

The Australian Alcohol Guidelines:

Is it time for
a new direction?

A community consultation forum
hosted by the Premier's Drug Prevention Council.

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Dr Rob Moodie

Chair, Premier's Drug Prevention Council
CEO, VicHealth

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Impetus for today's forum

- Current trends in the harmful consumption of alcohol
- Government and community concern about the negative social and health impacts
- New developments in alcohol policy and new research findings since 2001
- The Australian Alcohol Guidelines are being reviewed by the NHMRC this year
- Now is the time for starting collective discussion and input into the review of the Guidelines

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The burden of alcohol

- 82% of Victorians aged 14 and over are current drinkers.
- 33% of Victorian adults consume alcohol at risky or high risk levels for short-term harm at least yearly.
- Harmful consumption of alcohol is responsible for 5.5% of the burden of disease for males and 2.2% for females in Australia.



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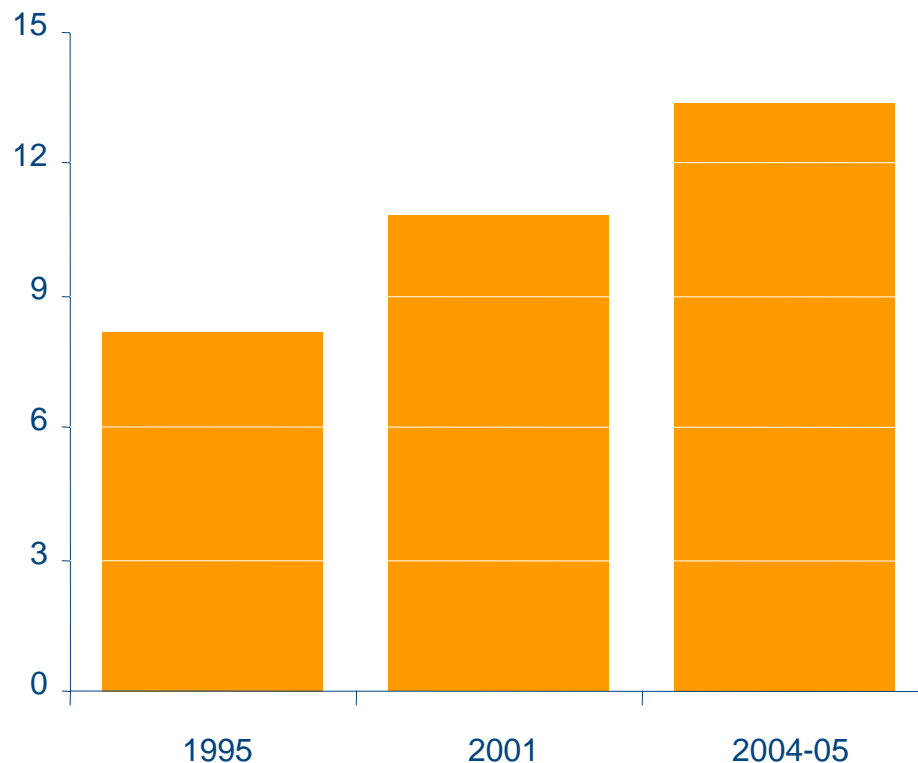
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Risky/high risk drinking

% of Aust adult drinking population who consume alcohol at risky/high risk levels



