

**PUBLIC HEALTH ASSOCIATION OF AUSTRALIA**  
**MEDIA RELEASE**

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**DRINKS INDUSTRY CHALLENGED TO REVEAL SPIRITS MARKETING SPEND**

The drinks industry has been challenged to reveal full information on how much it is spending to promote spirits, as it opposes the Government's Alcopops tax.

President of the Public Health Association of Australia, Professor Mike Daube said, "The spirits industry are lobbying vehemently against the new Alcopops tax – itself a clear indication that it will have a dramatic impact on sales. They claim that sales of spirits are rising, but they also need to tell us how much the entire industry – including bottleshops - is spending on promoting spirits to all sections of the community, including young people."

"Since the Alcopops tax was introduced we have seen some quite extraordinarily irresponsible promotion of spirits. The Thirsty Camel chain of bottleshops, for example, has promoted free bottles of Coca Cola and other soft drinks along with bottles of whisky – directly encouraging young people to mix spirits and soft drinks. There has been heavy promotion of spirits through television and press advertising from both spirits companies and sales outlets such as bottleshops, often focusing on price. Spirits are being advertised heavily on television, often in association with sport. It is hard at times to avoid promotion of spirits, whether through television programs, or through direct television advertising and sponsorship by of products such as Jim Beam and Bundaberg Rum."

"The drinks industry should come clean and reveal how much it is now spending on all forms of promotion. They should tell us how many millions they are spending on direct advertising, sponsorship, promotions, price incentives and all other forms of marketing in their efforts to undermine the Alcopops tax."

"The industry's opposition to the new tax is entirely understandable. Alcopops are a profitable product that encourages young people to drink, and makes it easy to get drunk. The Government has also promised that the tax will bring substantial dollars into prevention, including major programs designed to reduce harmful and hazardous drinking."

"Instead of opposing the tax, the industry should focus on reducing the exposure of young people to all promotion of alcohol, and should especially cease the barrage of promotion of spirits that is so clearly aimed at undermining the tax."

"We know the drinks industry spends hundreds of millions of dollars a year promoting its products. Any claims that their advertising does not affect young people are ludicrous. This industry should reveal how much these promotions are costing, and cease opposing a measure that can bring very real benefits to the health and well-being of the community."

**For further information/comment:**

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