

ALSA MEDIA RELEASE – MAY 27, 2008

ALSA Supports MCDS National Approach with “ID-25” & “DON’T BUY IT FOR THEM”

The Australian Liquor Stores Association (ALSA), supports the principle of a national approach to alcohol policy announced in last Friday’s Communiqué by the Ministerial Council on Drug Strategy.

ALSA also welcomed the national approach to address secondary supply of alcohol to minors and today Terry Mott, CEO of ALSA, announced a national roll out of two important initiatives for Australian liquor stores.

Mott said “the “**ID-25**” initiative will utilise store window decals, in-store posters and badges to both alert liquor store customers that they may be asked for identification if they appear to be under the age of 25 and to remind staff of this practice.”

He said, “ALSA is committed to supporting the governments’ policy direction of reducing the incidence of underage drinking. This will also help retailers, as it is often a challenge for staff to identify if a young person is over 18 years old.”

ALSA today also announced “**DON’T BUY IT FOR THEM**” – an important initiative to help educate parents and other adults about the problem of secondary supply.

“**DON’T BUY IT FOR THEM**” reminds parents and other adults that they have a responsibility when considering purchase of alcohol beverages for underage teenagers. The striking in-store signs will highlight the penalties that exist in each state and territory and act as a reminder for the parent or other adult and for liquor store staff if they supply alcohol to anyone under the age of 18 years.

“The liquor store sector has worked with successive governments on these issues and argued for a consistent national approach and an effective education campaign to encourage community understanding of responsible alcohol consumption for a normal, healthy lifestyle.

The ALSA “**ID-25**” & “**DON’T BUY IT FOR THEM**” initiatives are based on a program implemented by the Woolworths Liquor Group last year and have been further developed with the assistance of, Coles and the independent retail liquor store sector across Australia.

ALSA also believe a national policy framework with similar requirements and expectations by consumers in every state and territory will provide helpful guidelines for the highly mobile Australian population.

A national approach would also be a constructive move for the drinks, retail and hospitality sector, leading to transportability of responsible service of alcohol certification across all jurisdictions.”

While a number of key Government research studies over recent times have reinforced that there is no increasing trend in alcohol use by young people, ALSA recognises that risky drinking by young people remains an issue that requires the combined effort of governments, parents, other adults and the drinks sector.

Mott said “the Australian Liquor Stores Association looks forward to continue working with all governments on these critical public health messages, and we support the national, consistent approach recommended by the MCDS.”

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