Source: ABS National Health Survey 2004-05

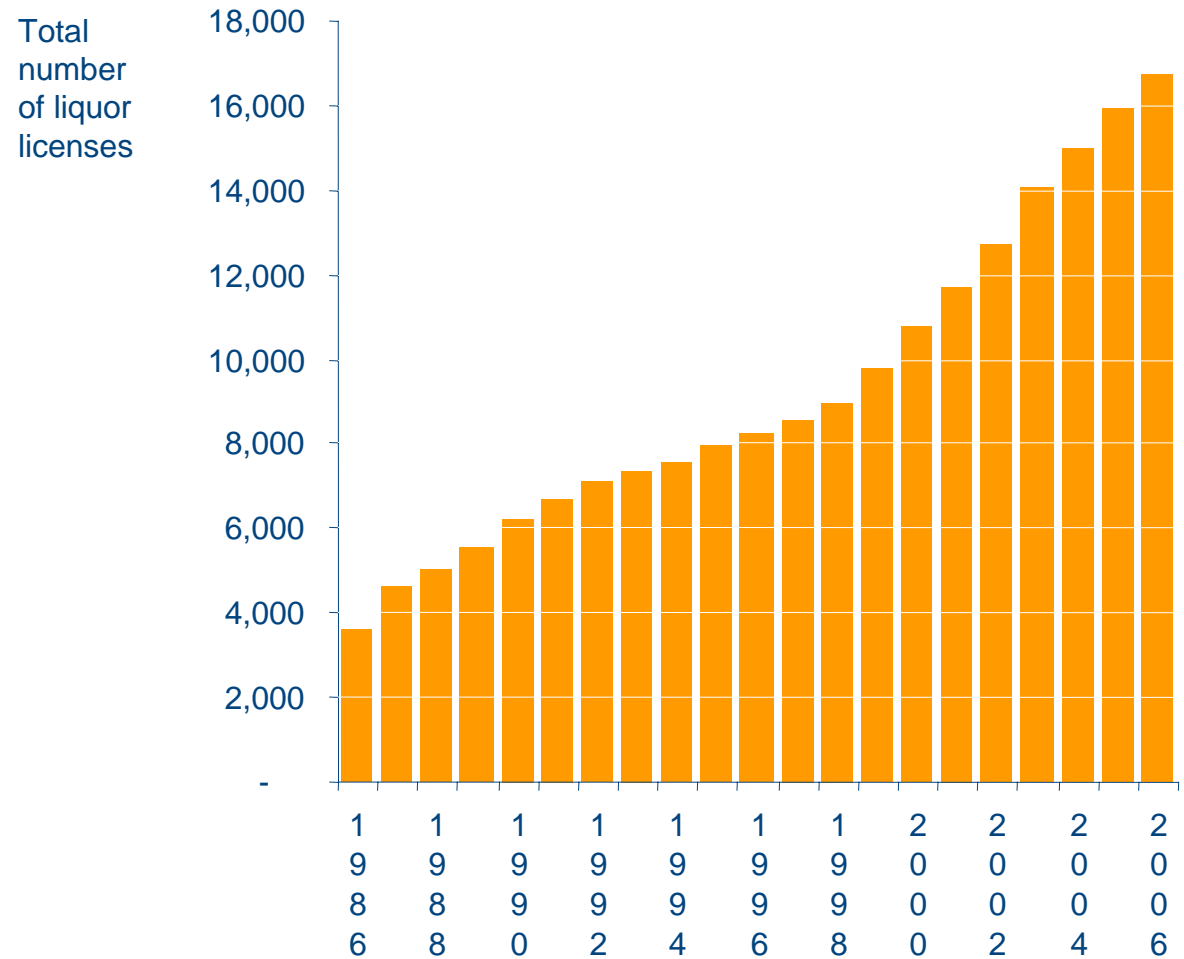
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Growth in Liquor Licenses, Victoria



Source: Consumer Affairs Victoria

Regional differences

Health Region	Outlet Density*
Gippsland	56.3
Barwon	49.3
Grampians	61.6
Loddon	60.9
Hume	76.3
Western Metropolitan	47.0
Northern Metropolitan	32.4
Eastern Metropolitan	28.0
Southern Metropolitan	36.9
Victoria	42.6

*Number of licensed premises per 10,000 people aged 15 years and over

Source: DHS (2006)



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\$130 million p.a. in advertising



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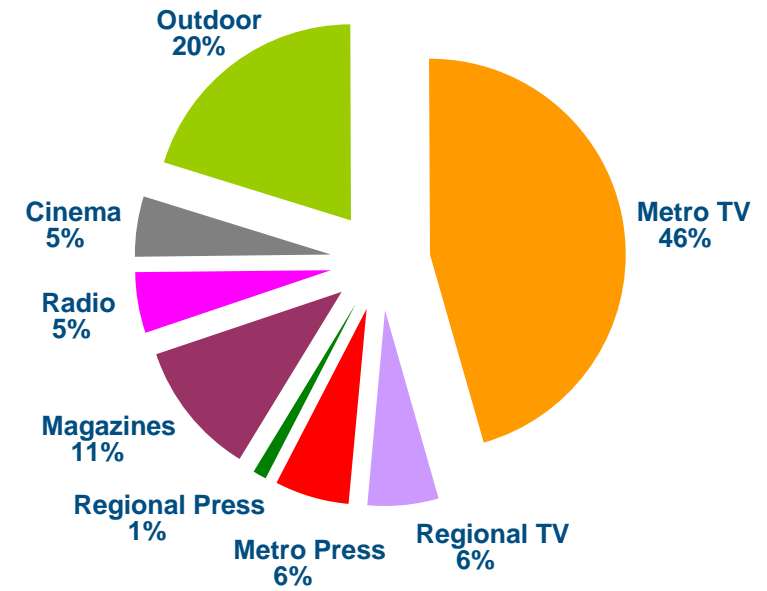
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The Advertising Spend

- Total spending increasing by 11% p.a.
- Beer, the largest category, remains flat.
- Wine increased by 67% to take 25% share of total spend.



