



The Future of Drinking

A report on the conference Thinking Drinking: Achieving cultural change by 2020

A. M. Roche P. C. Snow C. Duff
D. Crosbie B. Lunnay

ORGANISED BY



PREMIER SPONSOR



AN INTERNATIONAL CONFERENCE



The Future of Drinking

A report on the conference Thinking Drinking: Achieving cultural change by 2020

21–23 FEBRUARY 2005

CONFERENCE RAPPORTEUR TEAM

A. M. Roche¹ **P. C. Snow**² **D. Crosbie**³ **C. Duff**⁴ **B. Lunnay**¹

AUGUST 2005
PUBLISHED BY
AUSTRALIAN DRUG FOUNDATION
WEST MELBOURNE, VICTORIA, AUSTRALIA

¹ National Centre for Education and Training on Addiction (NCETA), Flinders University
³ Odyssey House Victoria

² School of Public Health, La Trobe University, Bendigo
⁴ Centre for Youth Drug Studies (CYDS), Australian Drug Foundation

Published by



409 King Street
West Melbourne, VIC 3003
PO Box 818
North Melbourne, VIC 3051
Telephone: (03) 9278 8100
Facsimile: (03) 9328 3008
Website: www.adf.org.au

© Australian Drug Foundation 2005

The *Australian Copyright Act 1968* (the Act) allows a maximum of one chapter or 10% of this book, whichever is the greater, to be copied by any educational institution for its educational purposes provided that the educational institution (or the body that administers it) has given a remuneration notice to Copyright Agency Limited (CAL) under the Act.

Except as permitted under the Act (for example, any fair dealing for the purposes of study, research, criticism or review) no part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without prior written permission. All enquiries should be made to the publisher at the address above.

National Library of Australia Cataloguing-in-Publication data

The future of drinking : a report on the conference :
Thinking Drinking : Achieving cultural change by 2020.

ISBN 0 85809 084 8.

1. Drinking of alcoholic beverages – Australia – Congresses.
2. Alcoholism – Australia – Prevention – Congresses. I. Roche, Ann M. II. Australian Drug Foundation. III. Title : Thinking drinking : achieving cultural change by 2020.

362.2920994

Text and cover designed by Mick Earls, Melbourne
Printed by L&R Print Services, Melbourne

Citation:

Roche, A.M., Snow, P.C., Duff, C., Crosbie, D., & Lunnay, B. (2005) *The Future of Drinking: A report on the conference Thinking Drinking: Achieving Cultural Change by 2020*. Melbourne: Australian Drug Foundation.

ACKNOWLEDGEMENTS

The Future of Drinking is the official report on the international conference *Thinking Drinking: Achieving Cultural Change by 2020*.

The conference was organised by the Australian Drug Foundation (ADF) and took place on 21–23 February 2005 in Melbourne, Australia.

The sponsors of *Thinking Drinking: Achieving Cultural Change by 2020* were: the Alcohol Education and Rehabilitation Foundation Ltd, the Alcohol Advisory Council of New Zealand, the Australian Government Department of Health and Ageing, the Victorian Government Department of Human Services, the Victorian Health Promotion Foundation and Turning Point Alcohol and Drug Centre.

Key supporting organisations were: the Alcohol and other Drugs Council of Australia, the New Zealand Drug Foundation, Ted Noffs Foundation, and the State Government of Victoria Premier’s Drug Prevention Council.

The ADF Conference Organising Committee comprised Mr Geoff Munro (Conference Director), Mr Bill Stronach (CEO, ADF) and Ms Kymberlee Senior (Conference Coordinator).

The conference Rapporteur Team was led by Professor Ann Roche (National Centre for Education and Training on Addiction (NCETA)) and included Dr Pamela Snow (La Trobe University), Dr Cameron Duff (Centre for Youth Drug Studies) and Mr David Crosbie (Odyssey House Victoria) with executive support provided by Ms Belinda Lunnay (NCETA). It is their interpretation of the conference proceedings and insights that is presented through this report.

PROGRAM ADVISORY COMMITTEE

David Crosbie, Odyssey House Victoria

Cameron Duff, Centre for Youth Drug Studies,
Australian Drug Foundation

Nick Heath, Council of Capital City Lord Mayors

John Howard, Ted Noffs Foundation

Trevor King, Turning Point Alcohol and Drug
Centre

Anne Learmonth, Australian Drug Foundation

Kylie Lindorff, Department of Human Services

Paul McDonald, Department of Human Services

Geoff Munro, Community Alcohol Action
Network, Australian Drug Foundation

Georgina Roberts, Community Alcohol Action
Network, Australian Drug Foundation

Ann Roche, National Centre for Education and
Training on Addiction

Julie Rolfe, Premier’s Drug Prevention Council

Emma Saleeba, Alcohol and other Drugs Council
of Australia

Daryl Smeaton, Alcohol Education and
Rehabilitation (AER) Foundation Ltd

Pamela Snow, La Trobe University Bendigo
Campus

Paula Snowden, Alcohol Advisory Council of New
Zealand

P R E M I E R S P O N S O R



S P O N S O R I N G O R G A N I S A T I O N S

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND
Kaunihera Whakaturato Waipiro o Aotearoa



Australian Government
Department of Health and Ageing



S U P P O R T I N G O R G A N I S A T I O N S



CONTENTS

EXECUTIVE SUMMARY	vii
PREFACE: ABOUT THIS REPORT	ix
CURRENT 'STATE OF PLAY'	x
Australia – a snapshot of our drinking	x
Patterns of alcohol consumption	x
Risk of alcohol-related harm, 2003-04	x
Change in the type of alcohol used by Australians	xi
Increase in alcohol accessibility	xi
Change in Australian young people's drinking patterns, 1998-2001	xi
Prevalence of alcohol use by secondary school students, 2002	xi
Fetal Alcohol Spectrum Disorder	xi
Indigenous population	xi
1. CONFERENCE OVERVIEW	1
A focus on drinking culture	1
A refreshingly broad approach	1
Multidisciplinary contributions	1
2. CONFERENCE ROADMAP	3
3. KEY THEMES AND TRENDS	6
3.1 Change	6
Layered analysis	6
Entertaining 'ridiculous' ideas	7
3.2 Culture	8
Transforming culture	8
Considering culture change	8
Challenges of culture change	9
Levers for cultural change	9
3.3 Materialism and Individualism	10
Alcohol and its role in social connectedness	10
3.4 Globalisation	11
Global drinking cultures	12
3.5 Economics and Consumerism	13
The role of the alcohol industries	13
3.6 Marketing, Media and Communications	14
Avenues for alcohol marketing	14
Challenges	14
The future face of alcohol marketing	15
3.7 Historical Trends / Issues for the Future	16
3.8 Legislation and Regulation	16
Alcohol taxation	17
Should the legal drinking age in Australia be raised to 21?	17
3.9 Policy	18



4. THINKING CRITICALLY ABOUT THE FUTURE: 2020 AND BEYOND	19
4.1 Achieving Cultural Change	19
4.2 Creating a Vision for the Future	20
The weight of history, push of the present and pull of the future	20
REFERENCES	21
APPENDICES	22
Appendix 1 Conference program	22
Appendix 2 Presenters and abstracts	28
Appendix 3 Rapporteurs' biographies	44
FIGURES	
Figure 1 Overall per capita alcohol consumption, 1991/92 – 1998/99	x
Figure 2 Per capita consumption of total beer	x
Figure 3 'Hitting the target'	3
Figure 4 'Layered analysis'	6
Figure 5 Types of alternative futures	7
Figure 6 Change the culture, a role for everyone	9
Figure 7 Why we drink	11
Figure 8 The futures triangle	20

EXECUTIVE SUMMARY

A unique international conference, *Thinking Drinking: Achieving Cultural Change by 2020*, was hosted by the Australian Drug Foundation in Melbourne, Australia 21–23 February 2005. The conference served as a call to action for those with an interest in seeing alcohol placed 'back on the agenda' with respect to future policy, programs and practice. More than 300 delegates were encouraged to look toward the year 2020 to forecast the place and value that alcohol will have in Australian and New Zealand cultures, and in the lifestyles of our populations.

The conference vision

Thinking Drinking 2020 emerged from a growing recognition of the harms resulting from the consumption of alcohol at risky levels and in risky patterns. The conference focused on present drinking cultures within Australia and New Zealand, and aspects of those cultures that foster alcohol-related harms. Hence, the notion of culture change, and how important aspects of our culture might change or be changed in relation to alcohol, was explored. The intention was to frame alcohol issues in a policy context and to form an agenda for the development of innovative alcohol-related policies that are future-oriented.

The conference approach

The conference featured a refreshingly broad approach to alcohol issues. In recognition of the multifaceted nature of alcohol consumption and related harms, conference presenters raised matters that extended well beyond the confines of the alcohol and other drugs (AOD) field. Experts and generalists came from multiple arenas to explore the cultural, social, historical, political and economic influences that will shape the way we will deal with alcohol in the future. They included futurists, marketers, economists, sociologists, public health and alcohol researchers and frontline workers in the sectors of AOD, public health, youth, welfare, health promotion and education.

Day 1 of the conference focused on broad social and geo-political issues and how they may impact on alcohol use and policy responses. The presentations and discussions purposively did not focus on alcohol but on broader perspectives in order to 'set the scene' for the future-based deliberations to follow on days 2 and 3. Day 2 revisited familiar AOD material, such as approaches that have been trialled and reflections on traditional perspectives – both locally and internationally. Day 3 focused on broader considerations of our position around alcohol and associated changes required for the future.

Key areas of discussion

Key areas examined included:

- culture change in relation to materialism and individualism
- globalisation, economics and consumerism
- media, marketing and connectedness
- historical trends and social structures
- issues for the future
- legislation, regulation and political issues.

Alcohol-specific epidemiological research was utilised to provide evidence of the need to re-focus attention on issues pertaining to harmful alcohol consumption, and to provide a framework for setting directions to improve public health outcomes.

Prompted by future-based discussions, conference presenters and delegates began to consider a tangible vision for the future that includes the consumption of alcohol, yet in a manner that minimises harm. From this position, the key question of 'how do we change a culture?' came to the foreground. Delegates were invited to identify which aspects of current drinking cultures need to change, and which could be realistically altered.

It was evident that whilst many of the alcohol-related challenges confronting Australia and New Zealand are generic, and therefore we can learn from our international counterparts, many alcohol issues are culture-specific; emphasising the need to develop innovative solutions of our own.

Central points to emerge

Despite the complexity of conference debates, a number of central points emerged in relation to cultural change including consideration of

- the role of social marketing strategies in health promotion
- community mobilisation campaigns in workplaces, schools, licensed venues and other leisure settings
- re-regulation of alcohol marketing and promotion
- reform of taxation arrangements for alcohol including a volumetric tax
- further restrictions on alcohol availability and supply
- increased treatment and withdrawal services
- the development of co-ordinated, multi-sectoral framework conventions on alcohol policy.

One strategy that may be useful for consideration is to examine other areas similar to alcohol, such as tobacco, where significant culture change has occurred.

Thinking Drinking 2020 represented an important milestone in efforts to initiate change for improved public health. The next step forward is identification of the 'how to' – identifying what was new about the ideas that emerged through the conference relative to what has been tried previously, and from this, to make recommendations regarding what may be worth pursuing in the future.

Creating a vision for a changed future

Any plan to achieve change in our drinking culture must include a strategy for predicting the most significant cultural shifts likely to affect our society in coming decades. However, before embarking on a journey toward culture change, the conference highlighted that the end goal must first be articulated.

Concentrated effort needs to be directed toward explicit clarification of what we want to change and in what concrete way do we want things to be different. That is, *what is the vision of the place and location of alcohol in Australian and New Zealand society?*

An appropriate vision of the future remains an indispensable element of plans to transform Australia's and New Zealand's drinking culture and to reduce harms associated with alcohol misuse in the Australian and New Zealand community. Determining, articulating and communicating this vision is the task we now face.

PREFACE: ABOUT THIS REPORT

Thinking Drinking: Achieving Cultural Change by 2020 was designed to initiate consideration of new directions for alcohol policy and programs throughout Australasia. In order to ensure that the proceedings were adequately recorded, conference organisers engaged a team of experienced researchers and policy makers as rapporteurs to undertake this task. They had the additional role of identifying leading matters for decision, critiquing issues that arose from the conference dialogue, and identifying promising options and recommendations for the future.

Rapporteurs were involved from the outset as members of the Program Advisory Committee. During the conference the rapporteurs met daily to discuss and reflect on issues emerging from the dialogue and discussions. Their immediate reflections were presented to the conference delegates in a designated session on each day and at the conclusion of the conference. The report was developed from that base.

This report serves to recount the conference proceedings, to identify key themes emanating from the conference, and to begin to outline a vision for 2020 with respect to:

- the future place of alcohol in our social and cultural environment
- how we may be using alcohol 15 years from now
- strategies that can be put into place to achieve the envisioned culture change.

The report is structured in four sections:

Section 1: Conference Overview: provides:

- an outline of the rationale for *Thinking Drinking 2020*
- the context for *Thinking Drinking 2020*
- an overview of the conference aims
- a summary of the presentations at the conference
- reflections on the conceptual approach and shape of the conference and how the conference dialogue was received and interpreted.

Section 2: Conference Roadmap: provides a broad overview of the material presented at the conference, to serve as a recapitulation for delegates, and as an outline of content for those who did not attend the conference. Section 2 is supplemented with Appendix 2: Presenters and Abstracts, page 28.

Section 3: Key Themes and Trends: presents the rapporteurs' reflections in the form of a critical and interpretative summary of the key themes and trends that emerged through the conference, including:

- reflections on the purpose of the conference
- achievement of conference aims
- a summary of major issues raised/considered
- leading matters for decision
- areas of controversy/disagreement.

Key themes and trends have been identified based on the structure of the conference program, the conference dialogue and feedback from delegates. This includes matters raised during the final plenary session, 'where to from here?' which included a verbal synthesis of conference outcomes made by the rapporteurs and reflections and comments from delegates.

The way themes have been organised in this report largely follows the chronological order in which they arose during the conference, and reflects the inter-relationships between them.

Section 4: Thinking Critically About the Future: 2020 and Beyond: identifies issues highlighted at the conference that warrant further deliberation, including:

- culture change and how Australian society is changing
- developing a vision for the future that will transform Australia's drinking culture and reduce the harms associated with alcohol misuse in the Australian community.

We intend this report to function as a comprehensive account of the conference and provide 'directions' for all stakeholders: policy makers; politicians; government officers; professionals and frontline workers in the health, welfare and education sectors; and others whose work is affected by alcohol policy and alcohol issues.

This report aims to draw together clear conference outcomes in the form of practical recommendations for alcohol policy and programs that can be implemented in the near future, in the interest of sustainable, long term results.

FURTHER INFORMATION

The conference program and presenters and abstracts are contained in Appendices 1 and 2, respectively. Further information on the conference, including speakers' slides and program details, may be accessed from the Australian Drug Foundation website:

<http://www.adf.org.au/browse.asp?ContainerID=thinkdrink>

CURRENT 'STATE OF PLAY'

The following data provide an indication of the context in which the *Thinking Drinking: Achieving Cultural Change by 2020* conference was framed.

Australia – a snapshot of our drinking

Findings from the 2004 National Drug Strategy Household Survey (AIHW, 2004) indicate that 83.6 per cent of the Australian population aged 14 years and over had consumed alcohol in the previous 12 months.

Patterns of alcohol consumption

- Based on per capita alcohol consumption, Australia is ranked 23rd of 58 countries surveyed.
- Since 1980 Australia's consumption has decreased by 24 per cent in comparison to the UK where consumption has increased by 31 per cent.
- Australia's consumption patterns have remained relatively stable for the past 10 years, following a decline in consumption in the early 1990s.

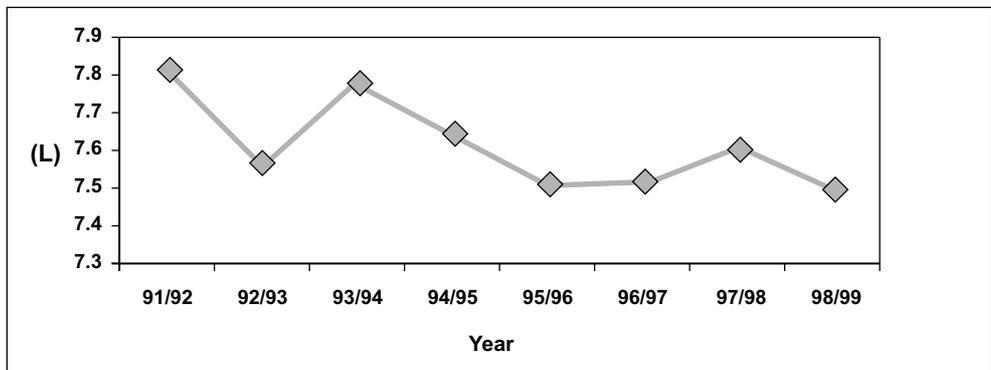


Figure 1 Overall per capita alcohol consumption, 1991/92 – 1998/99
Source: (Stockwell, 2004)

Risk of alcohol-related harm, 2003–04

- Ten per cent of the Australian population aged 14 years and over consumed alcohol at a level that places the drinker's health and safety at risk in the long term.
- The majority of the Australian population aged 14 years and over consume alcohol at risky or high-risk levels for short-term harm compared with risk for long-term harm.
- Eighty-two per cent of alcohol consumed by 14–17-year-old Australians, and 80 per cent of that consumed by 18–24-year-old Australians is at risky levels.
- Young female Australians (12.3 per cent) were more likely than young male Australians (7.7 per cent) to consume alcohol at risky or high-risk levels.
- Regular strength beer and spirits are the most commonly consumed beverage in risky drinking, and low strength beer the least commonly consumed.
- Since 1990, rates of alcohol-attributable death have decreased overall in Australia (AIHW, 2004; Stockwell, 2004; White & Hayman, 2004).

