



# NEWS RELEASE

Australian Divisions of General Practice Ltd.

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## The higher the content the higher price

Alcoholic drinks should be priced based on their liquor content according to the Australian Divisions of General Practice (ADGP).

ADGP Chair Dr Jenny Thomson said an ABS report released last week has shown consumption levels of pre-mixed alcoholic drinks have risen between 2004 and 2005.

"These pre-mixed drinks primarily aimed at young people need to be priced accordingly. The consumption increases shown in the ABS report are a disturbing trend that needs to be addressed," Dr Thomson said.

The ABS report *Apparent Consumption of Alcohol, Australia, 2004-05* stated that ready to drink pre-mixed spirits rose from 13,589,000 litres in 2004 to 15,030,000 litres in 2005.

"Alco-pops or lolly water is an apt description of many pre-mixed alcoholic beverages. The taste of alcohol is disguised by the strong sugar and colourings and the pricing is not that much more than beer.

"People consuming these types of drinks need to know they are not just one standard drink and are often more than a full strength beer. They are also much easier to drink, and as a consequence young people can become intoxicated after just a few.

"It is when drunkenness sets in that people come into danger be it violence, unsafe sex or drink driving. Too many young peoples deaths are alcohol related. Pre-mix drinks are not solely to blame for this but as their popularity increases its important to know what you are drinking," Dr Thomson said.

Young people have a right to socialise, but they also have a right to be informed and not be unfairly targeted. The key to having a good time is plain and simple- moderation.

ADGP CEO Kate Carnell said ADGP has made a submission to the Senate Economics Committee on Customs Amendment (Fuel Tax Reform and other Measures) 2006, requesting uniform tax incentives for growing the reduced alcohol market.

"We hope our submission is considered carefully and is seen as a real solution in addressing this dangerous trend," Ms Carnell said.

**For more information please call Kate Carnell, ADGP Chief Executive Officer, on 0415 662 266.**

### WHAT IS ADGP?

- ADGP is the peak body representing 119 Divisions of General Practice and eight State-based organisations (SBOs) around Australia. The Divisions Network supports general practice and their practice teams and drives the implementation of innovative health strategies.
- ADGP, through the Divisions Network, works to integrate general practice with other sectors of the health system, both government and non-government, to deliver high quality care to the Australian community.
- ADGP is committed to promoting the health of all Australians by supporting the role of Divisions in the nation's primary health care system.



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