Rank	Advertiser	% share of spend
1	CUB	18
2	Diageo Australia	17
3	Tooheys Brewery	7
4	Boag J and Son	7
5	Orlando Wyndham Group	5
6	Southcorp Wines	5
7	Beringer Blass Wine Estates	4
8	Swift & Morre	4
9	Lion Nathan	3
10	Jim Beam Brands	3

Source: AdNews – Nielsen Media Research

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Advertising – impact on young people

Television alcohol advertising expenditure, volume, and exposure (metro Sydney) April 2004 to March 2005

	Advertising Expenditure \$AUD	Number of ads	Exposure to 13-17 year olds / adults
Tooheys New	2,310,000	758	85 %
Carlton Draught	1,220,000	531	87 %
Carlton Crown	1,142,000	254	88 %
Victoria Bitter	1,106,000	599	87 %
Bundaberg Rum	1,010,000	424	93 %
Baileys Liqueur	841,000	215	90 %
Smirnoff Ice	685,000	252	94 %
Bundaberg Rum Dry & Lime Mix	640,000	184	104 %
Johnnie Walker White & Cola	515,000	139	95 %
Bundaberg Rum & Cola	372,000	59	99 %
Jim Beam White Label	275,000	40	91 %

Source: King, Taylor and Carroll (2005)

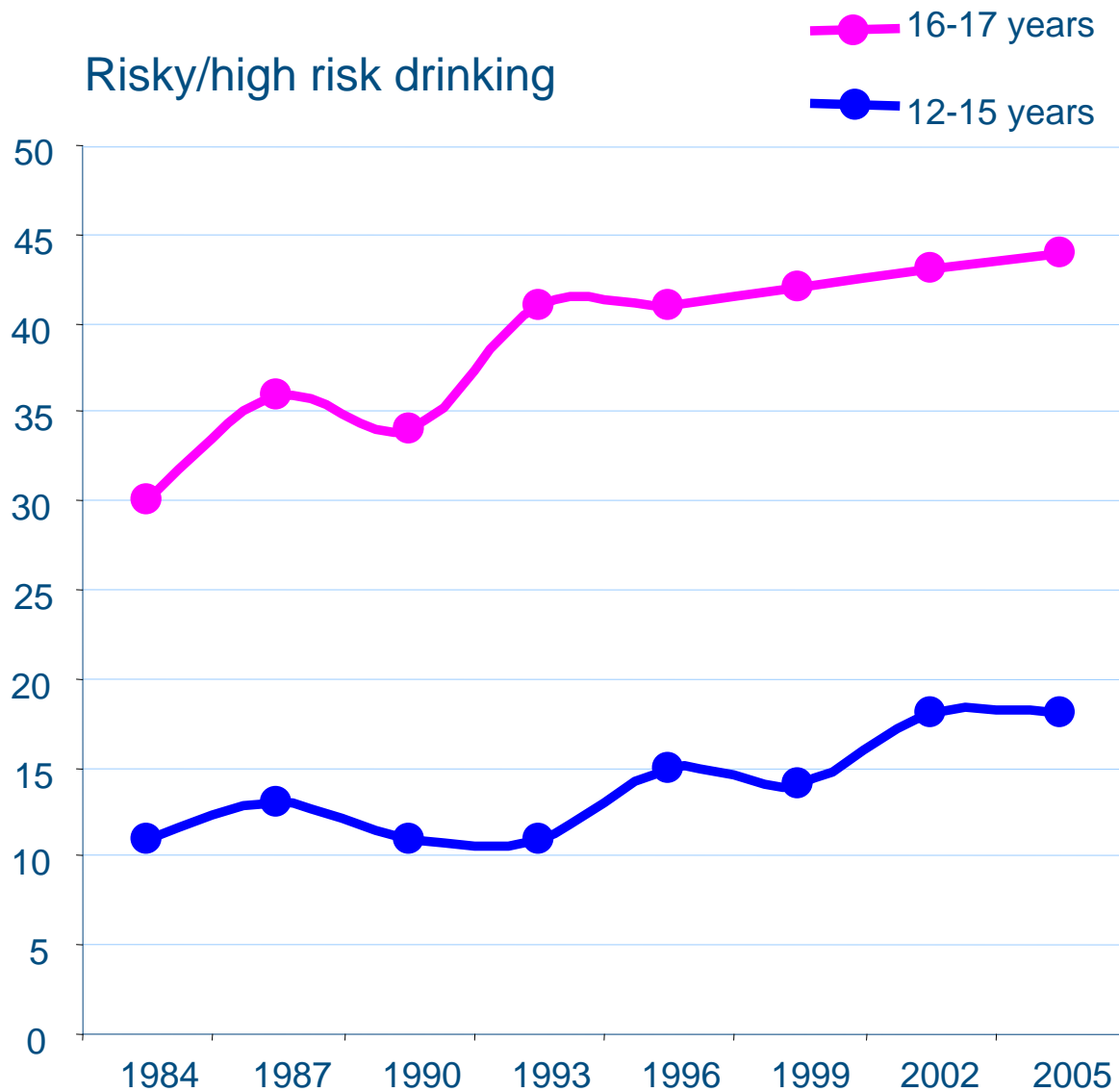
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Male secondary school students