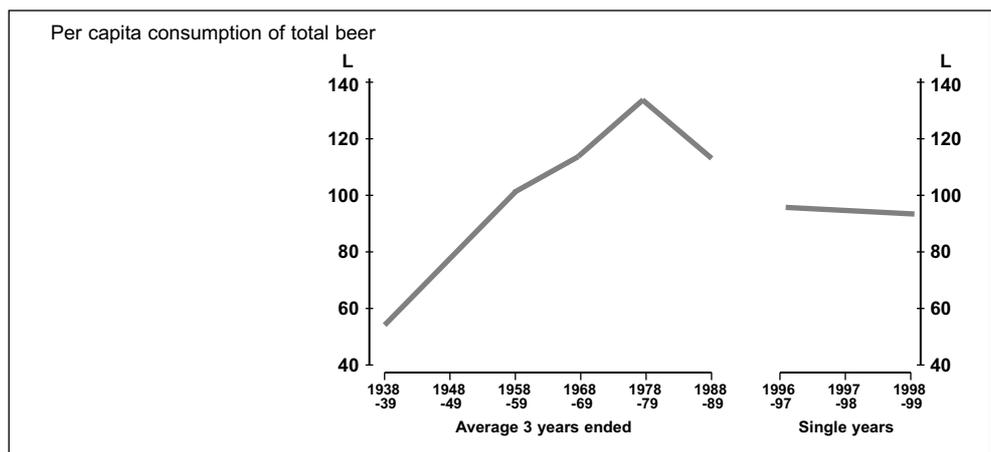


Figure 2 Per capita consumption of total beer
Source: (ABS, 2000)

Change in the type of alcohol used by Australians

- Wine and spirit consumption has increased in the past 10 years.
- Full strength beer consumption has decreased, light beer consumption has increased.
- Forty per cent of Australia's beer market comprised beers of <3.8 per cent alcohol in 2000.
- Thirty-seven beer brands in Australia have an alcohol strength between 0.9 per cent and 3.7 per cent (Chikritzhs *et al.*, 2003).

Increase in alcohol accessibility

- Proliferation of liquor outlets and extended trading hours has resulted in greater accessibility to alcohol in Australia in recent years.

Change in Australian young people's drinking patterns, 1998–2001

- Females aged 14 to 17 years who drank at risky and high risk levels increased from 1 per cent to 9 per cent
- Males aged 14 to 17 years who drank at risky and high risk levels declined from 5 per cent to 3 per cent
- Alcohol-related hospitalisation rates are consistent with rates of hospitalisation for females aged 15–19 and 20–24 increasing by 4 per cent and 7 per cent, respectively, for the same time period, whereas male rates decreased (Chikritzhs *et al.*, 2003).

Prevalence of alcohol use by secondary school students, 2002

- The most common type of drink for 12–17-year-old Australians is spirits, both premixed and un-premixed.
- From 1999 (23 per cent) to 2002 (47 per cent) a significant increase in the consumption of pre-mixed drinks in both male and female Australians occurred (White & Hayman, 2004).

Fetal Alcohol Spectrum Disorder

- The increasing prevalence of risky drinking by young Australian women has raised concerns about the potential for increased incidence of fetal alcohol spectrum disorder.

Indigenous population

Although there is considerable regional variation:

- similar proportions of Indigenous and non-Indigenous Australians report that they have never drunk alcohol or drink occasionally
- fewer Indigenous people are regular drinkers, but
- among regular drinkers a much higher proportion drink at risky levels, which contributes to a relatively greater proportion of Indigenous alcohol-related health problems
- Indigenous Australian youth are 2.3 times more likely to die from alcohol-related causes than non-Indigenous youth
- alcohol-related deaths have been decreasing for non-Indigenous youth, but there has been little decrease in Indigenous deaths since 1994 (Chikritzhs & Pascal, 2004).

2004 National Drug Strategy Household Survey

<http://www.aihw.gov.au/publications/index.cfm/title/10122>

Australian Secondary School Students' Use of Alcohol in 2002

<http://www.nationaldrugstrategy.gov.au/pdf/mono55.htm>



A R E P O R T
ON THE CONFERENCE

1. CONFERENCE OVERVIEW

A unique international conference, *Thinking Drinking: Achieving Cultural Change by 2020*, was hosted by the Australian Drug Foundation in Melbourne, Australia, 21–23 February 2005. The conference served as a call to action for those with an interest in seeing alcohol placed 'back on the agenda' with respect to future policy, programs and practice.

Thinking Drinking 2020 emerged from recognition of the growing harms and subsequent personal and community losses resulting from the consumption of alcohol at risky levels and in risky patterns. It represented an important milestone in efforts to initiate change for improved public health.

A focus on drinking culture

The conference aimed to focus attention on the present drinking culture within Australia and New Zealand, and on the aspects of those cultures that foster socially debilitating alcohol-related harms. The intention was to frame alcohol issues in a policy context and to begin to form an agenda for the development of innovative, well-considered alcohol-related policies that are oriented to the future. The conference was designed to consider the notion of culture change and how important aspects of our culture might change or be changed in relation to alcohol.

A refreshingly broad approach

The *Thinking Drinking 2020* conference featured a refreshingly broad approach to the consideration of alcohol issues. More than three hundred delegates were encouraged to look toward the year 2020 to forecast the place and value that alcohol will have in the Australian and New Zealand cultures, and in the lifestyles of our populations.

In recognition of the multifaceted, complex nature of alcohol consumption and related harms, the conference program and presenters raised matters well beyond the confines of the field of alcohol and other drugs.

Multidisciplinary contributions

Experts and generalists were brought together from multiple arenas to explore the cultural, social, historical, political and economic influences that will shape the way we will deal with alcohol in the future. They included futurists, economists, sociologists, marketers, public health and alcohol researchers, and frontline workers in the sectors of public health, alcohol and other drugs (AOD), youth, welfare, health promotion and education.

Key areas examined included globalisation and economics, media, marketing and communication, lifestyle and leisure, legislation, regulation and political issues, historical trends, and social structures. Alcohol-specific epidemiological research was utilised to provide evidence of the growing need to re-focus attention on issues pertaining to excessive or harmful consumption of alcohol, against a backdrop of overarching sociological issues to provide a framework for setting directions to improve public health outcomes.

The social and cultural context of alcohol consumption was thought paramount in shaping changes to lessen the impact of alcohol-related problems in Australia and New Zealand. Noteworthy changes in the context of alcohol consumption that have occurred in recent decades include:

- where, how, when and by whom alcohol is consumed
- the 'drinking culture'
- the products consumed
- the targeted marketing to distinct sub-populations within the broader social environment
- the increasing levels of harm experienced by certain populations.

The conference noted that as many alcohol-related challenges confronting Australia and New Zealand are generic to the developed world, we may learn from our international counterparts; however, other alcohol issues are culture-specific, which necessitates developing innovative solutions of our own.

Conference delegates were asked to explore this question:

"How do we develop a new type of paradigm around the location and complexities of alcohol that accommodates more than simply a polarised view of abstinence on one hand and 'problem' drinking or 'alcoholism' on the other?"

The challenge in answering the question was highlighted by recognition of the range of issues that need to be accommodated in the development of feasible alcohol policy.

Presenters and delegates traversed new territory on each of the three days of the conference.

“It was interesting to hear Tracy Bartram and her comments about her problems with alcohol, there has been a push to move away from words or ‘labels’ such as ‘alcoholic’ ‘co-dependent’ and being ‘in treatment’. There appeared to be a lot of affirmation with her from the audience, maybe we need to acknowledge that those words have meaning for people, they may need to continue to play a role in developing or redefining our culture around alcohol”

(Feedback from a delegate following Session 1: Perspectives on the Future, day 1 of the conference)

Day 1: focused on broad social and geo-political issues and how they may impact on alcohol use and policy responses

Day 2: revisited familiar material, such as approaches that have been trialled and reflections on traditional perspectives

Day 3: centred on broader considerations of our position around alcohol and the associated changes that are required for the future.

While the focus of the conference was on broad issues, it was grounded at the outset in the presentation of moving real life stories. The most poignant, funny and delightful of these was the presentation made by Tracy Bartram. Bartram, an icon of modern Melbourne womanhood, described her embodiment of many of the central features of Australia’s drinking culture. With earthy humour, she related how she had become alcohol dependent, and how her life as a high-profile radio announcer, entertainer, comedian and raconteur had pivoted around alcohol.

Bartram graphically described how heavy alcohol use permeated all aspects of her social and professional life until it became obvious that it was damaging herself and her family. She reflected on her family history and the impact of exposure to risky drinking by key role models at an early age.

Delegates were further reminded of the power of ‘real stories’ when Senator Andrew Murray spoke movingly of his own realisation about the high level of alcohol problems amongst Indigenous people who have been sexually and physically abused.

Prompted by future-based discussions, presenters and delegates began to consider a tangible vision for the future that includes the consumption of alcohol, yet in a manner that minimises harm. From this position, the key question ‘how do we change a culture?’ came to the fore. Delegates were invited to identify which aspects of the current drinking culture they wished to change, and to consider which aspects are capable of being altered in the near or medium future.

Thinking Drinking 2020 prompted delegates to question:

“If we are not happy with the way things are, what are the things we want to change; and how can such change be achieved?”

Feedback and reflection from delegates and presenters alike indicated that the *Thinking Drinking 2020* conference was perceived as an important preliminary step in re-evaluating the place and value of alcohol in our culture.

In parallel with the conference was the development at the national level of a new National Alcohol Strategy. A workshop representing the first phase of the development of the new National Alcohol Strategy was held at the conference and attended by representatives of various health bodies and industry groups.

Thinking Drinking 2020 took a first step in establishing new directions for policy. The next step forward is identification of the ‘how to’ – identifying what is new about the ideas that have emerged through *Thinking Drinking 2020* relative to what has been tried previously, and to make recommendations on what may be worth pursuing in the future. As noted by a keynote speaker:

“In thinking about the future and about our strategic or policy responses to it, we need to consider not only the current knowledge we have of the past and present but also the images we hold of the future, as well as the explanatory frameworks we use to develop these ideas and images, because all of these factors have an influence on our decision and policy-making in the present”.

(Dr Joseph Voros, Australian Foresight Institute, Swinburne University)

2. CONFERENCE ROADMAP

To assist with introducing the reader to the themes and issues discussed at *Thinking Drinking 2020*, the following summary is provided in the form of a 'conference roadmap'. The roadmap 'tracks' the material covered over the three days of the conference, whilst Figure 3 (below) indicates progress made towards 'the target' – **sustainable reduction in alcohol-related harms through targeted policy and programs**.

The roadmap corresponds with *Appendix 1: Conference Program* (page 22) and *Appendix 2: Presenters and Abstracts* (page 28).

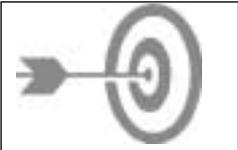


Figure 3 is to be interpreted in conjunction with the Conference Roadmap outlined on the following pages. The target represents the focus of our deliberations across the three days of conference dialogue. On each of the three days we traversed new territory, moving toward the 'future', which is depicted by the 'bull's eye' of the 'target', and made progress toward the broad goal of **sustainable reduction in alcohol-related harms through targeted policy and programs**.

Thinking Drinking 2020 Conference

21–23 February 2005

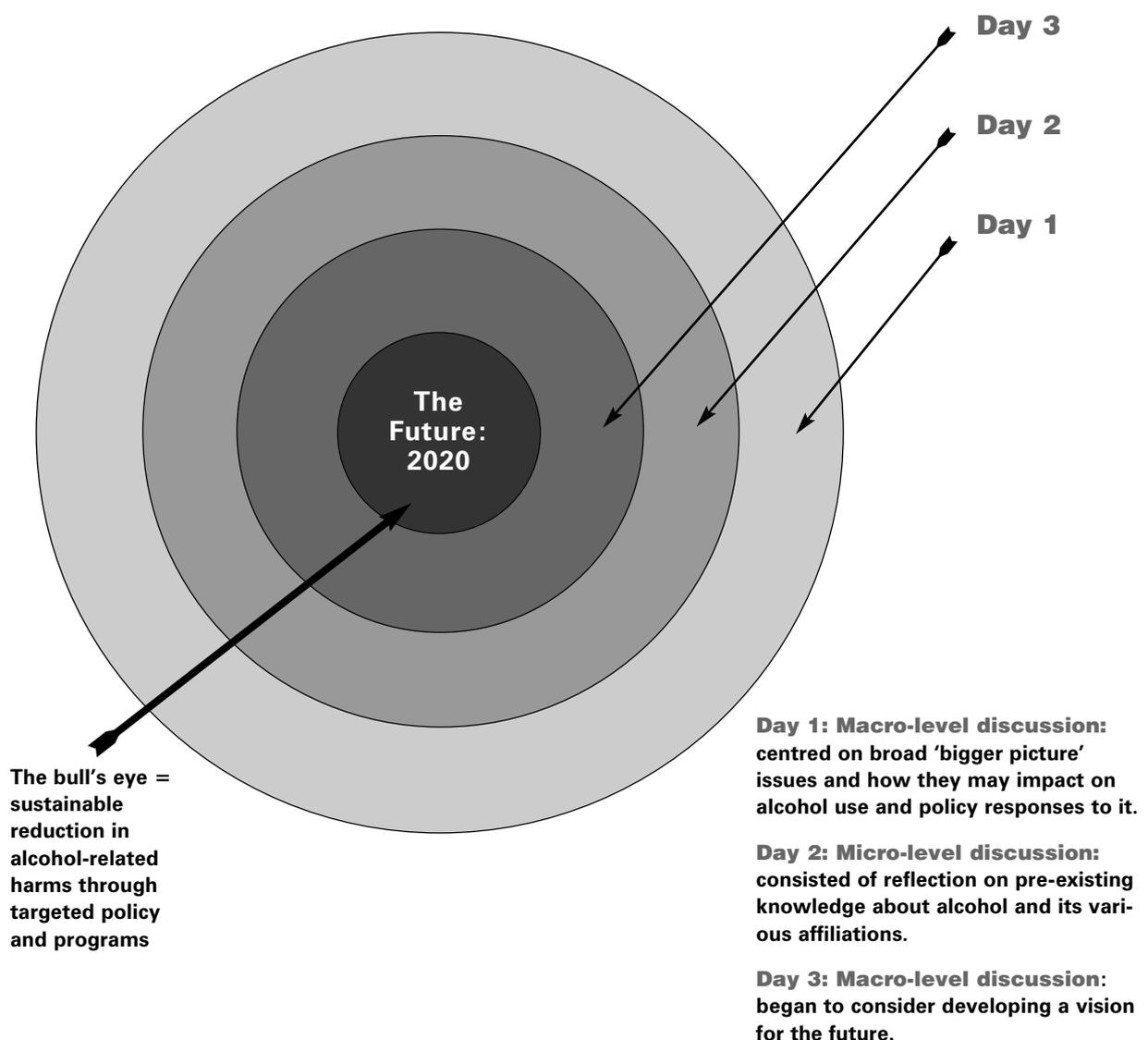


Figure 3 'Hitting the target'

Day 1:

Monday 21 February 2005

Macro-level discussion

Day 1 focused on broad social and geo-political issues and how they may impact on alcohol use and policy responses. Discussion purposively did not focus on alcohol but on broader perspectives in order to 'set the scene' for the anticipated future-based deliberations to follow on days 2 and 3.

Opening ceremony

The conceptual difference between *Thinking Drinking 2020* and previous approaches was realised early in the conference proceedings. Conference organisers' recognition of the need to bring an innovative, future-based view to alcohol use and alcohol-related problems was clearly reflected through the program.

The importance of 'real stories' and of de-stigmatising the reasons for consuming alcohol permeated the conference. The seed for this focus was sowed during the conference opening. The invitation to participate was extended – beyond the Alcohol and Other Drugs (AOD) field – to futurists, people from disciplines not typically associated with AOD – bringing a new creative perspective to the task of considering cultural change.

Perspectives on the future

'Futurists' and other social researchers set the broad context in which possible directions for alcohol policy and programs could be examined and debated by presenters and delegates – 'setting the scene' for the conference by stimulating future-based deliberations in preference to reworking 'old ground'. Delegates were prompted to confront the *likely* social, cultural and economic changes that have, and will, impact on future alcohol production, marketing, consumption and the implications of this for our communities.

Broad cultural perspectives

Discussion centred on the need to think critically about culture; to re-visit the place of alcohol in our culture and to discuss the cultural changes that are needed to reduce the enormous burden of alcohol problems on the community.

Deliberations surrounding the context in which culture change takes place and how to change intrinsic cultural and lifestyle norms and values through 'selling the proposition of change' to the community were flagged and were elaborated during day 3.

Change – past and present

In considering the future place of alcohol in our community, delegates were reminded not to ignore the lessons of history and to remember the gains that have been made with respect to alcohol-related harm and patterns of consumption – *we have made more gains than losses*.

From discussion in this session delegates were encouraged to consider and reflect on what has worked in the past and how this knowledge may be used to develop strategic directions for the future.

Prospects for change

Discussion on specific areas for change in the concurrent sessions of day 1 included:

- **licensed premises**
- **the workplace**
- **sporting settings**
- **public spaces**

Day 2:

Tuesday 22 February 2005

Micro-level discussion

Day 2 revisited familiar material, such as approaches that have been trialled and reflections on traditional perspectives – both locally and internationally.

Policy issues

Reviewing alcohol policy and setting new directions for the future was a fundamental aim of *Thinking Drinking 2020*. Influences on alcohol policy, and the processes by which it is formed, was a recurring theme throughout the conference program and was elaborated on during day 2.

Deliberations surrounded: policies that are likely to reduce alcohol-related harm, those that may induce culture change and, conversely, how culture and societal norms shape policy, the role of the government in forming alcohol policy and, more significantly, the importance of government being provided with sound evidence on which policy can be based.

Through presentations made by international policy experts, attention was drawn to the need to focus on the future when preparing, formulating and promoting alcohol policy as it is not the past that we wish to affect.

The role of law enforcement was explored and delegates were reminded that the aim of alcohol policy is not to eliminate alcohol from society, but rather to contain problems. From this delegates were asked to consider the effect of alcohol controls on the population – *who is affected? Is the effect proportionate to the problem?*

The importance of data collection at a national level as a means of determining the scope and effect of a national alcohol policy was highlighted and current data collection efforts were acknowledged.

Delegates were encouraged to consider issues such as: the role of the various alcohol industries in relation to the development of alcohol policy; the impact of taxation policy on alcohol consumption; the role of community opinion in the development and implementation of alcohol policy; and the possibility of developing a framework convention on alcohol in Australia.

Challenges for the creation of alcohol policy were investigated on day 3.

European policy developments

Presentation of developments and reflections on the challenges and successes of policy development from a European perspective recognised that alcohol policy is an issue across Western society and utilised a 'learn from your neighbour' perspective.

Implications for populations

Consideration of policy issues relative to specific population groups consumed the early afternoon of day 2, with focused discussion in the areas of:

- **Indigenous populations**
- **Australia's next National Alcohol Strategy workshop**
- **youth populations**

Implications for the future

Two specific issues were canvassed:

- **alcohol taxation reform: is there a future?**
- **the legal drinking age: is it too low?**

and an **open forum** session which provided delegates with an opportunity to have their say saw the conclusion of day 2.

Day 3:

Wednesday 23 February 2005

Macro-level discussion

Day 3 began to focus on broader considerations of our position around alcohol and the associated changes that are required for the future.

Public communication

Delegates were reminded of the context in which cultural change needs to occur through presentations that considered including social marketing techniques in relation to alcohol, and the effect of them on particular populations.

