ALCOHOL MARKETING: CURRENT RESPONSES AND TREND FORECASTING**
Short presentations from
PROFESSOR SIMONE PETTIGREW
PROGRAM HEAD, FOOD POLICY, THE GEORGE INSTITUTE FOR GLOBAL HEALTH
and
DR NICHOLAS CARAH
DEPUTY HEAD, SCHOOL OF COMMUNICATION AND ARTS, UNIVERSITY OF QUEENSLAND
followed by open panel discussion moderated by **Stephen Mayne**, Founder of Crikey
and anti-gambling advocate
- 5:00PM REMARKS**
SEN RICHARD DI NATALE
LEADER OF THE AUSTRALIAN GREENS
- 5:05PM CLOSING REMARKS**
MICHAEL THORN
CHIEF EXECUTIVE, FARE
- 5:15PM EVENT CONCLUDES**

Tea, coffee and light refreshments available.