



BREWERS
ASSOCIATION

Submission

NSW Inquiry into the Alcoholic Beverages Advertising Prohibition Bill 2015

12 November 2017

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About the Brewers Association

The Brewers Association of Australia is the peak industry body representing Australia's premier beer makers.

The Association and its members – Carlton & United Breweries, Lion Beer Australia and Coopers Brewery – have a longstanding commitment across a range of activities to promote responsible consumption of alcohol and minimise harm associated with alcohol misuse.

The beer industry makes a significant investment in cultural change and education initiatives across the Australian community through DrinkWise Australia.

DrinkWise is a not-for-profit organisation, supported by industry, which is achieving success in delivering a healthier and safer drinking culture through its well-recognised national information and education campaigns. DrinkWise also provides practical resources to help inform and support the community about alcohol use.

With 93 per cent of all beer sold in Australia being made in Australia, the brewing sector underpins some 89,000 full-time equivalent Australian jobs and generates \$15.3 billion a year in economic activity – accounting for 1 per cent of national GDP. The industry makes a substantial contribution to the NSW economy through the manufacturing, hospitality, retail tourism and agricultural sectors.

Agriculture is a major contributor to the success of the beer industry, producing a massive 1 million tons of barley per year across Australia for beer production.

Australians pay among the highest excise on beer in the world, in addition to a 10 per cent GST. In 2015-16, taxes on beer drinkers netted the Australian Government almost \$2.4 billion – \$2.005 billion in excise and \$377 million in GST. The most expensive ingredient in Australian beer is tax, with tax accounting for one-third of the price of a carton of full strength beer. Australian tax rates on beer are also indexed twice every year.

Australian beer is taxed at more than twice the OECD average. In fact, along with Finland, Australians pay the highest beer excise in the world, paying more than the UK, Europe, Canada and the USA.



Executive Summary

The Brewers Association of Australia recognises that the harmful use of alcohol is a societal issue that the NSW Government is committed to addressing.

Efforts to address alcohol misuse must be backed by sound, evidence-based programs and solutions. The effectiveness of advertising bans of alcohol is not borne out by the evaluation of existing schemes in place around the world in similar OECD countries.

The Brewers Association is committed to playing a proactive role in mitigating the effects of harmful drinking through partnerships with government, community and academia. This submission outlines the significant restrictions already in place with respect to advertising of alcohol, and details evidence of similar advertising bans in Europe, especially France, and in New Zealand.

We are also pleased to note that significant gains have been made in improving Australia's drinking culture, including reductions in underage drinking, an increase in the age of initiation, and reductions in harmful drinking patterns among young adults and the broader population.

While there is further work to be done in ensuring that harm mitigation efforts are targeting vulnerable groups, we urge the NSW Government to consider its policies in light of significantly reduced consumption figures across Australia – including record low rates of teenage drinking, declining levels of harmful consumption and consumption per capita continuing a 50-year trend of marked improvement.

Any reforms must target the harmful consumption of alcohol, while not adversely affecting the overwhelming majority of the population who consume responsibly and sociably.

It should be recognised that the Bill, if enacted, provides the capacity for prohibition of alcohol advertising in NSW and, further, prohibition of alcohol across entire NSW suburbs. Either would be unjustified over-reactions to what is a declining problem in NSW and across Australia for two pivotal reasons:

- Firstly, we submit that alcohol advertising and/or sports sponsorship do not target, nor do they influence, young people in their attitudes to drinking and drinking behaviour; and
- Secondly, that the actual drivers of alcohol misuse and anti-social behaviour are complex. Failing to seriously address these by misunderstanding the role advertising and sports sponsorship play risks masking these drivers and perpetuating the problem through misdiagnosis.

The Brewers Association submits that these prohibition-enacting provisions in the Bill are extreme and that the Bill should be considered in that context – which is not in keeping with community expectations around alcohol consumption.