Delegates were advised about how the marketing of alcohol may prevent the building of political and popular support for measures required to reduce the extent of alcohol-related harm. Conversely, social marketing techniques may be utilised in a prevention setting, in the following areas:

Future communications

- **communicating for prevention**
- **communicating with parents**
- **communicating with young people**

Implications for the future

- **learning from successful change:** using the public health models of action over tobacco, road trauma and skin cancer where successful change has occurred/is occurring as examples, and
- **strategic challenges for alcohol policy,** raised items for consideration in the development of future policies and plans for action.

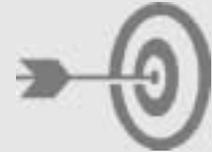
Conference closing

The final plenary session included a verbal synthesis of conference outcomes from the rapporteurs and reflections made by the conference organisers, as well as an opportunity for 'open-floor' feedback and comments from delegates.

The Future...

2020

The target = sustainable reduction in alcohol-related harms through targeted policy and programs
(See Figure 3, page 3).



Where to from here?

How can we carry through with the momentum that was created by the conference for tangible outcomes in the future?

Considerations

- What is new about the ideas that have emerged through *Thinking Drinking 2020* relative to what has been previously tried?
- What recommendations regarding what may be worth pursuing in the future can be made?

Refer to Section 4 of this report, page 19.

3. KEY THEMES AND TRENDS

A range of key themes were identified across the three days of the conference. While not exhaustive, key themes to emerge were:

- | | | |
|----------------------------------|---------------------------------------|--|
| 1. Change | 4. Globalisation | 7. Historical Trends / Issues for the Future |
| 2. Culture | 5. Economics and Consumerism | 8. Legislation and Regulation |
| 3. Materialism and Individualism | 6. Marketing, Media and Connectedness | 9. Policy. |

These themes are discussed in more depth below.

3.1 CHANGE

A central theme of the conference was change – change from a cultural, rather than an individual perspective. The notion of change has received considerable attention in the AOD field over recent decades. However, most efforts, either in terms of treatment or prevention, have largely been directed to the behaviours of individuals, with comparatively little work undertaken in relation to the cultural context in which drinking behaviours occur.

Moreover, many issues pertaining to cultural change are about ‘big’ questions and should not, at least initially, be restricted to a narrow focus on alcohol alone. This was the jumping off point for this conference.

Joseph Voros (Australian Foresight Institute, Swinburne University) introduced the notion of change from a futurist perspective during the first session of the conference. He asked conference delegates to step back from considering *how* to change our culture, and suggested they first develop a vision of the future culture that they wanted.

Layered analysis

Voros introduced the notion of ‘layered analysis’ as a tool for identifying multiple levels requiring attention in the description and analysis of a problem (see Figure 4 below). He offered it as a method or framework for thinking about the future and cultural change, and outlined key questions for consideration including:

- what is the problem?
- what is the solution to the problem?
- who can solve it?
- where/what are the sources of information for understanding/solving the problem?

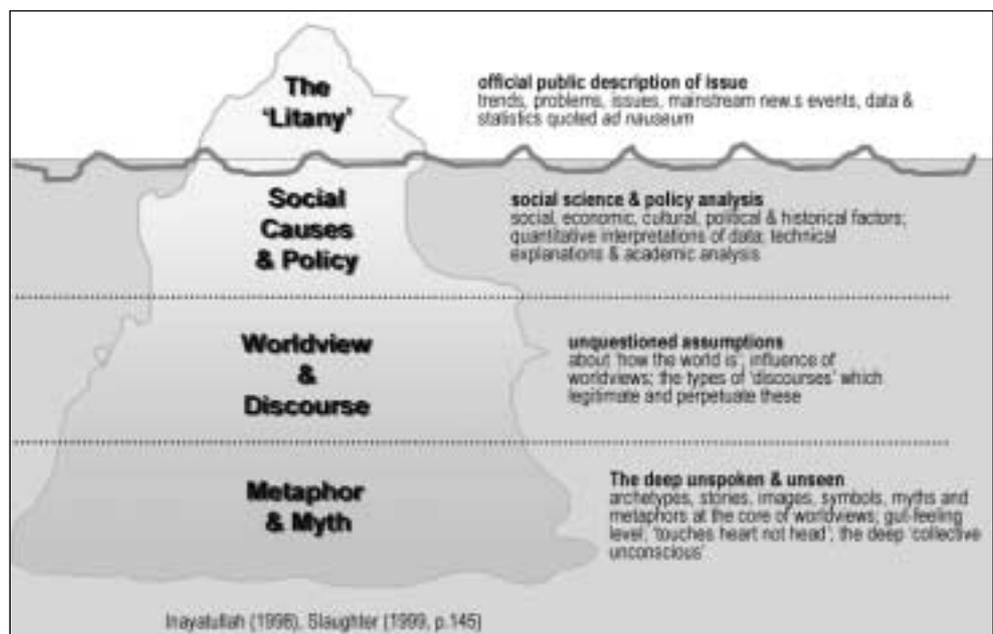


Figure 4 Layered analysis
Source: Voros, 2005, adapted from Inayatullah, 1998 and Slaughter, 1999, used with permission.

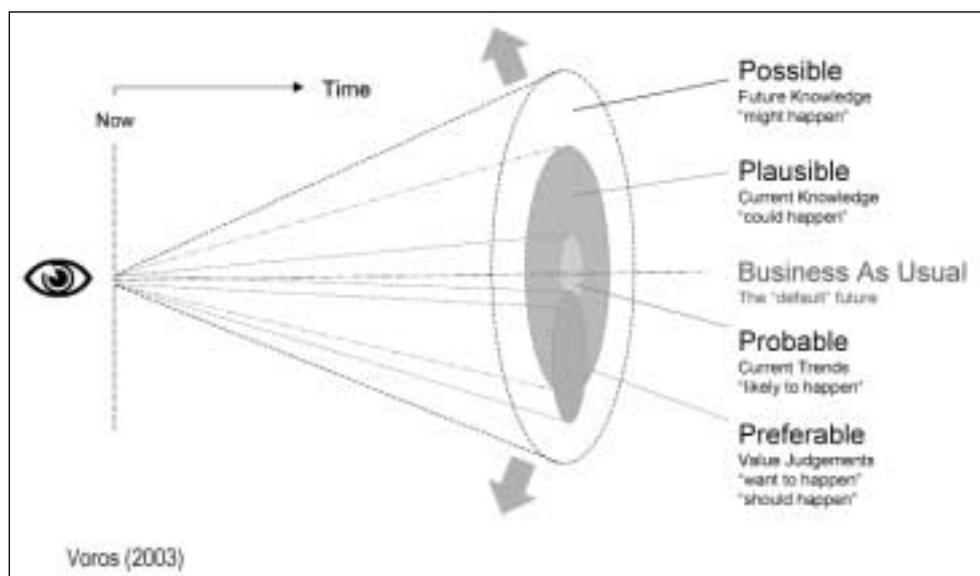


Figure 5 Types of alternative futures

Source: Voros, 2003 used with permission.

Voros also introduced the notion of alternative futures. These alternative futures are depicted in Figure 5 (page 7) and included the:

- possible
- plausible
- probable
- preferable.

Our ideas and images for the future are related inextricably to the values we hold, and as values differ we can expect people to disagree about the shape of the ideal future.

Entertaining 'ridiculous' ideas

Voros invited delegates to take the widest frame in thinking about the future and not to discard ideas because they seem 'ridiculous'. He said the most useful ideas can appear at first glance to be outlandish because they are novel.

Use of empirical data based on past events and identification of trends are relevant when thinking about the future, but Voros warned delegates not to assume that the future will be a continuation of the present. He said there is an element of 'potential' in thinking about the future and he stressed that the future is not pre-determined, inevitable or 'fixed'.

Voros concluded his presentation by asking conference participants to think critically about the future over the next three days by considering:

- what are your guiding images for the future?
- what type of future(s) are you concerned with?
- what 'truly ridiculous' ideas have you seen/heard?

WHAT THE DELEGATES THOUGHT ...

Incorporating a futurist, someone from outside the AOD field who is unencumbered by alcohol data, was a well-planned inclusion in the conference program. It was intended that Voros would bring a new creative perspective to the task and would bring a disciplined approach to thinking about the future that the professionals in the AOD field may be unaware of. Feedback from delegates indicates that Voros was well received, as substantiated by the following excerpts:

"Joseph Voros – absolutely fantastic! I am very impressed that the conference organisers have taken the 'broader' view on alcohol"

"The presentation on 'thinking about the future' really opened things up."

"The 'futures' presentation was excellent. The opportunity to build on Voros has been lost by the 'group' as a whole but I can take this into my educational setting to influence policy, programs and pedagogies"

"Great start conceptually. Wonderful 'big picture' thinking."

What is it about the focus on young people? There's the statistics and the culture of course, but as Robin Room said, we need not to 'pick on' young people and should target the adult population as well. I'm thinking of Joseph Voros' talk yesterday – what's the discourse around young people? What are the myths and metaphors that are in operation here? This might give us some insights or opinions as to what approach we might take (useful, ridiculous ideas...)

(Feedback from a Delegate following Session 5: Policy Issues, day 2 of the conference)

3.2 CULTURE

Transforming culture

Thinking Drinking 2020 challenged speakers and delegates to grapple with the difficult and elusive concept of ‘culture’. With much research pointing to the role of culture in shaping the epidemiology of alcohol use (Room, 2000), as well as the distribution and experience of various alcohol-related risks and harms (Babor *et al.*, 2004), the problem of cultural change remains central to any serious attempt to transform the ways in which Australian and New Zealand societies manage alcohol use in the community (Stockwell, 2004).

In opening the conference ADF CEO Bill Stronach emphasised the vital importance of cultural change in effecting lasting reductions in risky alcohol consumption in Australia and New Zealand. Stronach acknowledged the difficulties associated with any attempt to identify the rudiments of culture, let alone plan for effective cultural change.

Taking up this challenge, Richard Eckersley, Robin Room and Fran Baum provided delegates with conceptual tools for thinking critically about the concept of ‘culture’. Defining culture as the means by which humans bring ‘order and meaning’ to our lives, Eckersley noted that culture provides a way of making sense of the world around us. Sociologists and anthropologists traditionally define culture as comprising:

“a way of life...made up of habits, customs and norms as well as the material goods that a society produces” (Giddens, 1997).

Considering culture change

Many conference speakers sought to flesh out these customs and norms, and described elements of Australian and New Zealand ‘drinking cultures’. Each speaker presented new ideas for thinking about cultural change along with the difficulties likely to be associated with achieving such change.

Robin Room also encouraged delegates to consider the moral authority required to lead any broad-based movement for cultural change. Room challenged delegates to tackle this problem of moral authority head-on in developing programs and strategies for cultural change. Meanwhile, Papaarangi Reid cautioned against cultural chauvinism in debating cultural change. Reid highlighted the diversity and multiculturalism that Australians and New Zealanders celebrate as a crucial value in contemporary political and social debates. Reid challenged delegates to identify precisely whose culture we might seek to change and why – echoing Room’s contention that cultural change is primarily a question of morals and values. It was recognised that those seeking cultural change will need to engage with questions of morals and values, *as well as* politics and economics, in striving for cultural change.

In thinking about achieving cultural change by 2020, many speakers sought to identify the most important contemporary trends and currents in Australian and New Zealand culture. Important here was the view that broad patterns of alcohol consumption, and related risks and harms, are shaped by a number of complex social, economic and political forces including globalisation, liberalism and demographic changes such as multiculturalism and the ageing population. For example, Richard Eckersley and Fran Baum spoke of a growing individualism in Australian society, whilst Barry Jones canvassed the shifting quality of time and Brian Easton highlighted the changes wrought through globalisation. These broader cultural shifts have had significant impacts for both communities and individuals in shaping the ways in which alcohol is consumed, and the nature of alcohol-related harms.

These macro-level cultural changes were highlighted as having had enormous impacts on the health and well-being of ordinary citizens. Eckersley and Baum argued that the valorisation of individualism and materialism in our culture can be linked to an increase in depression and other mental health disorders, of which alcohol misuse is a significant sequela. Despite consistent increases in personal incomes in recent decades, citizens have not necessarily experienced the commensurate shift in happiness and well-being that might have been expected to spring from increased affluence.

Baum stressed that growing inequalities in Australian society have been consistently linked to inequities in the key indices of health and well-being. Chief amongst these is the link between economic disadvantage and substance misuse. Eckersley, Baum, Peter d’Abbs and others stressed that any effort to achieve cultural change in relation to alcohol consumption must consider questions of individualism, materialism and social and economic disadvantage.

“I enjoyed that Fran Baum and Richard Eckersley took a wider perspective on the issue. Good to begin with wider perspectives before homing in on the narrower issues”.

(Feedback from a delegate following Session 2: Broad Cultural Perspectives, day 1 of the conference)

Challenges of culture change

A complex array of challenges associated with cultural change – conceived at either the macro or the micro level – emerged throughout the three days of conference dialogue. Focusing on some of the more specific (or micro) cultural norms surrounding alcohol misuse, Bill Stronach and Mike MacAvoy spoke of the manner in which culture works in both Australia and New Zealand to maintain risky drinking practices. MacAvoy identified a range of social and cultural norms that effectively reinforce irresponsible alcohol consumption, particularly among the young. Providing another example, John Rogerson spoke about the modelling of irresponsible alcohol consumption by elite sports people and similar behaviour in community sporting clubs. Bernie Ward and Tom Carroll highlighted the importance of families in shaping community attitudes to alcohol and the role of parental modelling of drinking behaviour in particular. Other speakers examined the role of alcohol marketing and promotion in giving expression to Australia's drinking culture, often in ways that reinforce a culture of alcohol misuse or excess.

Echoing these observations, keynote speakers concurred that effective cultural change must be driven by a fundamental shift in the cultural norms that underpin risky drinking patterns. Paula Snowden, in previewing a new social marketing strategy soon to be launched in New Zealand, argued that the whole community must take responsibility for identifying solutions to alcohol misuse. This 'whole community' approach is depicted in Figure 6 below.

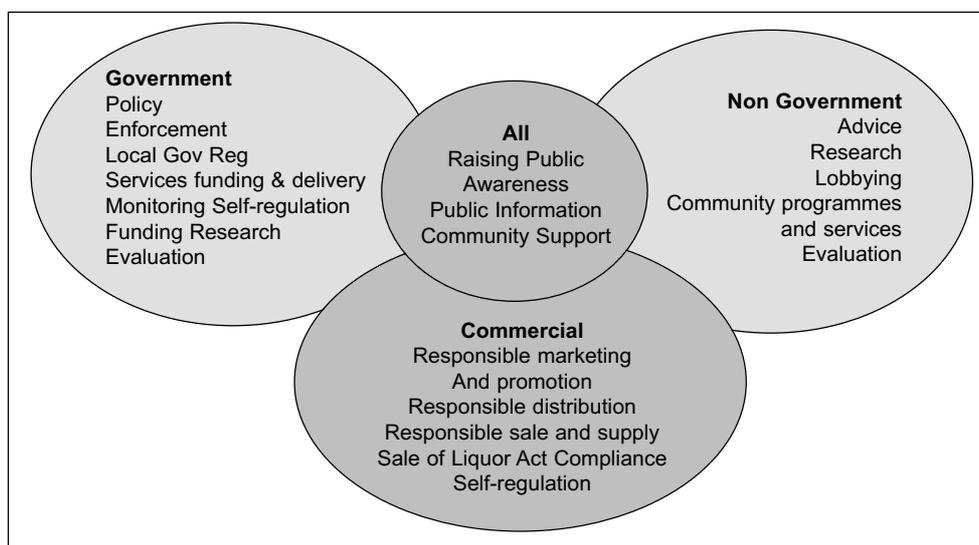


Figure 6 Change the culture, a role for everyone
Source: ALAC, 2005, internal document, used with permission.

Surveying the range of social, economic and political costs associated with alcohol misuse in the community, Snowden and others concluded that the community needs to reassess what is 'socially acceptable' in relation to the consumption of alcohol. This position raised a number of important questions, including:

- ***how might the community work to shift the social norms surrounding alcohol use and misuse?***
- ***what might this cultural change look like?***
- ***what are the most effective means of achieving cultural change by 2020?***

Each of these questions was further explored over the three days of conference dialogue.

Levers for cultural change

A key concern for many speakers involved identifying the most effective levers for cultural change. Most speakers agreed that cultural change is likely to be difficult, taking years, if not decades, to achieve. It was also largely agreed that cultural change will require a variety of co-ordinated approaches, drawing together stakeholders across many different interrelated sectors. With respect to the prospect of achieving cultural change by 2020, the conference closed on the note that real and lasting cultural change will require integrated community-based approaches that combine a range of health, social and economic policy levers.

There are many different cultures in Australia, especially in relation to alcohol. Different groups attach different values to alcohol and its role in their lives. Culture is about values, the social understandings or rules that connect us, and the importance and worth of various activities, objects and experiences. To consider culture change without considering values is, at best, a hollow exercise. Most discussions at the conference were really about lifestyle change, and specifically about how people use alcohol. The focus was on how to get people who misuse alcohol to change their use of alcohol, to choose a different lifestyle or to change their existing lifestyle, in which alcohol has a different role. This is not culture change per se.

The keynote speaker to most clearly address the heart of culture change was Fran Baum, who talked about inequity and economic rationalism, the values that inform our notions of success and failure and the place of the spirit and the soul. The challenge for anyone who talks about changing culture is to put forward a range of alternative values around alcohol that engage with what is most important to us, our sense of ourselves, pleasure, safety, enjoyment, connectedness, belonging and being loved.

3.3 MATERIALISM AND INDIVIDUALISM

An important theme of the conference was the role that materialism and individualism play in contemporary life. The 'role and location of alcohol'* and any attendant problems, were then examined from this perspective. Tensions between individualism (and its bedfellow, materialism) on the one hand, and collectivism, on the other, have long historical roots in social, political, and ideological divides. Richard Eckersley noted that individualism:

“places the individual, rather than the community or group, at the centre of a framework of values, norms and beliefs, and celebrates personal freedom and independence” (Eckersley, 2004).

Eckersley acknowledged that not all the effects of individualism have been destructive in modern society (e.g. it has had benefits with respect to human rights, self-determination and political participation), but argued that many cultural forces associated with individualism pose serious risks to health and well-being.

While Eckersley conceded that it is sometimes difficult to determine patterns of causality when complex social change is under analysis, his central thesis was that the modern emphasis on individualistic, materialistic values and aspirations has created something of a 'meaning' void in the lives of individuals – and indeed of communities as a whole. In a highly consumer-focused society, it is easy to feel that lack of material possessions and success is the void that needs to be filled. This is perhaps particularly so in postmodern Australia, where improved physical health and material comfort sit alongside the paradoxical evidence of diminishing mental health, particularly in young people (substantiated, for example, by high rates of youth suicide).

The postmodern world is less predictable than the world inhabited by people growing up in the middle of the 20th century. Globalisation, the 'information superhighway', and threats (or actual instances) of international terrorism provide the big-picture backdrop for the dramatically altered structure and stability of families, ongoing tensions in gender roles, and a general loosening of extended family ties. All of these changes promote (and are promoted by) a cultural shift towards individualism, both in the opportunities afforded for self-gratification and in the apportioning of blame when things go wrong.

