



# FAMILY FIRST



Steve Fielding **Family First** Senator for Victoria

## **MEDIA RELEASE**

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### **IS ALCOPOPS TAX JUST A TAX GRAB?**

**If not, then the Rudd government should also support alcohol warning labels & alcohol advertising restrictions**

The 2007 National Drug Strategy Household survey reveals that nearly twice as many people support alcohol warning labels and alcohol advertising restrictions as opposed to increasing tax on alcohol as a means to combat problem drinking.

“The survey showed 71% support adding health information labels to alcohol products and 72% of the population support restricting TV advertising of alcohol products until after 9.30pm,” 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.

“If the Rudd government is serious about creating a culture of responsible drinking AND it wants to prove the alcopops tax is not just a tax grab, the government would also introduce alcohol warning labels to alcopops and all other alcohol products.

"Let's face it, what harm can be done by putting warning labels on alcohol products? Surely warning labels would help in our nation's efforts to create a culture of responsible drinking.

"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.

"With regards to alcohol advertising, we have already restricted alcohol ads from running on TV until after 8.30pm. But there is a crazy 'loophole' in the law that exempts live sport on weekends, so that alcohol ads can run at any time of the day. This in itself sends the wrong message as we are linking alcohol to sport."

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