Alcohol Consumption in Australia

The Bill suggests that an advertising ban is necessary to reduce the incentive for people to consume alcohol. But the historical perception of Australians as heavy drinkers is simply not supported by current data. Consumption peaked at 12.9 litres of pure alcohol per person in the mid-1970s; by contrast, the ABS shows that consumption today has fallen 25 per cent to 9.7 litres.¹

The World Health Organisation reports that against culturally similar countries, Australia is at the low end of the spectrum when it comes to binge drinking; ranked 31 out of 37 for instances of heavy episodic drinking.²

Furthermore, according to the Australian Institute of Health and Welfare (AIHW) National Drug Strategy Household Survey (NDSHS) just 6% of Australians drink daily – down from 10.1% in 1991³. Overall consumption has fallen, and among Australians who are drinking, we’re seeing a greater shift towards lower alcohol products. The Australian beer sector has invested significantly in low- and mid-strength options to cater to increased consumer demand for greater choice in moderate consumption options, and these categories now account for 24 per cent of all beer sold in Australia.⁴

Youth consumption trends

The Bill makes specific reference to ‘limiting exposure of young people and children’ to alcohol. It is, therefore, informative to examine the latest findings of the AIHW NDSHS to demonstrate the dramatic modern, long-term decline in youth alcohol consumption in Australia:

	2004	2007	2010	2013	2016
Abstinence rates among 12-17 year olds	54.3%	56.5%	63.6%	72.3%	82%
Average age of first drink	14.7	14.9	15.2	15.7	16.1
Proportion of 12-17 year olds drinking at lifetime risky drinking patterns	6.4%	5.4%	4.2%	2.6%	1.3%
Proportion of 12-17 year olds at risk of drinking harm on a single occasion	17.2%	16.6%	14.1%	8.7%	5.4%

Source: Australian Institute of Health and Welfare, National Drug Strategy Household Survey, 2016.

The drop in youth consumption trends is stark and speaks to the great strides forward on the part of governments, the health industry and DrinkWise to effectively communicate the potential harms of alcohol to younger Australians.

It is also worth noting that declining consumption has occurred over a period where alcohol advertising expenditure has only increased – there is a lack of correlation between societal consumption trends and alcohol advertising, which the next section will examine in further detail.

¹ Australian Bureau of Statistics, Apparent Consumption of Alcohol, 2015-16.

² WHO, Global Status Report on Alcohol and Health 2014.

³ Australian Institute of Health and Welfare, National Drug Strategy Household Survey, 2016.

⁴ Australian Bureau of Statistics, Apparent Consumption of Alcohol, 2015-16.



Advertising

The beer industry engages in advertising for the same reasons as any other product or service: to compete for consumers, and in the case of beer to promote its products against its competitors.

In the 1960s, beer was 75 per cent of alcohol consumed in Australia – today not only has the total volume of alcohol consumed per capita declined, but beer’s share of that market has fallen to 39.9 per cent.⁵

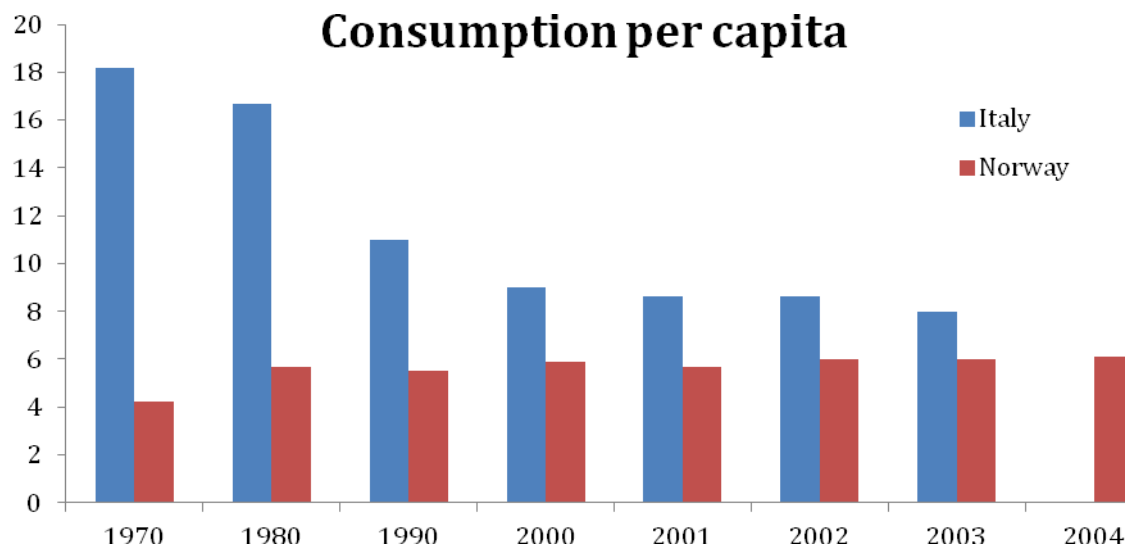
The beer industry recognises that some people misuse the product, which is why we place so much value on marketing beer responsibly. Individually and collectively through the Brewers Association, Australia’s biggest beer companies – CUB, Lion and Coopers – commit to the strict rules that govern alcohol advertising.