Alcohol and its role in social connectedness

In this broader context, consideration was given to the emphasis placed on one's sense of connectedness as a protective factor with respect to mental health, particularly for young people. Connectedness, once founded in strong family ties (nuclear and extended) and participation in traditional institutions such as local churches, was noted to have fallen victim to the trend towards individualism, and now needs to be actively constructed as a means of promoting well-being. Eckersley observed that many recreational drugs function to 'dissolve the boundaries of self' and speculated therefore that some of the attraction of recreational drug use (including the use and misuse of alcohol) may lie in the sense of connection with others that

* This phrase refers to the way alcohol is perceived by the community at large and the extent to which its use is sanctioned or not and under what circumstances.

ensues. Paula Snowden echoed this notion of the social affiliation or connectedness that can be gained through use of alcohol through her presentation on social marketing in relation to alcohol. The different functions that alcohol can fulfil are depicted in Figure 7.

While not explored in great depth at the conference, it is important to consider both the issue of declining social connectedness (and its implications for health and well-being) and the role that alcohol may now play as a facilitator of social connection.

The important question arose:

What does this tension between individualism and collectivism mean for government policy making?

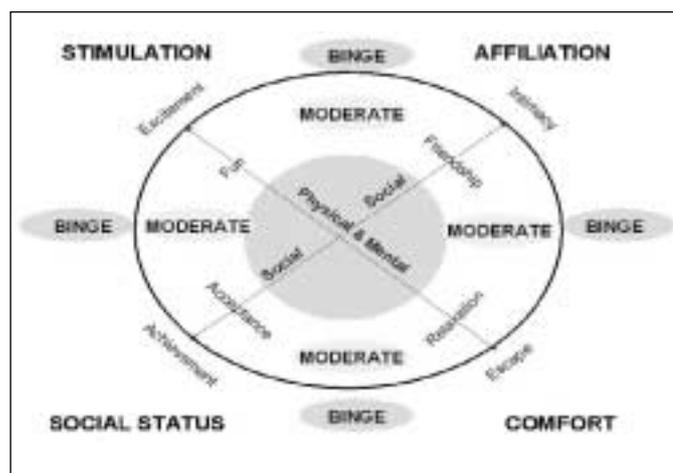


Figure 7 Why we drink
Source: ALAC, 2005, internal document, used with permission.

Proponents of the world view that places individuals at the centre of their own destiny argue for a 'free market' approach to alcohol marketing and consumption, and advocate for a minimalist approach to government intervention. This position was argued by the Honorable Christopher Pyne, Parliamentary Secretary to the Minister for Health and Ageing. Pyne observed that 'Australia is a free society, and each infringement of individual freedom damages the philosophical basis of our nation' and that the benefits of state intervention must be weighed against the costs. It is not absolutely clear, however, what is meant here by 'free', as most of us readily concede a number of 'freedoms' for the benefit of the greater good – e.g. the 'freedom' to drink and drive, the 'freedom' to drive at 100km/hour in a suburban street, the 'freedom' to drive without a seat-belt, and even the 'freedom' to mow our lawns at 7 o'clock on a Sunday morning!

In an individualistic society, responsibility is placed at the feet of individuals, whereas a collectivist view sees government having a stronger role in the framing of policies that promote well-being of the individual as a consequence of greater community well-being and mutual responsibility. This may necessitate some restriction of individual autonomy, even the sacrifice of some commercial or corporate benefits, but in the interests of greater community harmony, stability, and well-being – parameters that need to be measured by more subtle means than simple economic indicators or measures of life expectancy. Policies aimed at achieving such outcomes also require bipartisan political support and sustainment over a period of many years, irrespective of which political party is in government.

While not contesting the evidence about harmful levels of alcohol consumption in Australia, particularly amongst young people, Pyne placed responsibility for regulating the behaviour of young people at the feet of families, and rejected what he described as calls for government to 'micro-manage' human behaviour.

It was evident that there is a need to achieve a balance between individualism and collectivism, between the rights of the individual to self-determination, and the provision of support and assistance to those who lack personal, social and informational resources relevant to maintaining good health.

Australia is not a classless society and there is extensive evidence that attests to health inequities in marginalised and economically disadvantaged groups. Indigenous Australians are one such group, and others comprise those living in rural and regional areas, some populations from non-English-speaking backgrounds, and children reared in circumstances of social and economic disadvantage.

Fran Baum issued a cautionary note, arguing that rising income levels and the 'conspicuous consumption' often associated with it have created some new problems. Baum focused on the growing income inequalities discernible in many Western nations, arguing that nations with significant income gaps between the rich and poor typically experience concomitant health inequalities. Baum noted that individuals from lower socioeconomic strata have consistently poorer health, measured across almost all available indices, than those with higher incomes. With economic inequality seemingly on the rise in Australia and New Zealand, Baum argued that health inequalities are likely to rise too. While Baum concluded that such health inequalities are likely to impact on substance misuse and addictions in coming years, the evidence for this is equivocal for alcohol related problems in Australia.

3.4 GLOBALISATION

Globalisation, a key feature of contemporary social, economic and political life, remains central to a range of significant alcohol policy debates. Globalisation is transforming both the alcohol industry itself, including the manner in which new alcoholic beverages are produced and marketed, and the distribution and patterns of alcohol use and related harms. A number of conference speakers addressed these issues and attempted to

map out the likely impact of globalisation on drinking cultures by 2020.

Fran Baum, Brian Easton and Peter d'Abbs, noted that globalisation comprises a series of overlapping social, economic and political processes. Globalisation as it developed in the post-war economies of Western Europe and the Americas entailed the closer integration of financial and commodity markets as a precursor to closer cultural and political integration (Micklethwait & Wooldridge, 2000). This integration has also involved the merger and consolidation of major trading corporations such that many industries are now dominated by a small number of conglomerates.

The rise of multinational corporations is manifest in the alcohol beverage industries. Many speakers argued that further consolidation is likely in coming years. Easton maintained that we are likely to witness increasing concentrations of market share in a relatively small number of multinational corporations. Easton stressed that as these corporations become more active across national borders they are likely to seek greater influence in international alcohol policy debates. He also noted that product diversification is likely to continue in coming years as competition increases between a smaller number of large corporations. This is likely to result in the more aggressive targeting of market segments such as young women and dual-income professional couples.

Easton predicted that the alcohol products market will become even more diverse and congested by 2020, presenting an expanding array of product choices for consumers. This diversification will be accompanied by carefully targeted and aggressive marketing and promotions efforts designed to grow individual producers' 'share of throat'.

On the subject of alcohol marketing, David Jernigan described some of the more innovative marketing strategies in the USA, arguing that they are likely to appear in the Australian market soon, see Section 3.6 (page 14) for examples. Jernigan said alcohol marketing and promotion in the USA is increasingly targeted at young people and the industry will continue to produce new products for that market. As the industry will likely resist pressure for the re-regulation of marketing and promotion, several speakers (Jernigan, Easton, Baum and Roche) stressed the need to maintain a critical scrutiny of the global industry, particularly its attempt to attract younger drinkers, and, more specifically, young females.

Global drinking cultures

Jernigan noted that the globalisation of the alcohol industry is reflected in the growing convergence of marketing and promotional strategies around the world. Easton and d'Abbs agreed that demographic changes, including patterns of global migration and cultural exchange, as well as the globalisation of popular culture, is leading to the emergence of global drinking cultures. Whereas historically, individual nations and cultural communities have exhibited considerable heterogeneity in the manner in which alcohol is consumed and culturally regulated, such differences appear to have been fading.

Peter Anderson spoke of recent shifts in the drinking cultures of many southern European nations, which have been historically characterised by frequent, low-risk patterns of alcohol consumption, but which are now moving towards more 'northern European' cultural norms in which frequent binge drinking is more common. d'Abbs echoed this view, arguing that the cultural and economic forces associated with globalisation often work to erase local cultural variations in favour of more dominant global forms. d'Abbs, Easton and Peter Biggs concluded that the drinking cultures common to the industrialised nations of the West, characterised by infrequent or episodic consumption, are themselves likely to become globalised in coming years. This is likely to create public health problems as risky drinking becomes more common for certain populations, particularly youth.

Baum and Easton also argued that globalisation has led to rising standards of living in many parts of the developed world, although each stressed that such shifts have often been accompanied by widening income inequalities. Despite these disparities, levels of personal income, and disposable incomes in particular, have been rising in Australia and New Zealand. Easton suggested that rising income levels are typically associated with increased levels of consumption (rather than increased personal savings) and so the market for alcoholic beverages is likely to continue to expand. As relative levels of disposable income increase among population segments, such as the young (who are particularly vulnerable to alcohol-related harms), both the frequency and volume of young people's alcohol consumption are likely to rise.

This view was endorsed by Biggs and Adam Leys, who noted that youth cultures are increasingly characterised by more conspicuous patterns of consumption, which is reflected in the importance of branding and marketing as corporations attempt to find new ways of securing market share. Biggs noted that rising levels of disposable income have opened up markets for entertainment and leisure for young people that often endorse alcohol consumption as a key leisure activity in its own right.

Chief Constable John Giffard referred to the 'night-time economy' – the bar, nightclub, dance and music sector – which has emerged in recent decades, with young people as key participants. The link between

'clubbing', leisure time and alcohol consumption is firmly entrenched in this culture, creating new problems for public health and law enforcement officials. Biggs also highlighted the manner in which these clubbing cultures are themselves becoming more global, such that trends that emerge in London, New York, Paris or Sydney are now taken up in other parts of the world much more quickly.

d'Abbs suggested that this cultural exchange is especially visible in the manner in which trends in young people's alcohol consumption are now transmitted around the Western world and beyond. This also has important implications for emerging patterns of alcohol use in Asian, South Pacific and African countries.

3.5 ECONOMICS AND CONSUMERISM

Fran Baum highlighted some key issues around equity, the impact of globalisation, and how a less consumer-driven community might be one in which alcohol misuse was less prominent. Brian Easton from New Zealand followed Baum with a number of insights into the global nature of the alcohol industry and how economic levers (price and taxation) actually work in reducing alcohol problems.

It was further noted in other presentations that our society has become more focused on individual consumerism serviced by global companies. It is a view of the world endorsed and promoted through government competition policy, and reflected in the degree to which free market forces are now portrayed as the foundation of economic stability and success. The alcohol industry cites this open-competition philosophy to not only defend its markets and strategies, but also to promote its products. In such an environment, government interference in market forces is seen as counter to community and consumer interest.

In the last two decades the largest alcohol producing companies have become economically stronger than many nations. Alcohol production and distribution is now largely controlled by a handful of multinational companies. These companies have a significant capacity to mount campaigns and resist individual government pushes for restrictions on promotions, packaging, marketing, alcoholic strength, product pricing and taxation.

These global economic and alcohol industry developments were discussed throughout the conference. Running parallel to increased individualism and consumerism is an increased emphasis on the implied contract between those who profit from products and those who use them. The contract is reflected in a growing level of legal action by consumers against producers and retailers. If this trend continues, the relationship between alcohol producers and consumers may be defined less by government regulation and more by legal precedent. While economic policy trends make it unlikely that governments will impose more restrictive practices on alcohol producers and retailers, they also provide two opportunities for change in the future.

The first of these involves legal action, by individuals or groups, such as that taken against tobacco companies. The legal liability of alcohol stakeholders may be tested in similar ways; legal action is a potentially effective strategy that has been under-utilised in shifting attitudes and behaviour around alcohol.

The second strategy is the capacity for health advocacy groups to work proactively with a small number of large multinational companies to achieve significant change. Some speakers saw these companies as having partially replaced the alcohol policy role of governments, as their actions have significant policy implications. Those seeking to achieve change need to acknowledge the power of a handful of companies responsible for producing, marketing and distributing these products across the world.

The role of the alcohol industries

Representatives of some major multinational alcohol companies were in attendance at the conference. Unfortunately, the opportunity for an open and equal dialogue between representatives of the alcohol industries and those representing the health and sociology fields was not utilised. It is regrettable that a major alcohol company declined an offer to speak at the conference. In many ways, this was an opportunity lost and it is highlighted here as an area where there is important scope for future developments.

Thinking Drinking 2020 clearly underlined the global nature of the alcohol industries and the need to take this into account in developing strategies to reduce alcohol-related harm. Strategic co-operation and legal action are just two of the options to be considered.

There was considerable debate and tension at the conference with respect to the way in which the alcohol industries should be included in public health discourse about alcohol-related harm. Clearly, a conflict of interest exists between maximising profits for shareholders on the one hand, and reducing the enormous harm associated with misuse of the product on the other. In this context, it is easy for the industry to provide tokenistic responses that simply 'nibble around the edges' of harmful patterns of consumption while leaving profit margins untouched.

One view expressed was that ‘the business of business is business’; that is, why would we expect meaningful commitment to initiatives that are likely to lead to reduced consumption of a legal, socially-sanctioned product that contributes to government revenue?

In the opposite scenario, it is argued that the alcohol industry might play a supporting role in reducing alcohol-related harm. Proponents of the second view can draw on the desire in the public health field for ‘partnerships’ between different interests, while proponents of the first view will point to the industry’s resistance to any strategy that is likely to impact on consumption.

3.6 MARKETING, MEDIA AND COMMUNICATIONS

The manner in which alcohol is marketed and promoted was an important issue for *Thinking Drinking 2020*. Alcohol advertising is big business, and has been shown to influence young people’s beliefs about drinking, intentions to drink, and actual drinking behaviour (Center on Alcohol Marketing and Youth, 2001–2003).

The alcohol industries invest heavily in the marketing, promotion and advertising of their products and depict positive images of alcohol use. From a public health perspective, there is strong and growing concern about many aspects of alcohol marketing. While it is easy to argue that public health social marketing strategies need to counter with equally effective and acceptable messages about responsible use, the marketing budget available to the alcohol industries is massive and more sustained compared to that available in the public health sector. Tom Carroll noted that in Australia alcohol advertisements outweigh public health counter-messages by at least a ratio of 5:1.

Avenues for alcohol marketing

In addition to the huge amount spent on directly targeting young people, David Jernigan observed that ‘spillage’ of alcohol advertising favours exposure to young people and that this typically ‘flies under the parental radar’. For example, young people can easily access alcohol product websites, many of which are not filtered out by parental control software, and it is not reasonable or practical to expect an adult to supervise a young person’s internet use at all times.

It is reasonable, however, to expect the alcohol industries to act responsibly with respect to the content of their websites, such that games, competitions, cartoons, chat-rooms and bulletin boards, all of which are attractive to under-age drinkers, are avoided, particularly given the difficulties inherent in genuinely vetting visitors to the site with respect to their age (Center on Alcohol Marketing and Youth, 2004).

Another form of alcohol advertising that typically evades parental attention is that which appears in magazines aimed at young people. Such advertising is particularly likely to target girls aged 12–20 years and to promote the consumption of beer and distilled spirits. It is important when considering alcohol advertising trend data to examine not only total volume but also the relative over-exposure of young people to certain products (e.g. alcopops).

Challenges

In contrast to the modest impact of school-based drug education, with respect to its ability to influence behaviour, alcohol advertising is clearly successful in achieving a behavioural outcome favourable to the alcohol industries. A challenge for public health practitioners is therefore to mount social marketing messages that are salient, relevant, believable and attractive to their audiences.

Paula Snowden addressed the importance of governments seeking cultural change with respect to tolerance of alcohol misuse – not, however through the use of ‘scare tactics’ or irrelevancies (from a youth perspective) such as long-term health problems and organ damage. Rather, Snowden’s argument was that governments need to promote awareness of the links between drinking patterns and harms experienced. Snowden also challenged the alcohol industry to promote responsible drinking as a ‘brand value’, noting that the marketing resources are available for this, provided the will exists at the corporate level.

Given the multimillion-dollar budgets available to the industries, it was suggested that governments need to address their own duplicity with respect to alcohol promotion: the sophisticated lobbying of government by alcohol interests, and the ‘blind eye’ turned to alcohol-related harm. Reform of alcohol taxation (see Section 3.8 (page 16) was also identified for action. This raises the collective nature of the responsibility for reducing alcohol-related harm, particularly (but not exclusively) amongst young people. It was argued also that government needs to lead the way with policies that call the industry to account with a genuinely enforceable advertising code of conduct.

The Honourable Christopher Pyne holds that the principal responsibility for reducing young peoples’ alco-

hol-related harm sits with parents and families. Families, however, are part of the broader social and cultural context and parents cannot be expected to counter strong, attractive and pervasive messages without sustained assistance from government. This assistance needs to work across policies dealing with marketing, excise, licensing, enforcement of existing laws, and needs reinforcement at school and community levels.

As pointed out by Alex Wodak and Ann Roche, simple reliance on per capita consumption figures belies the harmful patterns of consumption adopted by large numbers of drinkers, particularly young people (many of whom are under-age). Given the evidence about rising levels of alcohol-related harm in young people, together with their susceptibility to advertising images, there is a clear role for government to ensure that compliance with the Alcohol Beverage Advertising Codes is enforced – in ways that are socially and commercially meaningful.

Rob Moodie reminded conference delegates, however, that governments respond to what matters to the people. Social marketing techniques need to be employed, therefore, to influence knowledge and beliefs about alcohol-related harms of a social nature. The effectiveness of the approach adopted by the Alcohol Advisory Council of New Zealand in seeking cultural change via a social marketing approach will be of great interest to public health practitioners in both that country and Australia.

The future face of alcohol marketing

There was much discussion throughout the conference about the media, and its role in reinforcing cultural norms around alcohol, lifestyle and celebration. David Jernigan provided some compelling international statistics on the very high level of exposure young people have to alcohol advertising and promotion in his keynote presentation. Peter Biggs, in his keynote presentation and a follow-up workshop, provided examples of effective advertising in which consumption of alcohol is associated with positive feelings and experiences. Paula Snowden, along with Tom Carroll and Jenny Taylor, outlined some of the emerging patterns in government-funded advertising that is seeking to shift the awareness, attitudes and behaviour of young people in relation to alcohol generally, and binge drinking in particular. Scott Stewart and Adam Leys provided insights into youth culture and the way young people access and use information, and likely future trends.

It was clear that there are major shifts occurring in the way products are promoted and sold through the various print and electronic media, and these shifts will continue over the next 20 years. 'Below the line' advertising expenditure is now higher than 'above the line' advertising expenditure. This means the traditional forms of advertising with 30-second or 60-second advertisements on television and radio are now being overtaken by more subtle direct and indirect promotion including strategic product placement and endorsement. Examples provided of 'below the line' advertising and promotion include:

- **when someone on television appears at a bar to sing, make a joke or deliver a line, the logo space above the beer taps will have been sold**
- **when a sports star is pictured celebrating a victory, the product in his hand will belong to a paid up sponsor**
- **when the dramatic tension of unrequited love is about to be resolved, we can expect a sponsor's product to be consumed to reduce inhibition and fuel the passion.**

The use of new technologies such as mobile phone SMS text messaging and the Internet are not only emerging promotional media but have already changed how we meet, feel connected to others, organise parties, exchange information, create alliances and avoid parental supervision. Alcohol advertisers will use forms of e-communication more extensively in the future.

