Alcohol Advertising: To Ban or Not to Ban?

Currently in Australia, alcohol can be advertised on television after 8.30pm, or during the live broadcast of sporting events on weekends and public holidays. There has been a recent push from politicians to place further restrictions on alcohol advertising. It appears that there is a consensus amongst many in the community that alcohol advertising has the same potential to influence youth into drinking as tobacco advertising had to influence youth into smoking. Tobacco advertising has been banned on radio and television in Australia since 1976, and by 1996 had been banned in print and outdoor media. These bans are thought to have contributed to the fall in males smoking from 72% to 22% between 1945 and 1997. Perhaps it is time, for Australians concerned about youth binge drinking to join the push to ban, or at very least, further restrict alcohol advertising - not only on television, but in all forms of media.

For queries or further information about this article please contact us.