

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Budget Estimates 2014 - 2015, 2/3 June 2014

Ref No: SQ14-000759

OUTCOME: 1 - Population Health

Topic: Alcohol Labelling

Type of Question: Written Question on Notice

Senator: Peris, Nova

Question:

Please outline the methodology for the review of voluntary alcohol labelling. Which organisations participated, were consulted or involved in this review?

Answer:

The evaluation was conducted by consultant Siggins Miller. The evaluation was underpinned by a rigorous methodology informed by consultations with government, industry and public health organisations.

The methodology for the review included:

- field study of outlets (i.e. label audit) to assess the extent to which pregnancy labels have been implemented by industry;
- online industry survey to assess economic impacts to industry associated with the initiative;
- online survey of consumer awareness of pregnancy labels on alcohol products;
- interviews with experts and representatives of government, public health and industry, to understand any differences between the views of public health and industry experts and to contextualise what is found through the field study of outlets; and
- a literature and document review, to understand the context within which industry was implementing the initiative, to inform the design of the consumer awareness survey, the field study of outlets and the industry study of costs, and to understand key factors impacting implementation.

The evaluation was overseen by a small reference group of government officials, chaired by the Department of Health.

The key organisations or stakeholders that participated, were consulted or involved in the evaluation, include:

Government stakeholders

- Commonwealth Department of Health
- Department of Health, Tasmania
- Department of Health, Western Australia
- Food Standards Australia and New Zealand
- Health Promotion Agency New Zealand
- NSW Food Authority

Alcohol industry body representatives

- Accolade Wines
- Australian Hotels Association
- Australian Liquor Stores Association
- Brewers Association of Australia and New Zealand
- Clubs Australia
- Diageo
- Distilled Spirits Industry Council of Australia
- DrinkWise Australia
- National Alcohol Beverage Industries Council Incorporated
- Pernod Ricard Winemakers
- Taylors Wines
- Treasury Wine Estates Global
- Winemakers' Federation of Australia

Public health stakeholders

- Australian National Council on Drugs
- Australian National Preventive Health Agency
- Cancer Council of Victoria
- Foundation for Alcohol Research and Education
- Health Sciences Curtin University
- National Alliance for Action on Alcohol
- National Drug and Alcohol Research Centre
- National Drug Research Institute
- National Indigenous Drug and Alcohol Council
- National Organisation on Fetal Alcohol Syndrome
- Public Health Association of Australia

In addition to these key groups, consumers were consulted as part of the online survey of consumer awareness, and alcohol retailers were involved in the field study of outlets.