While government-funded media campaigns seeking to highlight the problems with excessive alcohol consumption have become more sophisticated, they remain very limited in comparison with their much bigger spending competitors, the alcohol producers and retailers. Government campaigns are invariably very short term – a few weeks at most – and tend to target young people rather than address the broader culture of adult drinking and intoxication.

Many questions still need to be addressed about the capacity of short-term, less vertically-integrated, government-funded campaigns to shift behaviour. As Mike MacAvoy stated in his keynote presentation, 'people hear what they want to hear'.

Peter Biggs pointed out that alcohol advertisers effectively tap into people's values and human needs: the need to feel loved, to be successful, to belong and to have fun. Anti-alcohol campaigns may have moved forward, but they remain largely fear-based. Health-promoting groups have been out-spent and out-thought in terms of using contemporary and emerging media to promote a change in attitudes to alcohol

consumption. Social marketing offers no magic bullet in terms of reducing alcohol problems, but it is worth more considered effort from health professionals. The conference identified that there is scope to use the various media and communication tools to convey positive values around personal safety, enjoyment and healthy alcohol consumption.

3.7 HISTORICAL TRENDS / ISSUES FOR THE FUTURE

The themes outlined earlier that emerged throughout the conference were underpinned by contributions that addressed current and historical patterns and trends in alcohol use. Alex Wodak outlined some of the major changes that have occurred in Australian drinking patterns over the past century. He noted that mean consumption had decreased in Australia in the first third of the 20th century – without the aid of prohibition! Following the Second World War, consumption steadily rose, peaking in the 1980s. This was followed by a 24 per cent decrease in mean consumption to the present day. Strategies that had been implemented over recent decades to successfully contain alcohol-related problems included random breath testing, fortification of flour with thiamine, the introduction of low-alcohol beer, low/zero blood-alcohol concentrations (BACs) for probationary drivers, indexation of alcohol excise, and the gradual acceptance of harm reduction in relation to alcohol.

Ann Roche underscored the importance of being aware of Australia's distinct patterns of alcohol use. She noted that in contrast to Britain, where mean alcohol consumption had increased by 30 per cent over two decades, a decrease of 24 per cent had occurred over the same time period in Australia. Importantly though, significant changes were occurring in relation to changing patterns of consumption by young people, and especially young women, in Australia. Wodak also expressed concern that risky patterns of consumption may be on the increase again. Roche reiterated this concern in relation to beverage types, risky patterns and engagement in risky drinking at an increasingly young age. This concern was compounded by evidence of increases in the use of spirits, which are often heavily flavoured and highly sweetened – thus increasing their appeal to very young people.

Concern was expressed about the growing patterns of risky drinking by especially vulnerable groups. Most notably these groups include: Indigenous Australians of all ages, young people, women (but particularly young women), the unemployed and/or those suffering from a mental health problem.

Importantly, the point was made by several speakers that beverage alcohol was increasingly seen and used as an intoxicant by younger age groups – like other legal or illegal drugs. Alcohol was often used as a substitute intoxicant, interchangeably or in conjunction with other drugs. This is a significant change in the use and perception of alcohol and one that differs greatly from its traditional role.

Operating in concert with these developments is a significant change to the general economic and commercial climate within Australia that has occurred over the past decade. An increasing number of strategies have been developed, often enshrined in legislation, to protect commercial interests, allow free trade and encourage competition. A prime example is the establishment of Australia's national competition policy that supports commercial interests and discourages any barriers to the free operation of the market. The significant overhaul to liquor legislation that occurred in all states in the late 1990s required compliance with the national competition policy.

As a result it is virtually impossible to prevent the issue of new liquor licenses, and some states have seen a rapid proliferation in the number of licensed outlets and an extension of trading hours. In many instances these developments, driven by free trade and competition policies, appear to work against the best interests of public health and the community at large. Local communities are unable to determine the number and types of liquor outlets in their locality, as commercial interests are given priority in order to ensure 'a competitive marketplace'. There is growing concern about the impact of competition policy on the availability of alcohol, such that these laws may be reviewed in the future.

3.8 LEGISLATION AND REGULATION

There were many calls for changes in legislation and regulation throughout the conference. Some were discussed as part of broader discussions about alcohol policy change, see section 3.9 (page 18). Some, however, were related to more specific regulatory issues at a local level.

Several speakers, including Ann Roche, Robin Room and Brian Kearney, addressed the issue of licensing regulations in Australia and, in particular, the regulatory role of liquor licensing authorities and local government. One of the strongest themes in these discussions was the difficulty that community members and

health advocates experienced in presenting a health or public interest case for restricting the number of licensees or the hours of trading.

There were calls for new and clearer regulations specifically outlining the grounds on which new licenses or extended operating hours for licensed venues may be opposed by people within the community. There were also calls for the process to be less formal and legalistic to enable more community participation.

Similarly, regulations and guidelines related to dry areas, public drinking environments, dealing with intoxicated persons, transport from events and venues where alcohol is served, broader alcohol event management guidelines, and the provision of alcohol-free recreational options were all topics that received some attention at the conference.

The central issue in most of these discussions was about seeking more flexible regulations that allowed for local variations to reduce alcohol-related harm. While broader policy discussions tend to embrace legislative change, the potential for developing targeted local responses by adopting a more flexible approach to regulation clearly emerged as a key future strategy during the conference.

Alcohol taxation

The inequitable way in which alcoholic beverages are subjected to taxation in Australia was the subject of debate across a number of conference sessions. Many speakers expressed the view, supported by the Alcohol and Drugs Council of Australia (ADCA), that the current system lacks a logical evidence-base and fails to provide incentives to manufacturers to produce and market low-alcohol beverages. The Wine Equalisation Tax (WET) that was introduced with the Goods and Services Tax (GST) in 2000 in Australia attracted particular criticism with respect to its favouring of the mass production of low-cost cask wine, which has been shown to be associated with high-risk patterns of alcohol consumption in Australia (Stockwell *et al.*, 1998).

Similarly, Ready to Drink (RTD) products (pre-mixed spirits) are not taxed in the same way as other spirits, but are taxed at the same rate as full-strength beer. This is a significant public health policy concern given the increasing popularity of RTDs with young and underage drinkers. Broad support was expressed for an alcohol volumetric taxation system, whereby alcohol beverages are taxed according to a transparent formula based on alcohol content. The ADCA has recommended this position to the Australian Federal Government, noting that such an approach would provide clear economic incentives for manufacturers to produce and promote low-alcohol products, while being administratively straightforward and continuing to generate high levels of government revenue from alcohol sales – but resulting in decreased expenditure on managing alcohol-related problems.

Should the legal drinking age in Australia be raised to 21?

John Toumbourou argued the case in favour of raising the legal drinking age in Australia to 21 years. Factors supporting this position include evidence of the harms experienced (short and potentially long-term also), the disproportionate amount of the alcohol-harm burden borne by young people, and evidence from both this country, the USA and Canada showing clear links between the legal drinking age and the harms experienced by young people. Toumbourou further argued that legislative change would be a lever for broader social/cultural change, as it would necessitate a re-think by parents about their attitudes and practices with respect to alcohol and their adolescent children. Toumbourou acknowledged that such a change would need to be gradual, would require enormous public education, and would need to be accompanied by civil rather than criminal sanctions.

The case for the status quo was presented by David Butten. Butten argued that such a change would be unworkable and impractical, noting that not all alcohol consumption by young people occurs in harmful ways and suggesting that it is desirable to cultivate responsible drinking from a young age, rather than applying a prohibitionist approach to drinking by young people (with all of the associated regulatory and policing difficulties that this would entail). Butten also observed that such a change would have a devastating economic impact on the hospitality industry.

In many respects, this question seems to go to the heart of the conference theme, as it challenges fundamental cultural norms, against a background of Australia's international leadership in developing evidence-based alcohol policies. Laws do influence public attitudes and behaviour, but legislators also respond to the will of the electorate. The extent to which this idea will be debated seriously in public will depend on the capacity of public health professionals to stimulate media and social commentary. The proponents will face charges of 'wowsersism' and deprecatory references to US-style prohibition.

“We talk about ‘server liability’, legislation – should there be legislation around ‘parent liability’ in holding parties that they know will get out of control and promote minors, [consumption] of alcohol – is there a fining system for this?”

(Feedback from a delegate following Session 3: Change – Past and Present, day 1 of the conference)

3.9 POLICY

In its broadest sense, policy is about the actions we take around alcohol. It touches upon many areas of government and community life.

As Sally Casswell, Robin Room, Ann Hope and Marcus Grant pointed out in their presentations, we know a great deal about alcohol policy in Australia and around the world. Most importantly, we know what has been tried, what has worked and what has been less effective. This issue of drawing upon what we already know about alcohol policy was pursued in a number of presentations and workshops, particularly within the National Alcohol Strategy consultation, where Margaret Hamilton reinforced the view that the real challenge is not knowing what will have an impact, but in identifying what is achievable.

Despite a few notable exceptions, there was general agreement amongst presenters that those alcohol policies that have been shown to be most effective are typically the policies that are most difficult to achieve. This is primarily because effective alcohol policies tend to be the most challenging in terms of gaining political and community support. Examples of effective alcohol policies discussed during *Thinking Drinking 2020* included raising prices through alcohol taxation and excise changes, raising the drinking age, greater restrictions on availability, more enforcement of safe serving practices, legal liability of producers and servers for the damages caused by excessive consumption, and more investment in a wide range of alcohol treatment options.

On the other hand, there is less evidence for the effectiveness of the more popular policy responses to alcohol-related harm, including alcohol education in schools, mass media campaigns targeting young people, promotion of alternative activities for at-risk youth, and broad-based awareness-raising activities. Those policies we know have been successful in Australia, such as Random Breath Testing, were often referred to throughout the conference as providing a good model for alcohol policy that not only impacts on individual behaviour, but also clearly reduces the level of harm associated with our patterns of alcohol consumption.

Perhaps the most outstanding one-off alcohol policy initiative has been the establishment of the Alcohol Education and Rehabilitation Foundation Ltd (AER Foundation). Daryl Smeaton, Chief Executive Officer of the AER Foundation, outlined a number of very important and effective initiatives funded by the sixty million dollars of Federal government funding the AER Foundation has distributed in the last three years. Amongst these was the successful Good Sports project, which is having a real impact on serving practices in sporting clubs, and the Alcohol and other Drugs Council of Australia (ADCA) project, which is developing a model for alcohol taxation in Australia. Both of these projects were presented during the conference. A further AER Foundation-funded initiative discussed in the law enforcement alcohol policy discussions was the NSW Police Linking Project, which tracks the place of last drink for all alcohol-related offences and uses this information to work with licensees. This project alone has reduced crime in the pilot region by 15 per cent. These examples of effective local policies were seen as important in underpinning support for broader legislative changes that would have larger impacts across the whole community.

In terms of future policy, the general push throughout the conference was to support more evidence-based policies, while at the same time working proactively to address the lack of community support for any alcohol policy changes that will impact on their own drinking behaviour. There was also some discussion about the need for increased advocacy to achieve alcohol policy change in Australia, within the official government policy process structures, in the media, at a direct political level and within local communities.

Perhaps the real lessons come from successes in the past such as Random Breath Testing, which have been built on multi-level strategies incorporating the 'big lever' government policy changes, enforcement and legal action, awareness-raising and building local constituencies to reinforce and support real alcohol policy change.

4. THINKING CRITICALLY ABOUT THE FUTURE: 2020 AND BEYOND

While the *Thinking Drinking 2020* conference was an undoubted success in many respects, and achieved many of its stated objectives, one area in which it fell short of the mark was in relation to the level of interaction achieved. It had been hoped that the conference would break the mould with respect to the passive role played by most participants at conferences and offer an opportunity for a higher than usual level of interaction among participants and between participants and speakers. This was only achieved to a limited extent. In part, this was due to the size of the meeting, which was greater than originally anticipated. But it was also a reflection of the need to devote considerable meeting time to just getting the issues 'out there'. So, while some opportunities for meaningful dialogue may have been lost, especially with key players and also at the harder edge of the process with representatives from the alcohol industries (who were represented at the meeting in considerable numbers), it is important to consider this challenge for future endeavours.

In addition to not breaking the traditional conference mould of relatively limited interaction, the meeting also had a tendency to revisit 'old' issues. Many such issues have been extensively examined over the past one to two decades, and while it was important to have the current and historical context clear and accurate, it was also important to move forward to explore new issues, new perspectives and create new paradigms.

4.1 ACHIEVING CULTURAL CHANGE

It has been noted throughout this document that the *Thinking Drinking 2020* conference attempted to provide a new focus for alcohol and its social location. It was a focus that pivoted on a cultural perspective. It has also been highlighted that while the conference was very successful in many respects, one area in which the ideal goal was not achieved was in relation to meaningfully 'unpacking' the concept of culture, and, moreover, failing to provide a satisfactory guide to ways to change current cultural norms and behaviours.

Despite the complexity of conference debates, a number of central points emerged in relation to cultural change including consideration of

- **the role of social marketing strategies in health promotion**
- **community mobilisation campaigns in workplaces, schools, licensed venues and other leisure settings**
- **re-regulation of alcohol marketing and promotion**
- **reform of taxation arrangements for alcohol including a volumetric tax**
- **further restrictions on alcohol availability and supply**
- **increased treatment and withdrawal services**
- **the development of co-ordinated, multi-sectoral framework conventions on alcohol policy.**

One strategy that may be useful is an examination of other areas where significant culture changes have occurred. These examples can be used to identify key principles and strategies that may be useful in the quest to change cultural norms in relation to alcohol. Lessons learnt from the tobacco campaigns may be helpful to some extent, but other examples are needed. The fundamental difference between tobacco and alcohol is that alcohol can be consumed in a non-harmful manner, whereas there is no safe level of tobacco use. This precludes the extensive use of action on tobacco as examples of cultural change strategies.

The conference dialogue noted that before embarking on a journey of culture change we should decide on the end goal. Few, if any, speakers at the conference braved an attempt. We must wonder why. Is it because such a task is too hard? Is it because their brief did not require or invite such speculation? Or is it, as we might suspect, that this is harder than previously envisaged? If it is the latter, then concentrated effort needs to be directed towards explicit clarification of what 'we' want to change and in what concrete way do we want things to be different, assuming that 'we' represent a valid voice for the Australian community. That is, what is the vision of the place and location of alcohol in Australian society? Determining, articulating and communicating this vision is the task with which we are now faced.

4.2 CREATING A VISION FOR THE FUTURE

On the first morning of *Thinking Drinking 2020*, Joseph Voros challenged delegates to think critically about the future, and about how to achieve cultural change over an extended period. Voros argued that any plan to achieve change in Australia’s drinking cultures by 2020 must include a strategy for predicting the most significant cultural shifts likely to affect Australian society in coming decades. These changes are likely to include significant demographic shifts, including greater cultural diversity in the community and ongoing change in the make-up of Australian families. The structure and organisation of the Australian economy is also likely to change in a number of ways that will have significant implications for how Australians work. All of these changes will impact on Australia’s drinking culture. Public health agencies will need to keep abreast of these changes in planning for the future.

Voros suggested that professional futurists have much to offer in the planning and implementation of appropriate strategies to change Australia’s drinking culture over the longer term. Futurism, Voros argued, is about the development of conjectural knowledge about the world. The future is not pre-determined or fixed and so futurists use a variety of explanatory frameworks to make sense of competing ‘images’ of the future. Significantly, many attempts to plan effectively for the longer term founder in unrealistic or narrowly conceived world views and assumptions about what the world will look like in the future. Voros warned that limiting our thinking about the future to our own narrow world views, and the sense that the future is likely to be merely a continuation of the past, will leave us unprepared for the challenges of the future. This is likely to be especially true of attempts to change Australia’s drinking culture in that half the battle will lie in persuading Australians that the present culture actually needs to change.

The weight of history, push of the present and pull of the future

Voros closed with a light-hearted exhortation to entertain even the most outlandish and ridiculous ideas about the future. Often it is the seemingly fanciful suggestions that produce the truly new thinking required to predict the future. In thinking about shifting Australia’s drinking culture, and in planning effective strategies for achieving cultural change, Voros and others stressed that we will need to understand the weight of history, the push of the present and the pull of the future and how these various social, political and cultural forces coincide (see Figure 8).

An appropriate vision of the future, and how Australian and New Zealand society is changing, will thus remain an indispensable element of plans to transform Australia’s and New Zealand’s drinking cultures and to reduce the harms associated with alcohol misuse in the community.

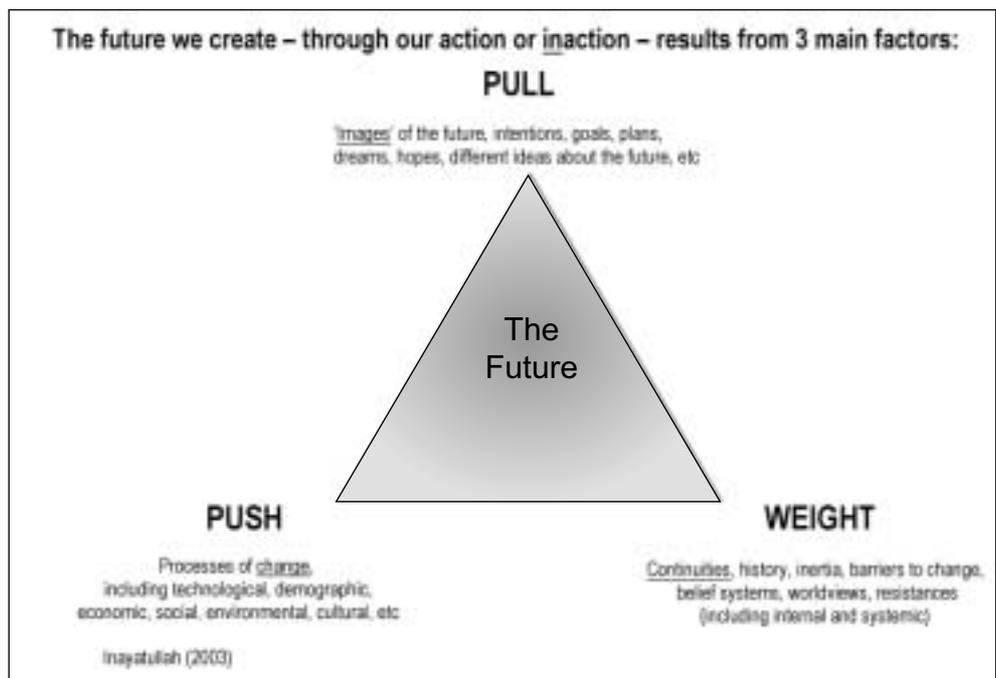


Figure 8 The futures triangle
Source: Voros, 2005, adapted from Inayatullah, 2003, used with permission.

