



FAMILY FIRST



Steve Fielding **Family First** Senator for Victoria

MEDIA RELEASE

SF/359. Monday, July 28, 2008

MORE DRUNK UNDER GOVERNMENT'S ALCOPOPS TAX

WARNING labels on alcohol will do more to address binge drinking than the Rudd Governments alcopops tax - new data reveals the alcopops tax has in fact increased the overall number of standard alcohol drinks by a staggering 21 million.

“This new data confirms Family First’s concerns that the introduction of a 70% alcopops tax would simply push people to buy the cheaper spirits, which have higher alcohol content, without actually tackling the issue of binge drinking,” Family First Leader Senator Steve Fielding said today.

“It’s crazy to think that we have turned Australia’s binge drinking problem into a tax problem.

“If the Rudd government is serious about tackling binge drinking, it would stop hiding behind its billion dollar alcopops tax grab and immediately support Family First’s plan for alcohol warning labels and a restriction on alcohol TV advertising till 9.00pm at night.

“Australia has a binge drinking problem with a huge social cost of \$15.3 billion per year. Australia needs to tackle our binge drinking problem by creating a culture of responsible drinking.

“As a nation, we have tackled our road toll, our drug toll and our tobacco toll. The time is right to tackle Australia’s alcohol toll.

“Recent research found 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,” Senator Fielding said today.

For media enquiries phone 0409 550 446

www.stevefielding.com.au