Effective regulation of advertising strikes a balance between adult consumers’ right to information, societal concern, and the ability of companies to advertise their products.

Furthermore, evidence shows bans have only a negligible, if any, effect on alcohol abuse and youth consumption. It is, however, evident that societal factors, such as parent, sibling and peer attitudes, are key drivers in young people’s attitudes to alcohol.

The evidence of 17 OECD countries where long-standing bans on alcohol advertising have been in place shows that bans did not result in a reduction in the number of new drinkers, in alcohol consumption overall, or in rates of alcohol misuse. Economic and deep-seated cultural factors are more important determinants of national drinking patterns.⁶

For example, Norway prohibits advertising but consumption continues to increase in that nation’s population. Significant advertising restrictions in Iceland, Sweden, Russia and Switzerland have not reduced harm. This is in contrast to Italy, where alcohol advertising is permitted, yet per capita consumption is decreasing.



Source: OECD, *Alcohol consumption (litres per population aged 15+)*

⁵ Australian Bureau of Statistics, *Apparent Consumption of Alcohol, 2015-16*.

⁶ Nelson, JP & Young, DJ. Do advertising bans work? An international comparison. *International Journal of Advertising*, 20(3), 2001, 273-296.

Case Study: New Zealand

In New Zealand, statistics have demonstrated no correlation between inflation-adjusted alcohol advertising expenditure and consumption levels.

Over the past 27 years, both NZ advertising expenditure and consumption have varied widely but independently of each other. For example, 1998 was the year of the highest marketing spend and also the lowest consumption. Over the period between 1987 to 2013, per capita consumption for New Zealanders aged 15+ has reduced by 9.8%.

Per capita consumption in New Zealand began a long period of decline from February 1992 while at the same time the previous de-facto ban on radio and television advertising was removed. Given that TV and radio continue to enjoy the broadest reach of any media, despite the media fragmentation that began in the mid-2000s, the example of New Zealand's experience underlines the lack of any consistent relationship between levels of advertising and consumption levels.

Source: Foundation for Advertising Research, March 19, 2014 – Alert 7/14.

Case Study: France

The *Loi Evin* bans alcohol advertisements on television and in cinemas, as well as sponsorship of sports and cultural events. There is strict control over content of messages and images, and mandatory inclusion in all advertisements of a message that alcohol abuse is dangerous to one's health.

French alcohol consumption per capita decreased from 18.46 litres in 1981 to 14.88 litres in 1991. Since *Loi Evin* was enacted in 1991 consumption has levelled off to 13.24 litres per capita. And despite *Loi Evin* the French consume more litres of alcohol per capita than in the UK (11.54).

Among young people, risky drinking, including heavy episodic drinking and repeat drunkenness, has increased considerably.

The Government's official Evaluation Report in 1999 stated that:

- *Loi Evin* has been 'ineffective' in reducing high-risk drinking patterns
- A comparison of the respective evolution in consumption and ad spend in several countries leads to the conclusion that a link between the two 'cannot be demonstrated'
- This absence of a link is also found by studies for several other countries including the Netherlands, Sweden, the UK, Germany, the US and Canada

Even the French anti-alcohol NGO ANPAA accepts that the effects of the law are 'weak'. Nonetheless they advocate regulation along the lines of the *Loi Evin* on symbolic grounds.