REFERENCES

- ABS. (2000). *Apparent consumption of foodstuffs 1997-98 and 1998-99*. Canberra: Australian Bureau of Statistics.
- AIHW. (2004). *2004 National Drug Strategy Household Survey: First results*. Canberra: Australian Institute of Health and Welfare Drug Statistics Series No. 13.
- Babor, T., Caetano, R., Casswell, S., Edwards, G., Giesbrecht, N., Graham, K., *et al.* (Eds). (2004). *Alcohol: No ordinary commodity*. London: Oxford University Press.
- Center on Alcohol Marketing and Youth. (2004). Clicking with kids: Alcohol marketing and youth on the internet. From <http://camy.org/research/internet0304/>
- Center on Alcohol Marketing and Youth. (2005). Youth overexposed: Alcohol advertising in magazines, 2001-2003. From <http://camy.org/research/mag0405>
- Chikritzhs, T., Catalano, P., Stockwell, T., Donath, S., Ngo, H., Young, D., *et al.* (2003). *Australian Alcohol Indicators, 1990-2001: Patterns of alcohol use and related harms for Australian states and territories*. Perth, Western Australia: National Drug Research Institute and Turning Point.
- Chikritzhs, T., & Pascal, R. (2004). *National Alcohol Indicators Bulletin No. 6*. Perth, Western Australia: Australian Government Department of Health and Ageing.
- Eckersley, R. (2004). *Well and good: How we feel and why it matters*. Melbourne: Text Publishing.
- Giddens, A. (1997). *Sociology* (3rd edn.). Cambridge: Polity Press.
- Inayatullah, S. (1998). Causal Layered Analysis: Poststructuralism as method. *Futures*, 30(8), 815 – 829.
- Inayatullah, S. (2003). Teaching futures studies: from strategy to transformational change. *Journal of Futures Studies*, 7(3), 35–40.
- Micklethwait, J., & Wooldridge, A. (2000). *A future perfect: The essentials of globalisation*. New York: Crown Publishers.
- National Health and Medical Research Council (NHMRC). (2001). Australian alcohol guidelines: Health risks and benefits. Canberra. Commonwealth of Australia.
- Room, R. (2000). Concepts and items in measuring social harm from drinking. *Journal of Substance Abuse*, 12(1–2), 93–111.
- Slaughter, R. (1999). *Futures for the Third Millennium*. Sydney: Prospect Media.
- Stockwell, T. (2004). Australian alcohol policy and the public interest: A brief report card [Editorial]. *Drug and Alcohol Review*, 23(4), 377–379.
- Stockwell, T., Midford, R., Masters, L., Gahegan, M., Philips, M., Daly, A., *et al.* (1998). Consumption of different alcoholic beverages as predictors of local rates of night-time assault and acute alcohol-related morbidity. *Australian and New Zealand Journal of Public Health*, 22(2), 237–242.
- Voros, J. (2003). A generic foresight process framework. *Foresight*, 5(3), 10–21.
- Voros, J. (2005). Thinking about the future. Paper presented at the international conference *Thinking Drinking: Achieving cultural change by 2020*, Australian Drug Foundation, Melbourne 21 – 23 February 2005.
- White, V., & Hayman, J. (2004). *Australian secondary students' use of alcohol in 2002*. Canberra: Australian Government Department of Health and Ageing.



APPENDICES

APPENDIX 1: CONFERENCE PROGRAM

DAY 1 Monday 21 February 2005

9.00-10.00am

OPENING CEREMONY

Room: 1 – 3
Chair: Mr Bill Stronach, CEO,
Australian Drug Foundation

Ms Joy Wandin Murphy
Wurundjeri Elder (Australia)

Welcome to country

Hon Bronwyn Pike
Minister for Health, Victorian Government (Australia)

Mr Daryl Smeaton
AER Foundation (Australia)

Dr Mike MacAvoy
Alcohol Advisory Council of New Zealand (New Zealand)

Ms Tracy Bartram
TV, radio and stage personality
(Australia)

10.00-11.00am

SESSION 1: PERSPECTIVES ON THE FUTURE (PLENARY)

Room: 1 – 3
Chair: Mr Rick Swinard,
Chairman, Australian Drug
Foundation

Dr Joseph Voros PhD
Swinburne University
(Australia)

Thinking about the future

Hon Dr Barry Jones AO
Victorian Schools Innovation Commission (Australia)

**Educating the citizen of the future:
redefining labour/time-use value**

11.00-11.30am

MORNING TEA

Room: Conference Floor Foyer

11.30am-12.45pm

SESSION 2: BROAD CULTURAL PERSPECTIVES (PLENARY)

Room: 1 – 3
Chair: Ms Paula Snowden,
Deputy CEO, Alcohol Advisory
Council of New Zealand

Mr Richard Eckersley
Australian National University
(Australia)

**Thinking drinking – and the question
of culture**

Professor Fran Baum
Flinders University
(Australia)

**Thinking equity: why a more equitable
society might be a better place to live
and some ideas for achieving it**

Dr Brian Easton PhD
Independent scholar
(New Zealand)

**Alcohol in the economy: issues and
opportunities**

12.45-1.45pm

LUNCH

Room: CBD Café and Legends Grill

APPENDIX 1: CONFERENCE PROGRAM

1.45-3.15pm

SESSION 3: CHANGE – PAST AND PRESENT (PLENARY)

Room: 1 – 3

Chair: Associate Professor Alison Ritter, Head of Research, Turning Point Alcohol and Drug Centre

Dr Alex Wodak

St. Vincent's Hospital Sydney (Australia)

Evaluating alcohol policy and outcomes in Australia over a quarter century: progress or retreat?

Professor Sally Casswell

Massey University (New Zealand)

Reducing the risk of reinventing the wheel

Professor Ann Roche

Flinders University (Australia)

Alcohol trends in Australia

Emeritus Professor Ian Webster AO

AER Foundation (Australia)

Taking on the alcohol culture – AER Foundation

3.15-3.45pm

AFTERNOON TEA

Room: Conference Floor Foyer

3.45-5.15pm

SESSION 4: PROSPECTS FOR CHANGE (CONCURRENT)

4A: In Licensed Premises

Room: Broadway

Chair: Ms Sandra Kirby

Mr John Larkins

Seabrook Chambers (Australia)

Comparing and contrasting legislative regimes in Victoria: a Barrister's perspective

Mr Brian Kearney

Australian Hotels Association (Vic) (Australia)

The prospects for change in our attitude to the consumption of alcohol – a perspective from the public bar

Superintendent David Dettmann

Victoria Police (Australia)

Think drinking- obtaining cultural change by 2020

4B: In the Workplace

Room: 3

Chair: Mr Trevor King

Dr Peter Holland PhD

Monash University (Australia)

The new white-collar workplace and alcohol: a dangerous cocktail

Dr Ken Pidd PhD

Flinders University (Australia)

Workplace alcohol policy, workplace social influence, and building trades apprentices alcohol consumption

Mr Gary Wright

Incolink (Australia)

Building an alcohol and drug program in the construction industry

4C: In Sport Settings

Room: 2

Chair: Mr Paul Sheehan

Mr David Parkin

Deakin University (Australia)

Health consequences of participation in sport

Mr John Rogerson

Australian Drug Foundation (Australia)

Developing a new culture at the grassroots: Good Sports Program

Mr Philip Saikaly

Sport and Recreation Victoria (Australia)

Being a Good Sport, the local government way

4D: In Public Spaces

Room: 1

Chair: Mr Ross Bell

Mr Garner Clancey

Private Consultant (Australia)

2020: a public space odyssey – managing young people in public space

Dr John Howard PhD

Ted Noffs Foundation (Australia)

"Your Call": a collaborative intervention between an NGO and State Police to address underage, public space drinking

Mr Matt Noffs

Ted Noffs Foundation (Australia)

The clinicians and the cops: a mediator's perspective

5.30-7.30pm

CONFERENCE RECEPTION

Room: The Backlot, Rydges Melbourne



DAY 2

Tuesday 22 February 2005

8.30-9.00am	RAPPORTEUR REPORT FROM DAY 1 (PLENARY)	
Room: 1 – 3		
9.00-9.15am	SPECIAL ADDRESS	
	An address by the Hon Christopher Pyne, Parliamentary Secretary to the Minister for Health and Ageing, Australian Government	
9.15-10.45am	SESSION 5: POLICY ISSUES (PLENARY)	
Room: 1 – 3	Professor Robin Room Stockholm University (Sweden)	Generating an evidence base for policy
Chair: Mr Daryl Smeaton, CEO, AER Foundation	Mr Marcus Grant International Centre for Alcohol Policies (United States of America)	Alcohol policies: balance through partnership
	Chief Constable John Giffard Association of Chief Police Officers of England and Wales (United Kingdom)	The challenge of policing the night-time economy in the United Kingdom
10.45-11.15am	MORNING TEA	
Room: Conference Floor Foyer		
11.15am-12.30pm	SESSION 6: EUROPEAN POLICY DEVELOPMENTS (PLENARY)	
Room: 1 – 3	Dr Ann Hope PhD Department of Health and Children (Ireland)	Alcohol in Europe – the policy mosaic
Chair: Mr Paul McDonald, Director, Drug Policy and Services, Department of Human Services	Dr Peter Anderson PhD Independent public health consultant (United Kingdom/Netherlands)	Towards a global framework convention on alcohol policy (FCAP)
	Dr Rob Moodie VicHealth (Australia)	An antipodean perspective: a commentary
12.30-1.30pm	LUNCH	
Room: CBD Café and Legends Grill		
12.45-1.15pm	LUNCHTIME FILM SCREENING	
Room: Broadway	Mr Eddie Greenaway NSW Health (Australia)	Peer education through popular culture: films from the Play Now/Act Now Project 2002-2004

1.30-3.00pm

SESSION 7: IMPLICATIONS FOR POPULATIONS (CONCURRENT)

7A: Indigenous Populations

Room: 2

Chair: Mr Marc Williams

Dr Papaarangi Reid

Wellington School of Medicine and Health Sciences (New Zealand)

From wrongs to rights – reframing patterns of Indigenous alcohol-related harm

Mr Scott Wilson

Aboriginal Drug and Alcohol Council (SA) Inc (Australia)

Time for a change: new directions for Indigenous substance misuse programs

Dr Maggie Brady PhD

Australian National University (Australia)

Moving on: possibilities for change in Indigenous drinking patterns into the future

7B: Youth Populations

Room: 1

Chair: Ms Maree Tehan

Dr Yvonne Bonomo PhD

St. Vincent's Hospital Melbourne (Australia)

Trends in alcohol consumption by young people

Dr Jo Lindsay PhD

Monash University (Australia)

Addressing youth drinking cultures now and in the future

Ms Zeah Behrend

NSW Commission for Children and Young People (Australia)

Young people's views on alcohol

7C: Australia's Next National Alcohol Strategy: Workshop

(SPECIAL SESSION)

Room: Broadway

Presented by: Professor Margaret Hamilton and Mr Trevor King

The National Alcohol Strategy – A Plan for Action 2001 – 2003/04 expired on 30 June 2004. At the Ministerial Council on Drug Strategy (MCDS) in November 2004, Ministers agreed to develop a new Strategy.

This workshop will provide an opportunity for those attending to be involved in the first phase of the development of the new Alcohol Strategy.

3.00-3.30pm

AFTERNOON TEA

Room: Conference Floor Foyer

3.30-5.00pm

SESSION 8: IMPLICATIONS FOR THE FUTURE (CONCURRENT)

8A: Open Forum

Room: 2

Chair: Mr Geoff Munro

Participants' Voice: a structured forum in which all participants have the opportunity to make a personal statement.

8B: Alcohol Taxation Reform:

Is there a future?

Room: 1

Chair: Emeritus Professor Ian Webster AO

Ms Cheryl Wilson

Alcohol & other Drugs Council of Australia (Australia)

Alcohol taxation and the low strength alcoholic beverage market – options for change

Senator Andrew Murray

Australian Democrats (Australia)

Prospects for a volumetric tax for wine

Dr Brian Easton PhD

Independent scholar (New Zealand)

Commentator

8C: The Drinking Age: Is it too low?

Room: 3

Chair: Mr Matt Noffs

Associate Professor John Toumbourou
University of Melbourne (Australia)

Is there a scientific rationale for raising the drinking age to 21?

Mr David Butten

Australian Nightclub and Bar Association (Australia)

The status quo should prevail

Ms Sandra Kirby

Alcohol Advisory Council of New Zealand (New Zealand)

Changing the minimum purchase age – reflections on the New Zealand experience



8.30-9.00am

RAPPORTEUR REPORT FROM DAY 2 (PLENARY)

Room: 1 – 3

9.00-11.00am

SESSION 9: PUBLIC COMMUNICATION (PLENARY)

Room: 1 – 3

Chair: Dr Mike MacAvoy, CEO,
Alcohol Advisory Council of New
Zealand

Dr David Jernigan PhD

Georgetown University
(United States of America)

**Alcohol marketing and youth: evidence
of a problem**

Ms Paula Snowden

Alcohol Advisory Council of New Zealand
(New Zealand)

**Social marketing and alcohol in New
Zealand**

Dr Tom Carroll PhD and Ms Jenny Taylor

Australian Government Department
of Health and Ageing (Australia)

**Social marketing and alcohol in
Australia: lessons from two decades**

Mr Peter Biggs

Clemenger BBDO
(New Zealand)

It's a [con]fused world

11.00-11.30am

MORNING TEA

Room: Conference Floor Foyer

11.30am-12.30pm

SESSION 10: FUTURE COMMUNICATIONS (CONCURRENT)

10A: Communicating for prevention

Room: 1

Chair: Professor Ann Roche

Dr David Jernigan PhD

Georgetown University (United States of
America)

**Advertising and marketing: the
new marketing mix**

Professor Sally Casswell

Massey University (New Zealand)

Responses to marketing

10B: Communicating with parents

Room: 2

Chair: Dr Pamela Snow

Ms Bernadette Ward

La Trobe University Bendigo (Australia)

**Teenagers and alcohol – what is the
role of parents?**

Dr Tom Carroll PhD

Australian Government Department of Health
and Ageing (Australia)

**Social marketing and alcohol: a
focus on parents**

10C: Communicating with

young people

Room: 3

Chair: Mr David Crosbie

Mr Scott Stewart and Mr Adam Leys

mcm entertainment and mcm interactive
(Australia)

Technology and entertainment

Mr Peter Biggs

Clemenger BBDO (New Zealand)

**From interruption to engagement:
connecting with today's – and
tomorrow's – young people**

APPENDIX 1: CONFERENCE PROGRAM

1.30-3.00pm

SESSION 11: IMPLICATIONS FOR THE FUTURE 2 (CONCURRENT)

11A: Learning from successful change

Room: 1

Chair: Mr Geoff Donnelly

Mr Todd Harper

Quit Victoria (Australia)

Quit marks its 20 year anniversary

Professor Ian Johnston

Monash University (Australia)

Reducing road trauma – from best intentions to best practice

Professor David Hill AM

The Cancer Council Victoria (Australia)

Slip Slop Slap: a little bit of sun is good for you, but only a little

11B: Strategic challenges for alcohol policy

Room: 3

Chair: Mr David Healy

Dr Peter Anderson PhD

Independent public health consultant (United Kingdom/Netherlands)

The beverage alcohol industry and alcohol policy

Ms Emma Saleeba

Alcohol and other Drugs Council of Australia (Australia)

Competition policy: the danger of unforeseen consequences

Associate Professor Peter d'Abbs

AER Foundation (Australia)

Alcohol policy for post-industrial society: meeting new challenges

3.00-3.30pm

AFTERNOON TEA

Room: Conference Floor Foyer

3.30-5.00pm

FINAL (PLENARY)

Room: 1 – 3

Chair: Mr Geoff Munro,
Conference Director

Rapporteur Report

Where to from here?

Mr Bill Stronach, CEO, Australian Drug Foundation

Conference Closing

APPENDIX 2: PRESENTERS AND ABSTRACTS

The following are invited speakers' abstracts and their biographies (where available). They are listed alphabetically by the speaker's surname, and printed as submitted.

Dr Peter Anderson PhD
UNITED KINGDOM/NETHERLANDS

Towards a global framework convention on alcohol policy (FCAP)

The state of the world's alcohol policy in 2002, covering 86% of the world's population, finds that more than half of the countries have restrictions on the place and time of sale of alcoholic beverages; three quarters have an age limit of purchase of 18 years or less; and two thirds have legal BAC level for driving of 0.6g/L or less (WHO's Global Status Report on Alcohol Policy). However, less than one third of countries have a high tax on alcohol, defined as more than 30% of the retail price of beer or wine and more than 50% of the retail price of spirits. This paper will highlight both the need and the opportunity for collective action in alcohol policy expressed through a global framework convention on alcohol policy (FCAP). The need because there are many areas of alcohol policy that act across borders, such as marketing of alcoholic products; and the opportunity because so much is already being done: a comprehensive ban on the advertising of alcoholic products is already in place for TV advertising in one fifth of countries. Such a convention might start by defining what an alcoholic beverage is. Definitions range from 0.1 to 12.0% alcohol by volume. It might then go on to define alcohol as a no ordinary commodity and not an agricultural product that in some parts of the world is heavily subsidized or exempt from specific alcohol taxes. It might then identify policy areas for collective action including comprehensive bans on advertising, promotion and sponsorship, elimination of all forms of illicit trade in alcoholic products and consistent, equal and lowered legal blood alcohol concentrations for drinking and driving. It might urge countries to implement effective taxation policies, regulate the availability of alcoholic beverages

and promote the uptake of evidence based interventions for hazardous and harmful alcohol consumption.

The beverage alcohol industry and alcohol policy

Over the last twenty years the beverage alcohol industry has set up and funded social aspects organizations (SAOs) to manage issues that may be detrimental to its business. SAOs operate at the global level, the European level and at the country level, in high, middle and low income countries. They aim to manage issues by attempting to influence the alcohol policies of national and international governmental organizations; becoming members of relevant non-alcohol specific organizations and committees to broaden policy influence and respectability; recruiting scientists, hosting conferences and promoting high profile publications; creating social aspects organizations in emerging markets and low income countries; and preparing and promoting consensus statements and codes of practice. Social aspects organizations hold five main viewpoints:

- 1) addressing patterns of drinking rather than volume of alcohol consumption is the best basis for alcohol policies;
- 2) responsible drinking can be learned and that this should be the cornerstone of alcohol policy;
- 3) they have an equal place at the policy table, even though the evidence that they bring to the table is impartial;
- 4) the marketing of alcoholic beverages should be self-regulated even though the industry blatantly, consistently and extensively breaks its own codes; and
- 5) alcohol, despite its potential for "abuse", confers a net benefit to society.

