



## **Distillers to donate RTD tax refund to leading health group**

### **New warning labels to be voluntarily introduced**

Following yesterday's decision by the Australian Senate to reject the RTD tax introduced in April 2008, Australia's largest distillers have confirmed their immediate commitment to donate any tax refunds they receive to DrinkWise Australia.

Drinkwise Australia is an evidence-based organisation focused on promoting change towards a more responsible drinking culture in Australia. DrinkWise Australia has confirmed it will accept the funds to continue their critically important education and intervention programmes.

Mr Michael McShane, the Chairman of the Distilled Spirits Industry Council of Australia reiterated DSICA's position on the refund. "As an organisation we have said that all revenue collected from the tax should be returned to the community for use in alcohol-related harm-minimisation programs," he said.

Mr Chris Watters, CEO of DrinkWise Australia welcomed the announcement and said, "These funds will go a long way to educating the community about the safe and appropriate consumption of alcohol, helping to create a safe drinking culture for current and future generations."

The industry has also pledged new, enhanced responsible consumption labels as part of its commitment to real solutions and an end to the misuse of alcohol in the community. (*See attached sample label*).

Mr McShane said that the industry was serious about trialling new approaches after witnessing the serious unintended consequences associated with the Government's tax approach.

"The debate surrounding the failed RTD tax has made us even more determined as an industry to work harder with the Government and health groups to bring about genuine and comprehensive solutions to binge-drinking," he said.

"The initiatives announced today are the first tranche in what we see as an ongoing opportunity to bring about real changes in the way alcohol abuse is tackled in this country," Mr McShane said.

The companies that today committed to donate any tax refunds are: Brown-Forman Australia; Jim Beam Brands Australia; Bundaberg Distilling Company; Diageo Australia; Maxxium Australia and Suntory Australia.

**For further information on DrinkWise please visit [www.drinkwise.com.au](http://www.drinkwise.com.au)**

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**SAMPLE  
ONLY**

*Canadian Club.*

BARREL BLENDED FOR  
UNRIVALLED SMOOTHNESS

[canadianclubwhisky.net](http://canadianclubwhisky.net)

CONTAINS: CARBONATED WATER, CANADIAN WHISKY (11%),  
SUGAR, FOOD ACIDS (330), FLAVOURS, PRESERVATIVES (211),  
CARAMEL (150d).

SUPPLIED BY MAXIMUM AUSTRALIA PTY LTD,  
LEVEL 4, 37 PITT STREET SYDNEY NSW 2000.

MANUFACTURED USING LOCAL AND IMPORTED INGREDIENTS.

**DRINK RESPONSIBLY BECAUSE  
KIDS ABSORB YOUR DRINKING**

[DrinkWise.com.au](http://DrinkWise.com.au)

**ALCOHOLIC  
BEVERAGE**



50¢ REFUND AT COLLECTION  
DEPOT WHEN SOLD IN S.A.



80% MAGNIFICATION  
THIS BARCODE IS A POSITIONAL ONLY  
IT NEEDS TO BE REGENERATED

T T T A  
O O O A  
& O O L A

BEST BEFORE DATE: SEE BOTTLE



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