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Hi

This submission relates to the following rights: life, survival, development, freedom from violence, and protection from substance abuse.

The Commission must make efforts to achieve the passage of Commonwealth legislation completely ban alcohol advertising in Australia.

Alcohol has been called a complex problem, but alcohol harm could be reduced with simple measures such as banning alcohol advertising, in the same way that the ban on tobacco advertising has greatly reduced tobacco harms.

There is more reason to ban alcohol ads than to ban tobacco ads. Alcohol does far more damage than any other drug and more damage to others than to drinkers themselves. This includes through increased family, domestic and other violence; child abuse; road trauma; and harm to unborn babies exposed to alcohol.

Both moderate drinking and moderate smoking have a range of adverse health impacts. Every alcoholic drink increases the risk of a range of cancers just as every cigarette increases various risks.

In fact, alcohol has killed more Australians than all wars combined, many of them children.

Study after study confirms that alcohol contributes to a large proportion of domestic and other violence, as recognized by the World Health Organisation.

Being exposed to alcohol in utero stunts physical and intellectual development and causes a range of other problems for children which continue into adulthood and even across generations.

Any attempt to promote the rights of children cannot be taken seriously unless accompanied by efforts to secure the banning of booze ads.

Regards

