



Foundation for Alcohol
Research & Education

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Mr Todd Greenberg
Chief Executive Officer
National Rugby League Ltd
Rugby League Central
Driver Avenue
MOORE PARK NSW 2021

Dear Mr Greenberg

STATE OF ORIGIN AWASH WITH ALCOHOL PROMOTION

Since my time proudly representing NSW in the State of Origin series, I have watched as the Origin Blues have become increasingly saturated with alcohol sponsorship. I am seriously concerned by the impact that such sponsorship has on impressionable young people and sports fans of all ages, as well as the false connection this advertising establishes between athleticism and alcohol consumption.

In my capacity working in the Alcohol and Other Drug sector for over 19 years, I have witnessed first-hand the harm caused by alcohol to individuals and communities. I was dismayed to see that the Origin Blues are now partnering with The Daily Telegraph and Carlton United Breweries to give away cans of beer bearing the Blues branding (see Attachment A).^{i,ii}

Every day in NSW, alcohol is responsible for 32 emergency department presentations, 149 hospitalisations and four deaths.ⁱⁱⁱ Beyond the lives lost or otherwise ruined by alcohol, those around problem drinkers suffer the consequences through violence, abuse, maltreatment and neglect. It is entirely unacceptable that the Blues are complicit in the indiscriminate promotion of a product that causes this level of harm, to the 258,000 recipients^{iv} of The Saturday Telegraph.

The impact of alcohol is particularly evident among Indigenous peoples, where the burden of chronic disease and disability is high. Young people are also disproportionately impacted by alcohol sponsorship in sport.^{v,vi}

A University of Wollongong study demonstrated that alcohol advertising during sport is extensive, has features that appeal to children and instils the idea that consumption of alcohol products is associated with sport, positive personality traits and success.^{vii}

The prolific advertising by “big alcohol” during sports further cement the intrinsic associations between alcohol, sports and ‘being Australian’.^{viii} For example, university students who play sports are more likely to drink at risky levels if they or their club or team receive alcohol industry sponsorship.^{ix} Moreover, impressionable young people are likely to be negatively influenced by disreputable and often illegal behaviour that NRL stars have sometimes engaged in while intoxicated.

The Foundation for Alcohol Research and Education (FARE), of which I am a Director, has set itself the challenge to stop the harm caused by alcohol. One of the many factors that contribute to the problems alcohol causes in our community is the prolific promotion of alcohol products. FARE has been

campaigning to raise awareness about how promotions like the one described above, contribute to the harm in our community by targeting of children and young people and the recruitment of new drinkers.

For these reasons, I strongly urge you to end this promotion and reconsider future participation in these sorts of inappropriate promotional activities. Please seriously consider the detrimental impacts of continued partnership with the alcohol industry.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Steve Ella', with a stylized flourish at the end.

Steve Ella

DIRECTOR

(NSW STATE OF ORIGIN - 1983, 1984, 1985 & 1986)

The Daily Telegraph

WE'RE FOR NSW

\$1.50 // WEDNESDAY, MAY 18, 2016 DAILYTELEGRAPH.COM.AU

Premier's \$8 billion vision for the west

ANDREW CLENNELL

PARRAMATTA will become the state's economic engine room under an \$8 billion transformation of its CBD, with hundreds of new government jobs shifted west and work to begin on the new Parramatta Stadium in eight months.

Premier Mike Baird has laid out his vision for Sydney's second city, declaring Australia's "prosperity very much depends on how successful we are in Western Sydney over the next five to 10 years".

"Parramatta is a key part of

Daily Telegraph

GO WEST

that vision and it is a vital part of our plan for the future of NSW," Mr Baird said, ahead of the Go West campaign's Champions of the West dinner tomorrow night.

"For our nation to prosper, we must make the most of the opportunities we have in Parramatta to provide jobs and economic development."

Mr Baird revealed the Greater Sydney Commission, led by chair Lucy Turnbull, would lead the revitalisation of Parramatta. Central to the \$8 billion worth of public and private investment will be a new "framework" for development designed by Government Architect Peter Poulet.

» FULL STORY PAGE 9

SHOCK TERROR PLOT

DOTCOM BOMB

Sydney teen allegedly tried to find suicide vest online

Blocked from Syria, he planned Aussie bloodshed, detectives claim

ANDREW CLENNELL & LAURA BANKS

A SYDNEY teen accused of plotting a terror strike allegedly tried to source a suicide vest online. Detectives swooped on Tamim Khaja, 18, in the Parramatta Stadium carpark yesterday, with officers declaring a terror attack had been "imminent". Police will allege Khaja, who had his passport cancelled after trying to travel to Syria in February, had a number of government buildings in his sights.

» FULL STORY PAGE 5

FREE BEER

SPECIAL BLUES TINNIE WITH THE SATURDAY TELEGRAPH

BILL VS DON

» P7

BUY A TICKET & GET A BONUS PAPER

» Details p8

Set for LIFE

WIN \$20k a month for 20 years



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