Source: Berger, G. et al. 'La Loi relative à la lutte contre le tabagisme et l'alcoolisme: rapport d'évaluation', La Documentation Française, 1999; ESPAD, 'Substance abuse amongst students in 36 European Countries', 2012.

Sports Sponsorship

Often, the emotional hook used to advance misinformation is the claim that sports sponsorship by alcohol companies must be banned because it targets youth and, therefore, correlates with underage drinking. However, the reality is quite different from the hype.

In reality, the vast majority of people watching TV at all times are 18+ and the audience continues to age:

		0-17		18-24		25-39		40-54		55+	
		2004	2015	2004	2015	2004	2015	2004	2015	2004	2015
19:30 - 20:30	TOTAL TV	20%	15%	8%	5%	25%	22%	23%	25%	25%	34%
20:30 - 21:30	TOTAL TV	15%	12%	8%	6%	26%	23%	25%	27%	27%	32%
06:00 - 23:59	TOTAL TV	16%	11%	7%	4%	23%	20%	23%	25%	30%	41%

Source: OzTAM (television audience measurement) Data 2004-2015.

Again, according to OzTAM data covering 5 January 2014 to 28 March 2015, across all timeslots for the NRL season, viewership on Channel 9 averaged 90% aged 18+ and the viewers of the AFL season on Channel 7 averaged 89% aged 18+.

Further, in 2017, viewers 18+ years of age across all live free-to-air timeslots made up the following audience for each sporting code:

- NRL State of Origin Series 89%
- NRL Season 89%
- AFL Season 87%
- Super Rugby 92%
- Cricket 87%

Source: OzTAM Data, Weeks 1/01/17 - 25/06/2017.

Clearly, the claims that sports sponsorship targets youth are demonstrably incorrect.

The clear strategy of sports sponsorship is supporting sports across all levels, from amateur leagues to professional codes, and to influence brand choice over competitor products in the drinking repertoire of the predominantly adult audience.

Sports sponsorship, like advertising, is about product differentiation among the adult drinking population.

The ABAC Scheme: Effective Industry Regulation

Industry has been instrumental in ensuring that a robust advertising code exists to portray responsible drinking and limit children's exposure to alcohol. Australia has a co-regulatory system for alcohol marketing: marketing guidelines have been negotiated with government and consumer complaints are handled independently, with all costs are borne by industry.

The Alcohol Beverages Advertising Code provides for strict regulation of alcohol advertising, marketing and social media. This robust independent system includes government representation, and complements and adds to the Australian Association of National Advertisers' system by providing specific and significant restrictions on the content of alcohol advertising, including:⁷

- Only portraying responsible and moderate use of alcohol beverages
- Responsibility towards minors (under the age of 18) including that advertisements must not have strong or evident appeal to minors or use actors that may appear to be underage (actors are required to be 25 years or older)
- Responsible depiction of the effects of alcohol by not portraying alcohol as a means to sexual or social success, or change in mood
- Not depicting the use of alcohol where it may reduce safety

As of 1 November 2017, the ABAC Scheme has been further strengthened to respond to community expectations around placement of advertisements, in addition to the existing restrictions on content as outlined above. The new ABAC provisions include:⁸

- Mandatory age gating – where age restriction controls are available, these must be used to exclude minors
- If age restriction controls are not available, adults are expected to comprise at least 75% of the audience
- Advertisements cannot be placed within programs or content primarily aimed at minors, even if the placement technically complies with the relevant industry code
- No electronic mail advertising can be sent to minors
- Better alignment between existing media codes, for example if the Commercial Television Industry Code of Practice, or the Outdoor Media Association Alcohol Guidelines, are breached, this will also now be a breach of ABAC

Regular evaluation of ABAC decisions is undertaken with the community to ensure that the code is meeting community expectations. The most recent round of community research was undertaken in March 2017 by Colmar Brunton Social Research.

An online survey of 1,225 Australians across locations, ages and genders measured community perceptions on 12 advertisements reviewed by Complaints Panel, seven of which were deemed by the Panel to breach the Code and were removed from circulation as a consequence.

