



26 November 2010

Australian Government Department of Health & Ageing
GPO Box 9848
CANBERRA ACT 2601
Email: alcohol.policy@health.gov.au

Dear Sir/Madam

RE: CONSULTATION PAPER - Expansion of the National Binge Drinking Strategy - Community Sponsorship Fund

The National Alliance for Action on Alcohol (NAAA) is a national coalition of health and community organisations from across Australia that has been formed with the goal of reducing alcohol-related harm. NAAA currently comprises over 40 major organisations with a focus on public health and alcohol (a full list of NAAA member organisations is contained in the attached document).

The attached NAAA Position Statement: *REDUCING HARM FROM ALCOHOL – CREATING A HEALTHIER AUSTRALIA* was formally adopted at a meeting held in Canberra on Wednesday 24 November 2010 to discuss key alcohol policy issues. Representatives of the Government, including The Hon Catherine King MP, Parliamentary Secretary for Health and Ageing (representing The Hon Nicola Roxon MP, Minister for Health and Ageing); Opposition; and Australian Greens also attended the meeting held at Parliament House.

The meeting provided an opportunity for NAAA members to discuss key advocacy priorities for this term of government, including price/tax, access/availability and advertising/promotion, with a view to facilitating legislative change and ultimately reducing alcohol-related harm to the Australian community.

NAAA was established in 2009 and has subsequently identified the following initial priority areas to improve the health of Australians: reforming alcohol taxation; access and availability; effective regulation of alcohol promotion including an end to alcohol advertising through sports sponsorship before 8.30 pm; increasing investment in prevention; and health information labelling on alcohol products.

The attached position paper provides further detail in relation to NAAA's key policy priorities, which we believe provide an appropriate context and background for considerations in relation to priorities underpinning the expansion of the National Binge Drinking Strategy - Community Sponsorship Fund.

Further, we note that a number of NAAA member organisations (including the Alcohol and other Drugs Council of Australia, Alcohol Education and Rehabilitation Foundation, Australian Drug Foundation and VicHealth, and Victoria's Alcohol Policy Coalition) have provided separate submissions in relation to the discussion paper and we wish to draw your attention to these

NAAA Secretariat:

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additional documents that provide further detail in relation to the specific issues raised in the discussion paper.

We appreciate the opportunity to provide input to the current process and look forward to the outcomes of the Department's deliberations. Please do not hesitate to contact NAAA should you require additional information with regard to the Alliance or this submission.

Yours sincerely



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CO-CHAIR
NATIONAL ALLIANCE FOR ACTION ON ALCOHOL



Todd Harper
CO-CHAIR
NATIONAL ALLIANCE FOR ACTION ON ALCOHOL

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