



Distilled Spirits Industry Council To End Daytime Alcohol Advertising

The Distilled Spirits Industry Council of Australia (DSICA) has announced its plan for its members to end daytime alcohol television alcohol advertising as part of a strategy to comprehensively combat binge-drinking if the flawed RTD tax is voted down by the Senate.

In a first for the alcohol industry, the Distilled Spirits Industry Council will commence an immediate phasing out of television advertising before 9:30pm. The first stage of the withdrawal will mean that 25% of total spirits advertising would stop immediately.

Within one month, a further 50% of daytime spirits advertising would cease.

By 1 July 2009, all pre-9:30pm television advertising by DSICA members will be removed.

The advertising halt would be for twelve months, pending a future review of its impact on drinking behaviour, and the final result of the National Preventative Health Taskforce process.

DSICA Research and Information Manager Stephen Riden said that DSICA was serious about taking a new approach after witnessing the serious unintended consequences associated with the Government's failed tax.

"The Government's tax has failed every possible health and revenue test. If the Senate looks at the facts, votes down the tax, we are absolutely committed to seeing that daytime television advertising immediately begins to wind down, and then cease.

"The challenge would be to get brewers and winemakers to follow DSICA's example," Mr Riden said.

The initiative follows a campaign by Family First Senator Fielding to develop a broader anti-binge-drinking strategy that includes a ban on alcohol TV advertising before 9:30pm.

For further information please visit www.alcotaxripcoff.com or contact:

- John Morton, Ethical Strategies – 0416 184 044
- Stephen Riden, DSICA – 0408 372 496