Source: DHS 2006

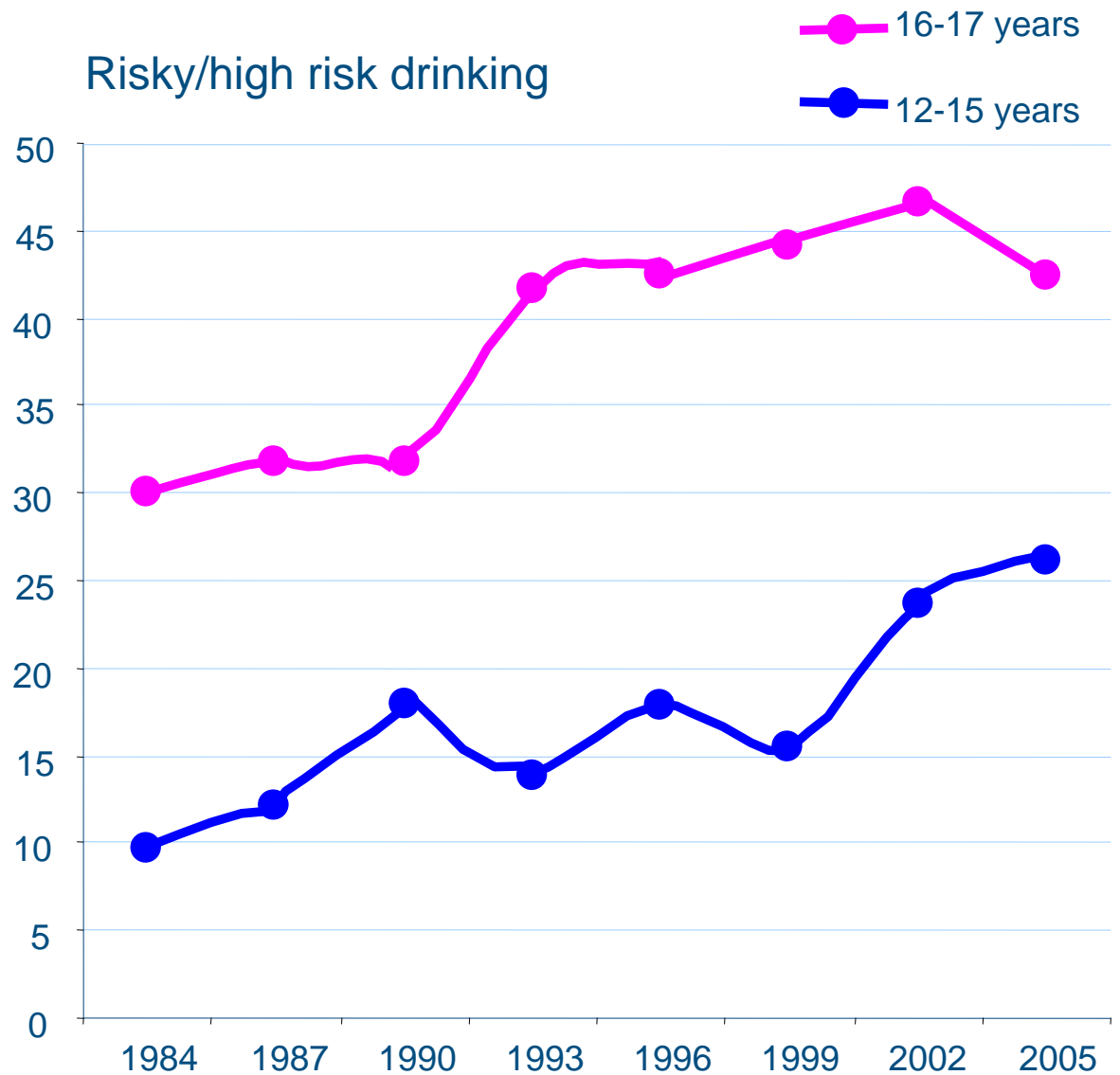
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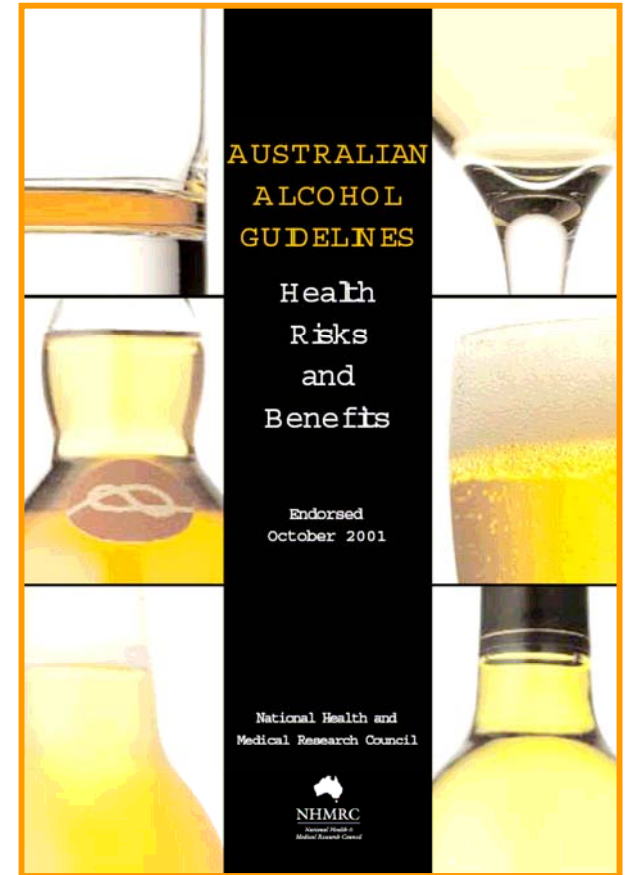
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Questions to consider today

