Why does alcohol advertising matter?

Every day in Australia, young people are exposed to increasing levels of alcohol advertising and marketing.

Alcohol advertising and promotion encourages positive associations with alcohol and links drinking alcohol with attractive symbols and role models.

For example, beer advertisements often suggest that the product can help the drinker to be more relaxed, happy and successful; and advertisements for “alcopops” (alcoholic lemonades) often link consumption of the product with social, sexual and business success.

Am I just being a ‘wowser’?

A study conducted in 2005, with a sample of 1,000 Australian adults, found that: 60% of people believed that alcohol advertising should be more restricted or entirely prohibited; and 69% believed that alcohol advertising encourages underage people to drink alcohol.

How do I make a complaint?

If you wish to complain about an advertisement, you need to make your complaint in writing and send it to the Advertising Standards Board by post, fax or online.

To make a complaint...

By post: The Advertising Standards Board
Level 2
97 Northbourne Avenue
TURNER ACT 2612

By fax: (02) 6262 9833

Online: www.advertisingstandardsbureau.com.au