

15 April 2009

## **Alcopops tax reprieve good news for all Australians**

The Public Health Association of Australia (PHAA) has welcomed today's announcement that the tax on alcopops is to be continued, and that the money raised so far will not go back to the Distillers.

PHAA President Professor Mike Daube said,

"This means that fewer kids will be drinking to get drunk. That must be good news for all Australians."

'Alcopops are sugary confections designed to mask the taste of alcohol. There is clear evidence that the tax has been working, and it would have been a tragedy if the tax had fallen through. It would be appalling if the money raised from the tax went back to the Distillers for further drinks industry promotions.'

"We are delighted that the Government has found a way through so that the tax can continue, and urge all parties to support this measure which can only benefit all our kids and help to reduce binge drinking."

"We also expect that as a result of this we will see the measures that were planned to accompany the original alcopops tax – curbs on alcohol promotion, health warnings on alcohol products, and funds to start replacing alcohol sponsorship. Even over the past weekend we have seen through the cynicism of the Distillers' pretence at curbing their advertising, as they have advertised their products during sporting events viewed by children of all ages."

"This is a good move which starts to bring some sense to Australia's unbelievably complex system of taxing alcohol. The main beneficiaries will be our kids and all those concerned for their health and welfare."

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