One of these advertisements was deemed inappropriate by the community on an unprompted basis, i.e. before respondents had reviewed the Code; on a prompted basis a further four advertisements were considered inappropriate based on respondents' reading of the Code.⁹

⁷ Alcohol Beverages Advertising Code. Visit: www.abac.org.au for more information

⁸ Alcohol Beverages Advertising Code. Visit: www.abac.org.au for more information

⁹ ABAC Responsible Alcohol Marketing Code Scheme, Review of Decisions, Colmar Brunton Social Research, March 2017.

Case Study: VB Blues promotional 2016 State of Origin can

The ABAC Panel forced a recall of the VB Blues promotional can as part of the 2016 NRL State of Origin series, on the basis that the can's NSW Blues jersey design may have appealed to some children.

However, the blue can packaging on an unprompted basis was deemed acceptable by 67% of viewers, with just 22% deeming it unacceptable. Even after The Code was reviewed by viewers, 62% remained committed to the blue can promotion being acceptable.

Source: ABAC Responsible Alcohol Marketing Code Scheme, Review of Decisions, Colmar Brunton Social Research, March 2017.

The Colmar Brunton research indicates that ABAC's current system of alcohol advertising regulation is robust, and if anything, conservative when compared to community expectations.

It also demonstrates that ABAC has teeth. There is 100 per cent industry compliance with ABAC rulings.



DrinkWise

In Australia, industry-led initiatives have achieved significant success in changing attitudes around harmful consumption of alcohol. Australia's major brewers are founding members and the major funders of DrinkWise, a not-for-profit organisation dedicated to changing Australia's drinking culture.

DrinkWise was established in 2005, with Federal Government and industry funds, to harness the power of evidenced-based social marketing to bring about a healthier and safer drinking culture in Australia. DrinkWise applies a whole-of-community approach involving industry, government, health and education professionals and the broader community.

DrinkWise is focused on promoting evidenced based information and practical solutions that encourage moderation and responsible consumption. It does this through targeted campaigns, education initiatives and resources that inform and support the community.

These campaigns have seen significant success over recent years, which is reflected in improving safe consumption trends. Most notably, the 'kids absorb your drinking' campaign has had an impact on the views of parents with respect to alcohol.

DrinkWise recently concluded a 10-year review of its programming and activities since 2007. Among its findings, the research found:¹⁰

- In 2017, 63% of drinkers usually consume no more than two standard drinks, as compared to 48% in 2007
- In 2017 just 16% of drinkers usually consume five or more standard drinks in a session, down from 24% in 2007
- In 2017 20% of Australians choose to abstain from alcohol all together, up from 11% in 2007
- Just 6% of Australians drink daily, down from 9% in 2007
- 37% of Australians drink weekly, down from 47% in 2007
- 87% of Australians believe pregnant women should not drink alcohol
- 80% of Australians believe kids under 18 should not drink alcohol
- Fewer Australian parents believe it is acceptable for their children to drink alcohol as long as they have supplied it (37% compared to 47% in 2007).

These figures reinforce the important strides that industry, government and the health sector have made in addressing harmful alcohol consumption in Australia, especially among under 18s.

The research reflects the fact that a holistic approach involving all community stakeholders is most effective at achieving cultural change and reduce the significant individual and community harms associated with alcohol misuse. The Brewers Association and its members will continue to support DrinkWise and its work.

¹⁰ DrinkWise/GALKAL, A Snapshot: Australian Drinking Habits 2007 vs 2017, 2017.

Recommendations

Under the proposed legislation, Clause 4 states the purposes of the Act as the following:

- (a) the discouragement of alcohol consumption by:
 - (i) persuading young people not to drink and not to abuse alcoholic beverages,
 - (ii) limiting exposure of young people and children to persuasion to drink alcoholic beverages,
 - (iii) encouraging drinkers of other beverages not to start drinking alcoholic beverages,
 - (iv) assisting those who wish to limit or give up alcohol consumption,
- (b) the reduction of alcohol-related:
 - (i) domestic violence,
 - (ii) deaths,
 - (iii) road accidents,
 - (iv) crimes and other violence,
- (c) the prevention of alcohol-related illness (such as cirrhosis of the liver),
- (d) the reduction of the harmful impact of alcohol in the home and in workplaces and industry generally.