- Are the current Guidelines working?
- Do Australians understand the Guidelines?
- Are the Guidelines good for our health?
- Should the Guidelines change?





Intended outcomes of today

- Sharing of the latest knowledge and ideas
- Promotion of critical thinking about alcohol policy
- Increased awareness of evidence based strategies
- Fostering a coalition of expertise and energy to address alcohol issues
- Identify opportunities to enhance the effectiveness of the Guidelines
- **Develop collective input into the review of the Guidelines, to be submitted by the PDPC**



Other upcoming events



26–28 FEBRUARY 2007
MELBOURNE AUSTRALIA

- Hosted by the Australian Drug Foundation (ADF) and the Community Alcohol Action Network (CAAN)
- For those wanting to develop solutions to the risky drinking culture in Australasia.
- A focus on how to change attitudes, customs and policies in order to create sustainable change.
- For more information: www.adf.org.au

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Today's Program

- **Overview of the current Guidelines**

Professor Warwick Anderson
CEO, NHMRC

- **The policy context**

Professor Margaret Hamilton
Co-Deputy Chair, Australian National Council on Drugs

- **A community perspective**

Mr Geoff Munro
Director, Community Alcohol Action Network (CAAN)

- **A practitioner perspective**

Dr Rodger Brough
Director, Drug and Alcohol Services, South West Healthcare

- **A research perspective**

Professor Robin Room
Chair, Alcohol Social Research, University of Melbourne

- **Current thoughts, future planning**

Dr Jon Currie
Director, Addictions Medicine, St Vincent's Health Melbourne
Chair, NHMRC Australian Alcohol Guidelines Review Working Committee



Small group discussions

-  Young people
-  Women
-  Older people
-  Drinking and mental health
-  Drinking environments
-  The role of health workers

- Due to the popularity of some groups, some of you have been allocated to a group that was not your first preference.



Housekeeping rules

- 5 minutes of questions will be invited AFTER each speaker has finished presenting
- Please state your name and organisation before asking your question
- Please ask QUESTIONS only rather than make statements
- The small group discussions will provide an opportunity for you to express your ideas and opinions and report these back to the whole group
- Please resume your seat at the end of tea breaks
- See staff with yellow name tags or at the registration desk if you have any questions