

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH AND AGEING PORTFOLIO**

**Budget Estimates 2013-14, 5/6 & 7 June 2013**

**Question: E13-030**

**OUTCOME:** 1 – Population Health

**Topic:** Alcohol Advertising

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

**Senator:** Crossin

**Question:**

In 2012-13 the Australian National Preventative Health Agency (ANPHA) produced two issues papers on alcohol policy reform these are: " Exploring the public interest case for a minimum (floor) price for alcohol; and " Considering the effectiveness of current regulatory codes around alcohol advertising, marketing and regulation ". A two stage process is being followed for each review.

For the review of minimum (floor) pricing the first paper was released in June 2012 and the second stage draft report 'Exploring the public interest case for a minimum (floor) price for alcohol' was released in November 2012. This second stage report received 37 submissions. When asked about the release of the final report of this review, during Senate Estimates, 13 February, Ms Louise Sylvan, Chief Executive Officer answered that ANPHA was aiming to release the final report on Minimum Price by the end of March 2013. This report is not yet publicly available.

The second reform agenda being reviewed by ANPHA is on alcohol advertising and after consultation with ANPHA's 'Expert Committee on Alcohol,' the approach to this review was broadened from the original set task of monitoring the compliance by the alcohol industry to the existing voluntary codes to investigating the current state of alcohol advertising, marketing and regulation in Australia. Submissions were invited on the draft issues paper the 'Alcohol Advertising: the effectiveness of current regulatory codes in addressing community concerns' by end March 2013. No further drafts or information about the second stage of this process have been made available.

It is important that these two areas are progressed, particularly alcohol pricing reform which is one of the most cost-effective ways to reduce alcohol-related harms.

When will information be released on the alcohol advertising review being undertaken by ANPHA?

**Answer:**

Following the first stage of consultation on the issues paper, the Australian National Preventive Health Agency will release a draft report for further public consultation before the end of September 2013.