Parental role models

We submit that parental and other social influencers have far more sway over underage attitudes to drinking and drinking behaviour than advertising and/or sports sponsorship.

Indeed, disproportionate responses targeting advertising and sports sponsorship are likely to mask the real drivers of underage and harmful drinking, risking those serious issues being ignored completely.

In that light, and given the purposes outlined in the proposed legislation, the NSW government should be congratulated for its programs addressing underage consumption and should be encouraged to build upon its work in this area.

The Brewers Association encourages the NSW Government to consider adding a parental engagement component to alcohol education programs in schools, to actively involve and inform parents. Such a program could run in conjunction with school-based alcohol education programs, providing parents with the skills to communicate effectively with their children on responsible drinking.

The NSW Government may also consider targeted campaigns to parents to inform them on the role they play when it comes to alcohol and their children.

Improving alcohol literacy through community education

It is alarming that, given the purported purposes of the legislation, the Bill makes no mention of the need to engage in educative programs to combat instances of harmful drinking in NSW.

The Brewers Association encourages the NSW Government to focus on education and awareness programs to address those at risk of alcohol misuse. The Brewers Association would be pleased to work with the Government and provide some insights in relation to developing effective campaigns given our particular expertise in understanding consumers.

Effective campaigns and policy approaches ensure that individuals or groups at risk of harm are directly targeted through a range of policy interventions supported by education campaigns.

Firstly, we suggest that any new education campaign around alcohol should make use of existing evidence and research around alcohol consumption. The NSW Government may wish to work with independent organisations, grass-roots community organisations and industry education efforts to leverage existing skill and expertise. The Brewers Association would be happy to contribute to this process.

Secondly, and especially important given the experience of declining harmful alcohol consumption, campaigns should be designed with a clear and specific target in mind, with effective research and comprehensive measurement and review.

Thirdly, gaps in existing knowledge about the characteristics, behaviour and motivations of populations at risk of alcohol misuse should be filled with further research.

Alcohol education can be provided through a range of tools and channels depending on the message, the target audience and the likely effectiveness of different approaches. This can range from mass media, such as television and digital, to more targeted channels such as community forums or information provision through local healthcare professionals and clinics.

Addressing violence

The Brewers Association believes that anti-social and violent behaviour is never acceptable, irrespective of how, when or why it occurs. The role of alcohol in violence is complex and there is ample credible scientific data that shows there is not a direct causal relationship between alcohol consumption and violence.

However, the Brewers Association does acknowledge that violent individuals may be heavy drinkers and users of other drugs, and that violence and alcohol is a concern for the NSW Government, the community and the alcohol industry.

The Brewers Association supports the implementation of measures that are aimed at reducing violence. We caution against alcohol advertising bans as a lever available for reducing violence – given the evidence against a causal link and the fact that research demonstrates that there are other solutions that can and should be employed.

In considering policy options to reduce instances of violence, the Brewers Association recommends governments consider a range of targeted options, including the development of a best-practice guide for appropriate policing and monitoring of late night entertainment precincts, consequence policing and effective targeting of known offenders, secondary school education programs and cultural change campaigns.

As a result of this, targeted interventions are more likely to be evidence based, and as such, more likely to have effective outcomes.

Creating safer entertainment precincts

Where there are significant numbers of people gathering in entertainment precincts, anti-social behaviour or violence can occur. The causes are multi-faceted and alcohol should never be used as an excuse for violent behaviour. Ensuring night time entertainment precincts are safe and enjoyable is important for all stakeholders, including industry, law enforcement and the local community.

There are a number of practical interventions that can be made in entertainment precincts and individual venues that can have a significant impact in reducing the instances of anti-social behaviour or violence in these areas. For example:

- Effective venue design to remove 'frustration factors', such as long queues and over-crowding;
- Effective and consistent application of responsible service of alcohol (RSA);
- Installation of lighting in public places;
- CCTV around licenced premises;
- Clean and easily accessible public toilets;
- Well-run food outlets;
- Adequate and effective transport options; and
- Deemphasising the consumption of alcohol for its own sake – making alcohol part of, but not the focus of, a night out.

This would be a far more progressive, positive and effective approach than that outlined in Part 3 'Reintroduction of local option', Clauses 11-16, of the proposed Bill, which takes the extreme measure of prohibiting alcohol across entire suburbs.

