

FED:Push for sporting league alcohol ban

Australia's biggest sporting leagues are under pressure to drop alcohol sponsorship after a dozen other codes effectively banned similar types of advertising and support.

Twelve leading sporting organisations, covering athletes in soccer, basketball, netball, swimming, cycling, hockey and others, have agreed to end all existing and future alcohol sponsorship agreements, in exchange for a \$25 million government fund taken from new Alcopops tax revenues.

But the nation's biggest sports leagues, AFL, NRL, Cricket Australia, are not part of the deal and the National Alliance for Action on Alcohol says the bodies must also act and should talk to the government.

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