

**Senate Community Affairs Committee**

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

**Additional Estimates 13 & 15 February 2013**

**Question:** E13-002

**OUTCOME 1:** Population Health

**Topic:** Alcohol Advertising

**Type of Question:** Written Question on Notice

**Senator:** Senator Xenophon

**Question:**

The Department has focused on alcohol consumption and reducing binge drinking over the last several years. Has the Department done any work on the impact of alcohol advertising on problematic drinking behaviours?

**Answer:**

The Department of Health and Ageing has not itself directly funded research specifically on the impact of alcohol advertising on problematic drinking behaviours. Research on alcohol issues is undertaken for the Australian Government through national drug and alcohol research bodies which are funded through the flexible fund for Substance Misuse Prevention and Service Improvement. Through the Australian National Preventive Health Agency (ANPHA) the Government is currently reviewing the self-regulation of alcohol advertising. ANPHA released an issues paper: Alcohol Advertising: the effectiveness of current regulatory codes in addressing community concerns on 21 December 2012. The purpose of the paper is to provide an overview of alcohol advertising regulation and current issues in Australia and to provide stakeholders with an opportunity to present their views to the Agency. Submissions closed on 28 February 2013. The final report is due to be presented to Government by June 2013.