

## 666 ABC Canberra, Canberra

AM (Saturday): 06 October 2012 08:23AM

Compere: Elizabeth Jackson

Jackson says millions are expected to watch the Bathurst 1000, but a coalition of health groups is campaigning against the event's alcohol sponsorship and advertising. She says some of the teams are named after whisky and bourbon brands and the health groups say that encourages drinking and driving. Tom Nightingale reports. He says organisers expect about three million people will be watching the Bathurst 1000. Professor Mike Daube, Professor of Health Policy, Curtin University says the audience will see shot after shot of speeding cars promoting alcohol, linking speed, cars and alcohol which is 'the worst kind of message to get across.' Nightingale says Daube co-chairs the National Alliance for Action on Alcohol which is campaigning for less alcohol advertising with sports including football and rugby league. The alliance says it is particularly damaging to link alcohol with sport, especially in the day time when children are watching. Nightingale says health groups are angry at a team sponsored by a bourbon brand which is selling merchandise for children. Nightingale says a spokesman for V8 Supercars says the children's range does not include liquor branding. Daube says t-shirts and caps say JBR The Team Kids and says 'you would have to be living on another planet not to be aware this is part of a Jim Beam promotion.' Nightingale says alcohol brands sponsor three of the 18 teams and a V8 Supercar spokesman says the drivers set a positive and alcohol free example to the public, including more than 1000 school visits a year promoting road safety. Nightingale says the Health Alliance is calling for changes to advertising rules. Daube says alcohol ads are not normally shown in the day time but the loophole is it does not apply to sports sponsorship or the advertising during sponsored events. Nightingale says a spokesman for Communications Minister Stephen Conroy says the code for commercial TV advertising is due to be reviewed next year and will question whether TV advertising rules are in line with community standards.

### Interviewee

Professor Mike Daube, Professor of Health Policy, Curtin University.

### Syndication

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Item ID:

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ASR: AUD

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Duration: 3

mins 00 secs

Audience:

Male 16+:

161500

Female 16+:

214800

All People:

379300

Gambier), ABC South West WA (Bunbury), ABC South Western Victoria (Warrnambool), ABC Southern Queensland (Toowoomba), ABC Tropical North (Mackay), ABC Upper Hunter (Muswellbrook), ABC Western Plains NSW (Dubbo), ABC Western Queensland (Longreach), ABC Western Victoria (Horsham), ABC Wide Bay (Bundaberg).