Prohibition has never been an effective policy response and ignores the real drivers underpinning alcohol misuse.

Establishing clear behaviour standards, penalties and enforcement

Many of the high-profile 'coward punch' incidents experienced in recent years involved perpetrators with a history of violence.

Ensuring the social 'rules' for night-time entertainment precincts are well-known, strong enforcement of those rules and effective targeting of known offenders to keep violent people off the streets is critical in reducing anti-social and violent behaviour.

Targeted education and cultural change campaigns

Population-based policy approaches do not target those who misuse alcohol or who commit violence. This approach fails to recognise that the vast majority of people do not misuse alcohol or engage in anti-social or violent behaviour.

Population-wide policies also fail to take in to account cultural relevance and the role that alcohol may play in cultures and communities.

Targeted approaches focus on reducing alcohol misuse within particular groups or populations who are likely, or have been shown to, experience harm from alcohol misuse.

Policy makers should, in our view, understand which groups experience harm or misuse alcohol and be able to focus interventions specifically on those groups.

Partnering with industry

In Australia, we have seen an excellent example of cultural change in relation to drinking and driving. Australian brewers are founding members and major funders of DrinkWise, a not-for-profit organisation dedicated to changing Australia's drinking culture.

DrinkWise has seen significant success over recent years, which is reflected in improving safe consumption trends referred to above. We believe that the organisation's body of experience will prove useful for the NSW Government in determining its education programs.

Through voluntary adoption, the beer industry has effectively implemented labelling aimed promoting abstinence through pregnancy and breastfeeding. The Brewers Association members are fully compliant with the uptake of pregnancy labelling.

Labels on containers, however, will only ever serve as a reminder to women about information or advice they have already received, they do not fulfil an educative role in and of themselves, which is why industry programs should continue to be supplemented by effective education programs delivered by the NSW Government through communities and health professionals.

Company-led initiatives

CUB

CUB's parent company, ABInBev, has developed its Global Smart Drinking Goals in order to make a deeper investment in programs that measurably shift social norms and behaviours to reduce harmful alcohol use.

Major initiatives include multi-year pilot studies across nine cities, aimed at reducing the harmful use of alcohol by at least 10% by 2020. ABInBev is investing US\$1bn in social marketing globally in order to influence social norms and individual behaviours, aimed at reducing harmful alcohol use.

CUB is also a leader in developing mid-strength and low alcohol options in the Australian market. Low alcohol options have become market leaders, and is committed to continuing to offer consumers robust health information about the products they are consuming.

CUB programs and initiatives in these areas have been developed in partnership with public health experts to ensure they follow the highest level of technical and scientific evidence approach.

Lion

Lion has developed leading alcohol education programs in Australia and New Zealand and partnered with a number of important organisations to evolve further the culture around drinking.

In 2015, Lion facilitated a landmark study by UK anthropologist Dr Anne Fox on understanding behaviour, particularly violent behaviour, in the night-time economies of Australia and New Zealand.

The extensive research examined the underlying cultural issues around masculinity and the episodic approach common in many Western societies to drinking versus an integrated approach (often characterised as the Mediterranean approach). The study explored of the

broader role of cultural norms in determining the behaviour of people whilst they are consuming alcohol.

The research has been used to inform policy responses across jurisdictions, with significant engagement on the findings and key recommendations from both industry and government.

Globally, Lion's parent company Kirin continues to focus on developing new product offerings with low and mid-strength alcohol content, which is supported the Lion portfolio of marketing-leading brands.

Coopers

Established in 1862, Coopers is Australia's largest family-owned brewery.

Coopers markets mid-strength (Mild Ale 3.5%), light beers (Premium Light 2.9% and Birell Ultra Light 0.05%) and non-alcoholic beer.

Industry initiatives have been successful in providing education and enacting cultural change. The NSW Government should continue to directly engage with industry in future policy development.



Contact

The Brewers Association looks forward to continuing to work with the NSW Government throughout the Inquiry period and beyond.

For more information, or to follow up on any aspect of our submission, please do not hesitate to contact me.

Kind regards,



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