

## **FOR IMMEDIATE RELEASE**

**ADCA Media Release (16 August 2011).- Federal Government Must Take Control of Alcohol Labeling:** The Alcohol and other Drugs Council of Australia (ADCA) is calling on the Federal Government to urgently take control of alcohol labeling to enhance the public's understanding of the alcohol guidelines.

ADCA Chief Executive Officer (CEO), Mr David Templeman, today praised the clarity and simplicity of the proposed labels released at Parliament House in Canberra by the Alcohol Education and Rehabilitation Foundation (AERF).

"This AERF initiative presents the Government with an ideal opportunity to step forward and take an apolitical approach to labeling which would help to further promote the alcohol guidelines formulated by the National Health and Medical Research Council (NH&MRC)," Mr Templeman said. "Development/ management of responsible and informative labels for all alcohol products is a must if we are to convey the vital messages about alcohol-related health and wellbeing issues to communities, and to achieve a change in Australia's drinking culture."

Mr Templeman said it was imperative for people aged over 18 to have a clear and unambiguous understanding that they should have no more than two standard drinks per day on average.

"This is a simple message that could be made very clear on a warning label," Mr Templeman said. "Another is that women who are pregnant, or breast feeding, should refrain from drinking. A third is for young people under 18 to avoid drinking. Men and women could also be advised to have no more than four standard drinks in a single drinking occasion."

Mr Templeman said that every effort should be made to raise people's awareness with reliable information on the risks associated with drinking, and to draw their attention to the potential harms excessive consumption of alcohol can cause which currently cost the community \$36 billion a year.

Mr Templeman said international and Australian evidence regarding the creation of effective and decision altering labels identified by the AERF is very similar to the way the NH&MRC approached its revision of the alcohol guidelines.

"The labeling debate is only one element when it comes to tackling our alcohol-related problems," Mr Templeman said. "It is imperative that alcohol taxation must also be addressed and placed on the agenda at the Taxation Forum in October. This is an opportunity for the Government to achieve comprehensive alcohol taxation reform and provide it with the ability to invest in wide ranging prevention and treatment initiatives."

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