

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2015 - 2016, 21 October 2015

Ref No: SQ15-000727

OUTCOME: 1 - Population Health

Topic: Alcohol

Type of Question: Written Question on Notice

Senator: Di Natale, Richard

Question:

- a) Will the Government be responding the recommendations made in the ANPHA advertising report now that it has been released under FOI?
- b) Has the Department contributed to the Free TV Australia review of the Commercial Television Industry Code of Practice?
- c) Will the Government initiate an independent review to identify and resolve current failings of the alcohol advertising system and introduce effective regulation of alcohol advertising across all forms of broadcast and online media?

Answer:

- a) The four recommendations addressed to all Australian governments are:
Recommendation 9: States and territories include reporting on their regulation and enforcement issues for alcohol promotion in the proposed triennial reporting to COAG (see below).

Recommendation 11a: Monitor, research and regularly review Australian children's and adolescents' continued exposure to alcohol advertising, particularly on digital media and the effectiveness of self-regulatory, co-regulatory, quasi-regulatory and legislative measures to limit this exposure and report at least every three years (with the first report due in 2017).

Recommendation 11b: In 2015, prior to the planned 2017 review report, IGCD undertakes an assessment of the progress in implementing this Review's recommendations. If, for example, the ABAC Scheme's responsiveness to the recommendation to have its Code and associated Rules and Procedures authorised are not progressed, or if little headway is made in removing the live sports broadcast exemption, then governments should proceed to legislate to control alcohol advertising and marketing.

Recommendation 11c: Establish triennial reporting to the relevant COAG Ministerial Council (currently the Standing Council on Health) on Australian children's and adolescents' exposure to alcohol advertising and the effectiveness of self-regulatory, quasi-regulatory, co-regulatory and legislative measures to limit this exposure (with the initial report due in 2017).

Minister Nash has requested that the Australian National Alcohol and Drugs Advisory Council (ANACAD) review the report as a component of its work programme in 2015-16.

In addition, the Alcohol Beverages Advertising Code (ABAC) Scheme (regulating the content of alcohol advertising) has recently undertaken reviews of their Code, and operations and governance, which considered the recommendations of the Australian National Preventive Health Agency's (ANPHA) draft report. Many of the recommendations of the final ANPHA report relating to the ABAC Scheme have already been implemented as part of this review.

- b) The Minister for Rural Health, Senator the Hon Fiona Nash, has written to Prime Minister, the Hon Malcolm Turnbull MP, (as then Minister for Communications) highlighting the views of health stakeholders in relation to the proposed changes.
- c) Minister Nash has requested that the ANACAD review the report as a component of its work programme in 2015-16.