

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2011-2012, 19 October 2011

Question: E11- 245

OUTCOME 1: Population Health

Topic: ANTI-ALCOHOL ADVERTISING

Written Question on Notice

Senator Xenophon asked:

- a) How much money does the Commonwealth Government contribute to state-based anti-alcohol advertising each year?
- b) Have any studies been done on the effectiveness of these campaigns?
- c) Is the Department familiar with the 'Hello Sunday Morning' campaign?
- d) Is the department aware of the campaign's success?
- e) Is the department intending to engage in some way with the campaign, given their results in reducing binge drinking and the harmful activities associated with it?

Answer:

a) Nil.

b) Not Applicable.

c) and d)

The Department has met with the 'Hello Sunday Morning' campaign founder, Mr Chris Raine, and he has informed the Department about the campaign and its achievements.

e) The Department will continue an interest in the campaign in the context of the National Binge Drinking Strategy.