

Submission for 2007 Alcohol Toll Reduction Bill

Kids free 2B Kids.

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Kids Free 2B Kids supports the 2007 Alcohol Toll Reduction Bill which –

- Requires health information labels on all alcohol products.
- Restrict TV and radio alcohol advertising to after 9pm and before 5am, to stop alcohol being marketed to young people.
- Require all alcohol ads to be pre-approved by a government body comprising an expert from the medical profession, alcohol and drug support sector, accident trauma support sector and the alcohol industry.

KF2BK would also add the inclusion of an appropriately trained child development expert to this team.

- Ban alcohol ads which are aimed at children or which link drinking to personal business, social, sporting, sexual or other success.

KF2BK would like to see a ban on selling alcohol aimed directly at young people – such as the popular ‘alchopops’ – which are desirable to young people because of their colourful fizzy drink nature.

Anecdotally, young people ‘know’ that the ‘cans’ are stronger in alcohol and aimed more to young men, and the ‘dainty’ glass bottles are aimed at young women. The glass bottles also offer a ‘sugar free’ range – which typically appeal to young women.

KF2BK is concerned about the sexualisation of children and young teens.

*There is a link between young girls sexualizing themselves and sexualized imagery in their environment.

Child development experts are concerned about the decrease in age of first sexual experience.

*Young people are less inclined to be sexually assertive – and are therefore less inclined to wear condoms.

The rate of sexually transmitted disease amongst young people in Australia is increasing – particularly Chlamydia.

Adding alcohol to an already sexualized and non- assertive culture amongst many youth is a problem that must be urgently addressed.

*American Psychological Association Task Force on the sexualisation of young girls.

Alcohol Advertising is also a concern for *Kids Free 2B Kids* – as it is often involves sexualized imagery, and the objectification of woman.

Theses are not desirable messages for our children and youth.

Although Alcohol advertising is looked after by the *ABAC* - some alcohol advertising falls under the *Advertising Standards Board* umbrella.

‘The ABAC Code and complaints management system is the quasi-regulatory advertising code of the Australian Alcohol Beverages Industry. It came into operation on 1 July 1998. I refer you to the ABAC website (www.abac.org.au) which explains the background to the code, the complaints system and contains the code.

The Chief Adjudicator of the ABAC Adjudication Panel has decided that your complaint does not raise issues under the ABAC Code. Accordingly the ABAC Adjudication Panel will not be making a determination in relation to your complaint. The ASB will communicate with you separately in relation to whether they will make a determination in relation to your complaint.’

Rosanna Evans. On behalf of Administration Officer. ABAC Adjudication Panel

KF2BK believes that the current *AANA* codes of ethics do not provide sufficiently for the impact of the sexual objectification of women (or men), nor for the impact of sexualized imagery on children or young teens.

KF2BK also believes that self regulation of the advertising and alcohol industries is failing the wellbeing of Australian children and young teens.

Yours sincerely

Julie Gale
Director
Kids Free 2B Kids