The presentation will give examples of how SAOs manage issues and describe their viewpoints and how these might influence future

alcohol policy development. It will conclude with nine recommendations for how governmental and non-governmental organizations should relate to the beverage alcohol industry.

Biography: Dr Anderson, MD, MPH, PhD trained as a GP and a public health medicine specialist at Oxford University and the London School of Hygiene and Tropical Medicine. He was the first director of the English National Unit for Health Promotion in Primary Health Care. He was a Regional Adviser for the European Office of the World Health Organization for the European Alcohol Action Plan and the Action Plan for a Tobacco Free Europe. Since 2000, he has worked as an independent consultant in public health, holding honorary appointments in public health and primary care at the Universities of Oxford in England and Nijmegen in the Netherlands. He is policy adviser to Eurocare, the key European non-governmental organization on alcohol policy. He is the international advisor and manager for five European Commission funded projects on alcohol and tobacco policies and programmes. He is on the editorial board of the journal *Addiction* and is the European Editor for *Drug and Alcohol Review*. He has over 100 publications in international peer reviewed journals and is the author or editor of 16 books.

Ms Tracy Bartram

AUSTRALIA

Biography: Tracy Bartram is a multi-talented performer whose acting, singing and dancing skills are employed across the mediums of radio, TV, stage and film. She began performing stand up comedy in Melbourne in the mid-1980s while working in sales and marketing. Her radio career started in 1994 when she joined Perth station 94.5FM and from 1997 it continued at Melbourne's FOX FM where the breakfast program she

co-hosted dominated the ratings. Tracy's TV career also began in Perth, as a comic reporter in 1993, and has included long term stints on *Beauty and the Beast*, *Good Morning Australia* and *Rove Live*. A natural progression for Tracy was to write and produce her own shows. They include "My Life Through the Eyes of a 60's Child", "Lipstick on the Wattle," "Tracy Bartram After Dark", "Six Foot Silly and Sexy", "Six Foot Silly and Six Months Pregnant" (a sell out at the Edinburgh Fringe) and "Discovering My Roots." In 1998 "Raw Hide", cabaret style production became Tracy's biggest hit, having three return seasons. Tracy has just completed her first feature film role in *Strange Bedfellows*, as well as a season of *Minefields* and *Miniskirts* at the Playbox Theatre and seasons of her comedy show "Illegally Blonde" at both the Melbourne Comedy Festival and the Edinburgh Fringe Festivals.

Tracy resides in the Yarra Valley with her husband David and son, Max. She runs a successful business called *Serious Laughter* – its mission is to change people's lives through laughter. Tracy is a campaigner for animal rights and children's rights – she is an ambassador for *Australians Against Child Abuse*. Tracy is patron of the *Australian Childhood Foundation*, a *Watermark Australia Champion* and an ambassador for the *Melbourne Zoo's Animis Foundation*. Tracy is also a passionate member of the *Victorian Women's Trust*.

Professor Fran Baum

AUSTRALIA

Thinking equity: why a more equitable society might be a better place to live and some ideas for achieving it

The twenty-first century has seen increased economic inequality. This trend was established in the last decades of the twentieth century and shows no signs of diminishing. These inequalities are evident within countries and between

countries and they have significant impacts on the type of local and global society we live in. These economic inequalities will almost certainly lead to increased health inequities. Much research attention has been paid to determining why health inequities exist and to a lesser extent what might be done about them. Explanations for health inequities range from genetic, behavioural to social structural factors. This paper will argue that social structural factors have by far the largest impact on the differences.

The paper will describe the growing economic inequalities (reflected in both income and wealth) and reflect on the impact these inequalities have on society. It will canvass the range of factors contributing to health inequities and concentrate particularly on the role an uneven distribution of social capital might have on perpetuating inequalities. Alcohol use will be examined as a factor that can contribute to health inequities and which plays a distinctive role in the social life of many people. Its use reflects far more than individual choice and also reflects cultural, economic and social patterns. The paper will argue that a more equitable society is likely to be a more convivial place to live. Achieving such a society by 2020 will require explicit policy action driven by a desire to reduce the inequities that result from the operation of free markets and the notion that freedom of choice is invariably a healthy option. The paper will argue that increased intervention from governments in the structures that shape our health and well-being will be important if quality of life is to improve by 2020.

Biography: Fran Baum is Head of Department and Professor of Public Health at Flinders University and Foundation Director of the South Australian Community Health Research Unit. She is a past President of the Public Health Association of Australia. She is the regional representative for the People's Health Movement in Australia and the Pacific.

Professor Baum has a PhD in social demography from the University of Nottingham in the UK. She has published over a 120 articles, numerous reports, twenty

book chapters, edited three books. Her publications relate to aspects of research and evaluation in community health, theories of health promotion, Healthy Cities, social capital and health promotion and the political economy of health. The 2nd edition of her book *The New Public Health* was published at the end of 2002. This book considers the social, economic and environmental determinants of health and wellbeing and health inequities, primary health care and assesses key health promotion strategies.

Professor Baum has thirty years experience in social research and currently heads a number of research teams concerned with research and evaluation relevant to health promotion, primary health care, social capital and social and economic aspects of health inequities.

Ms Zeah Behrend

AUSTRALIA

Young people's views on alcohol

Often when issues which affect children and young people are discussed kids voices are not heard and their opinions are not taken seriously.

Alcohol abuse is a problem within Australian society, not just for one cultural, geographical or age group but for everyone.

In August 2003 the NSW State Government held a Summit on Alcohol Abuse. During the lead up to the Summit the Commission for Children and Young People talked to over 250 kids about alcohol and how it affects their lives and communities.

The main issues around alcohol for young people from these consultations were advertising, community connections, education in schools, and harnessing the commitment of young people.

The presentation will look at what young people said about alcohol and its impact on their lives, throughout the Summit process: in the lead-up consultations and forums; the 67 formal recommendations young people made to the Summit; their participation as delegates to the Summit; and the impact they had on the NSW government's response to alcohol misuse.

Biography: Zeah Behrend is 21 and studying Social Science at the University of NSW and works part-time for the NSW Commission for Children and Young People. She was a delegate to the NSW Alcohol Summit in 2003 and is now a member of the NSW Government's Expert Advisory Group on Drugs and Alcohol. Zeah grew up in regional NSW and has been heavily involved in issues which affect children and young people for nearly ten years.

Mr Peter Biggs

NEW ZEALAND

It's a [con]fused world

[Con]fusion surrounds us in our daily lives. We fear it. And we expect it. Successful communicators use and exploit it. Peter Biggs, Managing Director of Clemenger BBDO, New Zealand's Agency of the Year, offers you a peep into the changed-forever world of consumer connection.

From interruption to engagement: connecting with today's – and tomorrow's – young people

Forget conventional boundaries. Forget traditional media channels. Forget marketing formulae. Welcome to the Age of Mess where content, creativity and commerce collide. The Age of Mess often makes no sense at all but can be harnessed to connect brilliantly with the young consumer. Peter Biggs, Managing Director of Clemenger BBDO, New Zealand's Agency of the Year, shows you how.

Biography: Peter Biggs is Managing Director of New Zealand's leading advertising agency, Clemenger BBDO. Peter's agency is New Zealand Agency of the Year this year and last year he was chosen as Agency Chief Executive of the Year.

Peter is also Chair of the Arts Council of New Zealand (Creative New Zealand), the country's arts development agency. As well, he is a member of the Prime Minister's Growth and Innovation Advisory Board. Other Board appointments include: Asia 2000, Ngai Tahu Communications Limited, Victoria University Foundation, Wellington Regional

Stadium Trust and Treaty of Waitangi Information Advisory Board.

Peter has a first class honours degree in English Literature and Latin from Victoria University of Wellington, New Zealand.

Peter is a sought-after speaker on branding, marketing, creativity and leadership.

He was chosen as Wellingtonian of the Year for 2003/04.

Dr Yvonne Bonomo PhD

AUSTRALIA

Trends in alcohol consumption by young people

Alcohol features prominently in the social interaction of teenagers today. At the same time, evidence continues to emerge of its short-term and long-term impact. At present, there is marked ambivalence within the community regarding teen drinking and whether it constitutes a rite of passage from adolescence into adulthood or rather a problem behaviour affecting the health and well-being of young people.

Longitudinal data from the Victorian Adolescent Health Cohort Survey will be presented describing patterns of alcohol consumption in young people and their short-term and long-term consequences. Australian data will be compared with international data available on patterns of drinking in young people. Ambivalent community attitudes towards alcohol consumption by youth will be discussed in light of the evidence and implications of these findings for the approach to youth drinking will be discussed.

Biography: Dr Yvonne Bonomo is a physician in Adolescent Medicine and a fellow of the Chapter of Addiction Medicine, Royal Australasian College of Physicians. She currently works in a clinical, research and education and training capacity at St Vincent's Hospital and at Turning Point Drug and Alcohol Centre and is a Senior Lecturer in Medicine and Paediatrics at the University of Melbourne. She has strong links with the Centre for Adolescent Health, Royal Children's Hospital and YSAS (Youth Substance Abuse Service). Her special interest is in youth alcohol use – her doctoral studies analysed changing patterns

of alcohol use through adolescence into young adulthood and a large part of her clinical work involves attending to young people who abuse alcohol.

Dr Maggie Brady PhD

AUSTRALIA

Moving on: possibilities for change in Indigenous drinking patterns into the future

A multitude of factors will influence the uses and meanings of beverage alcohol for Aboriginal and Torres Strait Islander people over the next decades. Some of these appear initially to be unrelated to the use of alcohol and other drugs, such as changes in demography, family structure and population mobility. Indigenous Australia already shows a much younger age profile than non-Indigenous, together with high mobility. Other factors could have a more direct impact, such as changes in alcohol availability, the increasing availability of other drugs, the evolution of 'communities' into towns, and improvements in socio-economic status. Underlying the impact of these broader developments however, will be less quantifiable matters such as social attitudes, new social and cultural influences on behaviour, and greater psychological distance from the patterns, restrictions and humiliations of the past.

Biography: Dr Maggie Brady is a social anthropologist with a focus on Indigenous health and substance misuse. She has undertaken both academic and community action research in remote and rural Australia for Indigenous organisations, government departments and universities. Her publications include her study of petrol sniffing *Heavy Metal* (1992); the award winning *The Grog Book: Strengthening Indigenous Community Action on Alcohol* (1998), and *Indigenous Australia and Alcohol Policy* (2004). Maggie has also been an advisor to WHO on Indigenous substance misuse and has worked for AusAID on community-based alcohol prevention in South Africa.

Mr David Butten

AUSTRALIA

The status quo should prevail

A prohibition on alcohol consumption by persons under the age of 18 would be both impractical and inappropriate.

Alcohol consumption is not necessarily harmful when consumed responsibly, even by young people. It is important to start good habits at a young age – not a stop and go approach. Prohibition has proven to be unworkable and counter-productive.

Any move to raise the legal drinking age to 21 would further exacerbate these problems and would have a devastating effect on the Australian hospitality industry and economy, as well as the diverse options for socialization for young people provided by the industry at a critical time in their lives.

There is no doubt there is an underage drinking problem which urgently needs to be tackled. A multifaceted approach focusing on supply reduction, better regulation of advertising, enforcement, education, public awareness and welfare is, however, the most appropriate way to proceed.

Biography: David has had extensive experience in both the public & private sectors.

In a period spanning over 30 years, David performed management roles in the Victorian State Government Departments of Education & TAFE, Liquor Licensing, Justice & the Country Fire Authority.

Later, as a consultant in 1998, David was contracted by the Hume City Council in Victoria to establish the State's first 'Integrated Health, Safety and Crime Prevention Framework' which subsequently won the 1st prize in the Victorian 2000 Crime Prevention Awards.

For the past 2 years, David has performed the dual roles of Chief Executive Officer of the Australian Nightclub & Bar Association & Executive Manager for Entertainment Management Services (EMS) which operates several of Melbourne's major nightclubs; and also for the past 3 years has owned and assisted in the operation of Khe Sanh Asian Restaurant in Springvale South, a suburb of Melbourne.

In his roles as Manager, Field

Operations with the Liquor Licensing Commission (1990-94) and Manager, Crime Prevention with the Department of Justice (1994-98), David:

- Introduced guidelines for the control of inappropriate alcohol promotions in licensed premises, which provided the template for similar initiatives Australia wide
- Provided consultancy support to numerous cooperative licensing initiatives in Victoria and across Australia such as the Melbourne Accord, Geelong Accord, Latrobe Valley Accord, Surfers Paradise Licensees Action Project & Kings Cross Project
- Was co-author of the Report on the Review of Penalties for Underage Drinking Offences published by the Coordinating Council Against Liquor Abuse (1993)
- Was editor/author of a report entitled "An Examination of Street Crime in the West End (King Street) Night Club Precinct of Melbourne", Department of Criminology, Melbourne University (1994)
- Developed the regulations governing the conduct of sexually explicit entertainment (including table top dancing) on licensed premises across Victoria
- Was a principal architect of the \$5 million Safer Cities and Shires Program, the Victorian Government's flagship justice election promise in 1996
- Managed the 1997 National Motor Vehicle Theft Task Force
- Was a Member of the: Victorian Community Council Against Violence National Anti-Crime Strategy Senior Officer's Group Melbourne City Council's Safe City Executive.

Dr Tom Carroll PhD

AUSTRALIA

Social marketing and alcohol in Australia: lessons from two decades

Co-presenting with Ms Jenny Taylor

Campaigns targeting harmful alcohol consumption have been staged at the State/Territory and national level over the last two decades in

Australia. While the majority of these campaigns have been directed toward addressing excessive consumption amongst youth, parents have also been included amongst target audiences. In the mid-1990s a national campaign was also directed toward reducing excessive consumption amongst adult drinkers. This paper examines the lessons learnt from these two decades of research and experience in Australia and assesses the role of social marketing within comprehensive approaches to reduce harm associated with the consumption of alcohol.

The potential influence of social marketing is considered in terms of agenda setting, facilitating and maximising supportive policy to reduce alcohol-related harm, and providing a counter balance to the messages embodied in alcohol advertising and promotion, as well as influencing individual health literacy and behaviour. The potential for social marketing to assist in engaging with parents and supporting them in their efforts to address alcohol issues with their children is also addressed.

Social marketing and alcohol: a focus on parents

This second presentation in the Communicating with parents session will focus on the role that social marketing can play in motivating and supporting parents in addressing alcohol issues with their children. In light of research on parents' views of adolescent drinking, and within a comprehensive social marketing strategic planning framework, potential communication objectives will be considered, as well as channels, strategies and messages, and research and evaluation issues.

Biography: Tom Carroll is a psychologist and social marketing and research consultant. He has two decades of experience consulting on state and national campaigns across a range of public health areas including youth and adult alcohol consumption. He is currently a senior adviser on social marketing and research to the Australian Government Department of Health and Ageing and is a member of the Advisory Board of the Australian Centre for Health Promotion, the University of Sydney.

Professor Sally Casswell

NEW ZEALAND

Reducing the risk of reinventing the wheel

Alcohol policies aimed to reduce alcohol related harm have been evaluated in a body of published research and a number of reviews of this evidence have been published. "Alcohol, No Ordinary Commodity; from research to policy" was published by Oxford University Press in 2003. This is the output from an international project reviewing the evaluation data, the third in a series of such projects. Other reviews have utilised the evidence of effectiveness and built on these to estimate cost effectiveness of different interventions.

The extensiveness of the evaluation data varies depending on which policies have been widely implemented and the possibility of submitting the interventions to an experimental design. However, taken overall the results from these reviews give a consistent message as to which policy approaches are likely to make a difference. These are largely policies which impact on the drinkers' environment rather than those which attempt to inform or persuade individuals to make changes in their own behaviour.

Despite the consistency of these evaluation findings the adoption and implementation of these relatively effective approaches is less than consistent across and within jurisdictions. Allowing policy to be shaped by factors other than the available evidence on effectiveness runs the risk of governments and agencies reinventing the wheel over and over again.

Responses to marketing

The development of new marketing approaches and the widespread use of these with younger people has created new questions for policy makers and public health advocates. Much policy debate has centred on the need to restrict alcohol marketing in television, radio and print and outdoor media and there is some evidence that such comprehensive bans have positive effects. The 'unmeasured' media, by their very nature, are less visible to those interested in the policy process. They require new policy responses which will both make this marketing more

visible and lead to the development of appropriate controls on the entire marketing mix.

Some international developments provide ideas for the way such policy responses may develop. These are reviewed and suggestions made for a statutory organisation to monitor and control alcohol marketing at the national level.

Biography: Sally Casswell is Professor of Social and Health Research and the Director of the Centre for Social and Health Outcome Research and Evaluation (SHORE) at Massey University. She is Chair of the Alcohol Policy Strategy Advisory Committee, World Health Organization. Her research interests are in social and public health policy, particularly in relation to alcohol and other drugs. She has carried out research on the development and implementation of healthy public policy at the national and community level and in the evaluation of these initiatives. This has included work in the development and evaluation of mass media campaigns designed for health promotion purposes, and research on commercial marketing of alcohol products.

Mr Garner Clancey

AUSTRALIA

2020: a public space odyssey – managing young people in public space

Much has changed in the last fifteen years and much change will occur in the next fifteen. The commodification of public space or the emergence of mass private space has substantially altered the terrain of managing young people in public space. As surveillance networks thicken and truly public spaces diminish, the scrutiny of young people's activities intensifies. This presentation will review some of the developments impacting upon the management of young people in public space in recent years and forecast future developments. Specific reference will be made to programs and initiatives attempting to soften private spaces and infuse surveillance with an appreciation of what it is to be young.

Biography: Garner Clancey has studied psychology and criminology.

After ten years of working in and around the juvenile justice system (with the NSW Department of Juvenile Justice and NSW Police), Garner became a consultant. In this capacity, Garner has worked on projects associated with young people's access to shopping centres, crime prevention and policing projects. Garner currently teaches on policing and crime prevention subjects at the University of Western Sydney, is a member of the NSW Youth Justice Advisory Committee, the NSW Juvenile Justice Advisory Council and is a commercial associate to the Australian Centre of Security Research (University of Western Sydney).

Associate Professor Peter d'Abbs

AUSTRALIA

Alcohol policy for post-industrial society: meeting new challenges

Contemporary approaches to alcohol policy are grounded in public health frameworks developed in the context of post-World War Two industrial societies. Since that time, several significant shifts have occurred that are continuing to change the context in which alcohol policy must find its place. This paper explores three such shifts. Firstly, consumption and 'lifestyle' have to a large extent displaced production or work as the basis for many cultural values, social practices and processes of identity formation. Although the implications of these changes have begun to be explored with respect to use of alcohol and illicit drugs among young people, the implications for the wider population have received little attention. Secondly, the production, marketing and distribution of alcoholic beverages are being reshaped by forces of globalization in ways that affect not only the economic but also the political dynamics of alcohol use and alcohol-related policies. Thirdly, the mechanisms and rationale for alcohol regulation are being reshaped – and to some extent undermined – at both a macro-social level, by international treaties on trade in goods and services, and at a micro-social level, by the privatization and commodification of policing services.

