



FAMILY FIRST



Steve Fielding **Family First** Senator for Victoria

MEDIA RELEASE

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PUBLIC WANTS TOUGHER ALCOHOL ADVERTISING RESTRICTIONS & ALCOHOL WARNING LABELS

The 2007 National Drug Strategy Household survey released on the weekend reveals that nearly twice as many people support the proposed laws in Family First's *Alcohol Toll Reduction Bill 2007* as opposed to increasing tax on alcohol as a means to combat problem drinking.

"72% of the population support restricting TV advertising of alcohol products until after 9.30pm and 71% support adding health information labels to alcohol products," Family First leader Steve Fielding said today.

In contrast only 41% of the population surveyed support increasing tax on alcohol as a measure to combat the binge drinking epidemic.

"There is now overwhelming support for Family First's proposed laws that would see alcohol advertising restricted until after 9.00pm and a mandate for health warning labels on all alcohol products. For more than a year Family First has been calling for urgent action to tackle binge drinking. We need to create a culture of responsible drinking and restricting alcohol advertising and mandating warning labels makes sense to most people in the community."

"Let's face it, what harm can be done by putting warning labels on alcohol products? Surely that sends the right message and if you are going to create a culture of responsible drinking then putting messages on alcohol products makes sense," Senator Fielding said.

In sharp contrast to public sentiment brewer Lion Nathan has opposed the introduction on health warning labels on alcohol products in a submission to the Senate inquiry into Family First's bill and wants more studies to prove the health benefits of drinking.

"If Lion Nathan was fair dinkum about responsible drinking, it would stop opposing the introduction of labels on alcohol products and start supporting them," Senator Fielding said in response.

"Australian alcohol exported to the United States already has to have health warnings labels and the British government has announced it will introduce alcohol warning labels on alcohol products by the end of 2008 in agreement with the alcohol industry. Lion Nathan is out of step and not fair dinkum about responsible drinking if it is going to oppose them here in Australia.

"Calling for more reviews is just an obvious stalling tactic of Lion Nathan's and shows once again that it is not fair dinkum," Senator Fielding said. The Senate Community Affairs Committee is inquiring into Family First's *Alcohol Toll Reduction Bill 2007* and will have its first public hearing on Tuesday, 6 May in Melbourne.

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