

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 13 & 15 February 2013

Question: E13-144

OUTCOME 1: Population Health

Topic: Voluntary Labelling Scheme

Type of Question: Written Question on Notice

Senator: Senator Di Natale

Question:

The Chair of the Legislative and Governance Forum on Food Regulation, The Hon Catherine King MP has recently indicated that an evaluation of the industry's voluntary labelling regime will be evaluated. What process will the Government take to independently evaluate the voluntary labelling scheme being implemented by the alcohol industry to introduce consumer messages on its products?

Answer:

The Government has approved funding for an independent evaluation of the industry's voluntary initiative to measure its progress and success to help inform future decision-making processes by Ministers.

The primary focus of the evaluation will be to analyse the progress of alcohol industry action towards implementing voluntary pregnancy health warnings on alcohol product labels about the risks of drinking while pregnant.