

## **SUBMISSION TO INQUIRY INTO THE ALCOHOL TOLL REDUCTION BILL 2007**

I live in the country and am the mother of 9, 6 of whom are boys.

In the country there is a culture of drinking as 'the way to pass the time' and I have for many years argued with my children about this with indifferent success at times. Underage drinking is rife here as in all country areas and is endorsed by the sporting codes because the accepted form of celebration or commiseration after any sport is a night at the pub.

Not only have my underage children been brought to the pub after a game but they have been given alcohol by the adults involved in the game and encouraged to 'drink up'. When I complained I was told that 'they have to start drinking sometime'.

Often prizes for excellent ability or application in a sport include a 'drink all you can' prize which is eagerly anticipated and utilised.

When, as a member on the P & C Association, we have tried to put on fund-raising events for families we have been told 'we will not be there if you do not have alcohol' so this culture permeates all through our country regardless of age. We are the role models for our families and we are giving very poor example to our youth.

I am particularly concerned about alcohol ads on TV as they always portray successful people whose alcohol use increases or promotes their personal, business or social success. In other words they are enticing young people to believe that you need alcohol to be 'cool'.

I wonder if labels will achieve any improvement in attitude but I do think an explicit media campaign cataloguing the dangers of binge and excessive drinking would impact on young people, especially if some high-profile people were employed in the message that one does not need to drink to excess to have a good time.

While young people will not listen to mothers they might listen to their idols, especially sporting ones!

I heartily endorse this Bill and think that some measures to curtail binge and excessive drinking are long overdue. I wish you success.

Nola Drum,