



## The Hon Paul Toole MP

Minister for Lands and Forestry  
Minister for Racing

DF18/187262

Mr David Blunt  
Clerk of the Parliaments and  
Clerk of the Legislative Council  
Parliament House  
Macquarie Street  
SYDNEY NSW 2000

02 OCT 2018

Email: david.blunt@parliament.nsw.gov.au

Dear Mr Blunt

Please find enclosed the Government Response to the Legislative Council Portfolio Committee No. 1 - Premier and Finance Report on the Alcoholic Beverages Advertising Prohibition Bill 2015.

The NSW Government supports the Report's recommendation that the Bill not be passed. The NSW Government also supports the Report's finding that the regulation of alcohol advertising plays an integral role in addressing the health and social costs of alcohol-related harm.

I would be grateful if you could arrange for the response to be tabled.

Yours sincerely

Paul Toole MP  
Minister

Received at 1:15pm  
Tuesday 2 October 2018

## Legislative Council Portfolio Committee No. 1 - Premier and Finance

### Alcoholic Beverages Advertising Prohibition Bill 2015 - Government Response

The NSW Government welcomes the report of Portfolio Committee No. 1 - Premier and Finance into the *Alcoholic Beverages Advertising Prohibition Bill 2015* (the **Report**) which was tabled in the Legislative Council on 29 March 2018.

Liquor policy presents a range of challenges for the NSW Government. The Government is cognisant of the array of issues and the importance of pursuing good policy outcomes and frameworks. The Government must also encourage the operation of a diverse and vibrant industry. The Government is pleased that alcohol-related harm and violence in NSW continues to decline. The Government regularly provides funding specifically for health promotion and education on alcohol consumption and will continue to do so.

The NSW Government supports the Report's recommendation that the Bill not be passed; and the Report's finding that the regulation of alcohol advertising plays an integral role in addressing the health and social costs of alcohol-related harm.

The Report makes ten recommendations in connection with alcohol advertising. The recommendations relate to health initiatives, the regulation of alcohol promotions, product labelling standards, and liquor advertising and sponsorship in sport and government property.

The Government notes that a number of the recommendations relate to matters that are the responsibility of the Commonwealth, or that can only be fully considered through inter-jurisdictional forums or co-operation. These include recommendations relating to alcohol sponsorship and advertising in sport.

Any reform in relation to these matters must include consultation with relevant stakeholders such as sporting bodies, advertisers and broadcast media. This is particularly important given the Report's recommendation that any changes should ensure sporting organisations are not disadvantaged. NSW will remain engaged in relevant inter-jurisdictional forums and co-operation to discuss these matters on an ongoing basis.

Product labelling is being considered by the Australia and New Zealand Ministerial Forum on Food Regulation. The NSW Government is an active participant in this Forum and will continue to work to address issues associated with alcohol labelling.

The Government is currently engaged in the review of the National Health and Medical Research Council's *Australian Guidelines to Reduce the Harm from Drinking Alcohol*. These guidelines are the authoritative source of information on alcohol-related harm and safe drinking levels.

A review of the NSW Liquor Promotion Guidelines is underway and will be completed by the end of 2018. The review includes an examination of guidelines for all liquor promotional activities including shopper dockets. The Government notes alcohol advertising is guided by national industry codes of practice. In addition, government agencies have policies in place to ensure advertising on property and infrastructure is conducted in a responsible and appropriate manner.

The NSW Government appreciates the work of the Committee members and the Committee secretariat.