Taken together, these shifts generate a need not only for new approaches to alcohol policy, but for conceptual tools, models and theories adequate for describing and understanding the shifts. To be credible, alcohol policies must be grounded in an understanding of contemporary drinking cultures and the part played by drinking cultures in everyday life, and to be viable, they must take account of the complex, fragmented nature of the contemporary policy environment. This paper draws on sociological research to offer some suggestions for meeting these challenges.

Biography: Dr Peter d'Abbs is an Associate Professor, School of Public Health and Tropical Medicine, James Cook University of North Queensland (Cairns Campus). He is a sociologist with a long-standing research background in alcohol and other substance misuse policy issues and in program evaluation. Most of this research has been conducted in northern Australia, and has involved remote and/or Indigenous settings. In 2000, together with Sarah MacLean, he co-authored a Review of Interventions into Petrol Sniffing in Aboriginal Communities. Peter is currently conducting research on the policy response to petrol sniffing in Indigenous communities, and completing a policy analysis of the Northern Territory "Living With Alcohol Program" 1991-2000. He is also developing evaluation frameworks for chronic disease strategies in north Queensland and the Northern Territory. Prior to moving to Cairns in 2001, Peter was a Senior Research Fellow at the Menzies School of Health Research in Darwin. He is also a Director of the AER Foundation.

Superintendent David Dettman

AUSTRALIA

Think drinking- obtaining cultural change by 2020

Cultural change doesn't happen by accident and it doesn't happen over night. Change occurs over time through planned interventions that involve the community to achieve a shared picture of an end result.

Decades ago the drink driving culture was one of "she's right"

and the combined efforts of Police and community leaders were treated as a game, rather than a serious cultural attitude against unacceptable drinking and driving. Drink driving behavioural changes occurred because the community said, "enough is enough". A planned strategy was introduced involving shock tactics, education and enforcement. All these three interventions led to a community attitude that says it's not ok to put yourself and others at risk through drink driving.

A similar issue or challenge exists with managing drinking in the community. Culturally Australians are very social and images of drinking to excess to celebrate achievements seem acceptable. We constantly see youths drunk on New Years Eve and resultant alcohol induced violence; schoolies disasters; and, elite sportspeople celebrating with the sponsor's product in their hand. Evidence suggests young females as well as males are increasingly embracing excessive drinking.

Obviously not everyone drinks too excess. The exceptions however lead to socially unacceptable behaviour, such as; domestic violence and aggressive behaviour at clubs and venues resulting in serious injuries, including deaths, property damage, indecent assault and so on.

What is our ideal vision of responsible drinking? What changes do we have to make to achieve this vision by 2020? What will we need to do to achieve our vision? What are the barriers? What impact will new technology have on our vision? What behaviours do we want to see exhibited by regulators, service providers, customers and the general community? What accountability will we expect from these groups? What do these groups expect of us, as key stakeholders, in our introduction, implementation and enforcement of new strategies to achieve the vision?

Think drinking, think shared vision, think evidence, think planning, think involvement, think accountability, ...think!

Biography: David Dettmann manages the Victoria Police, Licensing Services Division which is responsible for performing the Chief

Commissioner's management and administration responsibilities in respect of the Firearms, Private Agents and Control of Weapons Acts. He has been a member of Victoria Police for more than 30 years and is currently a Superintendent.

Dr Brian Easton PhD
NEW ZEALAND

Alcohol in the economy: issues and opportunities

This paper looks at the following major economic trends and assesses their relevance to alcohol policy: globalisation; affluence, heterogeneity, changing policy regimes (including tax and regulation).

Biography: Brian Easton is an independent scholar currently researching globalisation with a Marsden Grant. He has had a long interest in the economics of licit drugs, including being a member of the International working Party on the Social costs of Drug Abuse and having prepared a report for Alcohol Advisory Council of New Zealand (ALAC) on alcohol taxation. Further information on Brian including his research can be found on his website; www.east-onbh.ac.nz.

Mr Richard Eckersley
AUSTRALIA

Thinking drinking – and the question of culture

In thinking about drinking and cultural change, we need to go well beyond cultural images of alcohol use to the much broader question of how culture, specifically modern Western culture, influences health and wellbeing in general. What happens when the dominant culture of a society fails to do well what cultures are intended to do – allow us to make sense of the world and our lives? A potent, and under-estimated, social factor behind drug use and abuse is 'cultural fraud': the promotion of images and ideals that do not meet human needs or reflect social realities. This failure is conducive to addiction – to drug use or other behaviours. For example, materialism and consumerism diminish wellbeing and promote consumption, including of drugs, as a remedy. Another defining fea-

ture of modern Western culture, individualism, creates a 'separate self', isolated from others and the social environment, and so from the very things that influence our lives, reducing both social support and personal control. This, too, encourages drug use as an antidote. Cultures bring order and meaning to our lives. Of all species, we alone require a culture to give use reasons to live. When cultures play this role badly, drug addiction and abuse are among the costs.

Biography: Richard Eckersley is a fellow at the National Centre for Epidemiology and Population Health at the Australian National University, Canberra. His work is framed by the question, is life is getting better or worse? and includes: measures of progress; the relationships between economic growth, quality of life and ecological sustainability; the social and cultural determinants of health and happiness; visions of the future; and young people and their world.

Richard's work has been brought together in a book, 'Well & Good: How we feel and why it matters' (Text, 2004). He has edited three other books and has published over 100 journal papers, book chapters, monographs, and specialist magazine articles. He is the co-author of a national index of subjective wellbeing, the first of its kind in the world; a founding board member of Australia 21, a not-for-profit company set up to address, through interdisciplinary research and development, some of the major challenges facing Australia this century; and a member of the ACT Government's Community Inclusion Board.

His former positions include: ministerial consultant in two Commonwealth Government portfolios; principal issue analyst in the Office of the Chief Executive of CSIRO; senior analyst with the Australian Commission for the Future; head of the CSIRO Media Liaison Office; and science reporter for *The Sydney Morning Herald*.

Chief Constable John Giffard

UNITED KINGDOM

The challenge of policing the night-time economy in the United Kingdom

The presentation will provide an overview of the roles and responsibilities of the various agencies involved in licensing legislation and policy, with particular regard to the implications and changes wrought by the full implementation of the Licensing Act in November 2005.

The idea of a 'drinking culture' and binge drinking itself will be discussed highlighting the demographic findings from policing the night-time economy and maintaining law and order.

Several interesting factors will be explored in light of their impact upon the licensing issues.

Firstly, the local government drive to regenerate towns and cities by investing to develop and establish a European style 'Café Culture' promoting responsible drinking and liberalised licensing laws, set against the proliferation of 'vertical drinking' establishments fuelling the prevailing culture of excessive drinking.

Secondly, conflict between the actions of the licensing industry in maximising consumption and therefore profit, set against the drive for the licensing industry to develop a 'social responsibility' accepting the consequences of their activities.

Finally, the competing interests of local government to promote growth of the night-time economy encouraging investment and trade, and the crime and disorder consequences of such a policy.

The specific policing issues that such a complex backdrop presents will then be examined, including the role of partner agencies in tackling alcohol related crime and disorder, and the social and material costs incurred across the community.

The National (United Kingdom) and local (Staffordshire) response to these issues will then be considered highlighting the opportunities that such changes have afforded the service, and the tactics put in place to address the challenge of policing the night-time economy in light of the new legislation.

Biography: John William Giffard, C.B.E., Q.P.M., D.L

John Giffard was born in London in 1952. He is married to Crescent and has two sons, Charlie who is 23 and Freddie who is 16.

He joined Staffordshire Police in 1973 and progressed through the ranks to Divisional Commander at Lichfield and then Cannock.

He transferred to North Yorkshire Police in November, 1991, as Assistant Chief Constable (Operations). Whilst in Yorkshire he was appointed Deputy to the Chief Constable. He returned to Staffordshire as Chief Constable on the 1st April, 1996.

He was awarded the CBE in the 2003 New Year's Honours List, the QPM in 1997, and appointed a Deputy Lieutenant for Staffordshire in 1999.

In 2003 he was appointed Vice President of the Association of Chief Police Officers and is now the senior Vice President.

He is the national lead for the Bureaucracy Task Force. The BTF has responsibility for implementing the proposals made by Sir David O'Dowd in 2001 aimed at releasing front line officers for street duty in a variety of different ways. He has the lead on police pensions and more recently has been co-ordinating National efforts to combat alcohol related violence in town and city centres.

Staffordshire is currently (2004) regarded by Her Majesty's Inspector of Constabulary as one of the best performing forces in the country.

Educated at Eton and Southampton University, he graduated with an Honours Degree in German with a Certificate in Italian Studies.

His outside interests include historic houses, cricket (President of the North Staffs & District Cricket League since 1996), golf, shooting, bridge and crosswords.

Other Posts include:

- Vice President of the Police Mutual Assurance Society
- Chairman of the Britannia Building Society Foundation
- Member of the Court and Nominations Committee University of Keele
- Vice President Staffordshire Scouts
- Vice President Staffordshire Association of Young Peoples Clubs

- Trustee – Partners Assuring a Safer Staffordshire
- Trustee – British Police Symphony Orchestra

Mr Marcus Grant

UNITED STATES OF AMERICA

Alcohol policies: balance through partnership

At different times and in different cultures, particular groups within society have driven alcohol policy. The most obvious have been religious faiths and social movements. During the 20th century, the medical establishment exerted increasing influence, more recently expressed through public health advocates. Looking ahead to 2020 and beyond, this paper argues for a more inclusive approach to the development of alcohol policies.

The perspectives of governments, researchers, non-governmental organizations and the private sector are described. Their relative contributions to the alcohol policy debate are analyzed, comparing areas in which broad consensus may be easily achieved with areas where real or perceived conflicts of interest may emerge. The potential role of the beverage alcohol industry is discussed, in terms of the contribution that might be made to policy development and to program implementation.

Examples are provided of effective public/private partnerships at local, national and international levels. These examples are drawn from different regions of the world and refer to a variety of alcohol policy issues. They demonstrate the usefulness of targeted interventions within the context of a reasonable regulatory framework.

It is argued that such partnerships provide opportunities to ensure that alcohol policies reflect the values of the whole of society, balancing different needs and aspirations. The role of the International Center for Alcohol Policies (ICAP), which is celebrating its tenth anniversary, is mentioned as promoting dialogue among the different societal actors. In seeking to identify an approach to alcohol policies which is most likely to be responsive to the changing demands of the 21st century, the paper concludes that public/private partnerships offer a way ahead which promotes eco-

nomic and social development and fosters human health and happiness.

Biography: Marcus Grant was

born in Scotland and went to school in Inverness, Edinburgh and Paris and to University at Pembroke College, Cambridge, where he read English Literature. He then taught English and General Studies at Chichester and at Cambridge.

In 1973, he joined the Alcohol Education Center, London, and subsequently became its Director. This center was responsible for the national coordination of post-qualification training on alcohol problems for health and social service staff. During this period, Marcus Grant also served as Chairman of the Alcohol Education Section of the International Council on Alcohol and Addictions and Honorary Tutor in Education at the Institute of Psychiatry, University of London.

Having already worked as a Consultant for the World Health Organization (WHO) Regional Offices in Copenhagen and Manila, he joined the headquarters staff in Geneva in 1984, where he was responsible for global activities on the prevention of alcohol and drug abuse in the Division of Mental Health. He then became Chief of Prevention, Advocacy and Health Promotion within the global Program on Substance Abuse, which was established in 1990.

He resigned from WHO in 1994 in order to be able to work directly with the beverage alcohol industry. In 1995 he became the President of the newly created International Center for Alcohol Policies (ICAP), which is based in Washington D.C. The mission of ICAP is: "To promote understanding of the role of alcohol in society and to help reduce the abuse of alcohol worldwide. To encourage dialogue and pursue partnerships with the beverage alcohol industry, the public health community and others interested in alcohol policy."

He is immediate past Chairman of the Global Road Safety Partnership, which is a joint initiative of the World Bank and the Red Cross, and is a member of the Board of the International Council on Alcohol and Addictions.

He has published extensively on alcohol education and training;

on prevention; and on social policy. He has also written a variety of film and television scripts and has published fiction under a pseudonym.

Mr Eddie Greenaway

AUSTRALIA

Peer education through popular culture: films from the Play Now/Act Now Project 2002-2004

The Play Now /Act Now youth alcohol film festival/project is a key initiative of NSW Health, conducted over the past three years in partnership with Metro Screen.

By encouraging young people aged 18-25 to produce their own short films the project takes a peer education approach to the issue of problematic alcohol consumption by young people. In particular, the initiative reflects the strategy outlined in the *NSW Youth Alcohol Action Plan 2001-2005* of engaging young people through a cultural approach.

To showcase the work of these young NSW film-makers and to enhance the reach of these important films, NSW Health has now produced and distributed a Play Now/Act Now DVD across NSW.

In the words of the DVD:

"Let yourself be inspired as young film-makers take you on a journey of exploration into the hot issue of alcohol misuse and its consequences amongst young people in New South Wales."

"This best of the best DVD features 14 outstanding films from the Play Now Act Now film/video competition. Open to young people aged 18-25 years from across the state, this competition showcases the considerable creative talents of young film-makers and their ability to educate and inform peer audiences."

The films produced are outstanding and the messages contained are accessible, important and timely. The films delve into the "fallout" effect that comes with extreme drinking, including physical and mental health consequences, as well as the range of social and legal repercussions, including crime, violence, anti-social behaviour and road trauma.

Biography: Eddie Greenaway is

the Senior Project Officer at the Centre for Drug and Alcohol, NSW Health.

Mr Todd Harper

AUSTRALIA

Quit marks its 20 year anniversary

The Quit organisation marks its 20 year anniversary in January 2005. Quit has been at the centre of efforts to reduce the enormous health burden in our society caused by tobacco use.

This presentation will explore how society's attitudes to tobacco issues have evolved over the past 20 years. It will explore the role of advocacy, media, programs and research to change the inform and influence the debate on tobacco control.

The framing of the tobacco control debate is a critical aspect of public health efforts to address the leading cause of preventable deaths in Australia.

The presentation will highlight how the learning's of the past 20 years, position Quit and other tobacco control organisations to tackle the challenges of the future.

Biography: Mr Todd Harper B.Ec, Post Grad Dip Health Promotion. As Executive Director of Quit Victoria since 1999 Todd Harper has led the Quit Program through a period of significant change in tobacco control reform in Victoria. Todd has worked extensively on policy advice and advocacy for smokefree legislation including smokefree dining, smokefree shopping centres and smokefree gaming venues. He has also overseen the development of the Parent's Campaign which resulted in record level of calls to the Quitline. This campaign won a silver medal in the 2002 ADMA Awards.

Prior to taking up his role as Executive Director of Quit Victoria in 1999, Todd was Executive Director of the Tasmanian Council on AIDS and Related Diseases. Todd has also worked for Tasmania's Department of Health and Human Services in various positions, including co-ordinating Tasmania's community housing program, and as a primary care co-ordinator specialising in health promotion and quality improvement. In addition to his extensive experi-

ence in health promotion, Todd has also worked in the areas of media and public relations, including three years as a political and industrial relations journalist.

Professor David Hill AM

AUSTRALIA

Slip Slop Slap: a little bit of sun is good for you, but only a little

Skin cancer, including malignant melanoma, is the most common form of cancer in Australia, which has the highest rates of skin cancer in the world. Significant morbidity, mortality and economic costs in treating skin cancer justify a coordinated public health program to reduce population exposure to ultraviolet radiation.

Following its successful Slip Slop Slap messages in the 1980s, from 1989 The Cancer Council Victoria has developed and delivered the SunSmart skin cancer prevention campaign using a wide range of health promotion components in a coordinated fashion. In 2004, the Cancer Council became the World Health Organisation's Collaborating Centre for the Promotion of Sun Protection. These include programs of schools' education, structural change and policy implementation, workplace programs, media advertising and social marketing and professional education. Beliefs, attitudes, behaviour, sun exposure and skin cancer rates have been monitored from 1988 onwards. Trends across time indicate change has occurred on all these dimensions. It is concluded that significant population exposure reduction has resulted from this campaign and economic analysis suggests considerable net benefit in health costs averted by implementation of the SunSmart program.

Biography: Professor David Hill is a behavioural scientist who is Director of The Cancer Council Victoria and was founding Director of its Centre for Behavioural Research in Cancer. Professor Hill is a Professorial Fellow at the University of Melbourne. In 2001, he was made a Member of the Order of Australia (AM) for "services to the promotion of community health, particularly in the development of cancer awareness and

prevention programs".

Professor Hill, who received his PhD in psychology from the University of Melbourne, has authored or co-authored over 200 scientific articles and reports in the medical, public health and psychological literature. His published work includes research on the prevalence of adolescent and adult smoking, strategies for smoking cessation, reduction of smoking uptake, smoking regulation, behavioural aspects of screening mammography, management of primary operable breast cancer, efficacy of breast self-examination, monitoring trends in skin cancer prevention, and exploring determinants of behaviours related to skin cancer prevention.

Professor Hill has served on a number of national and international committees and taskforces in cancer prevention. He holds senior positions on major national committees, including the Deputy Chair of the National Health and Medical Research Council (NHMRC) Research Committee.

Dr Peter Holland PhD

AUSTRALIA

The new white-collar workplace and alcohol: a dangerous cocktail

The nature of work has long been associated with the use and abuse of alcohol and illicit drugs.

Workplaces associated with high stress, job insecurity, long hours and isolation or combinations of these factors are seen as catalysts for such cultures. Typically, this has been associated with blue-collar industries such as mining, building and transport. However, the fundamental change in the nature of work across society and the volatility of the global economic environment which Australia is increasingly part of, has seen white-collar workplaces reflect many of the traits associated with the use and abuse of alcohol and illicit drugs. Stress, job insecurity and work intensification are now part of the agenda in the white-collar environment providing a fertile ground for the development of a drug culture.

Thus when employers look too increasingly focus on the issue of drug use and abuse on grounds such as of maintaining a productive

and safe workplace it is may come as a shock, but it is clear that they must first examine the contemporary workplace. The culture and expectation management has set is a central issue in alcohol other drug use. This paper examines the issues associated with alcohol and illicit drug use in the white-collar workplace from both an employee and employer perspective, in particular focusing on the role of the employers in defining the culture in which alcohol and illicit drugs can either survive, thrive or dive.

Biography: Dr Peter Holland (PHD

Tasmania, MA Kent) is a Senior Lecturer in Human Resource Management and Employee Relations at Monash University Department of Management and Australian Centre for Research in Employment and Work (ACREW). His major research area is drug testing and monitoring and surveillance in the workplace. He has published internationally on the issue of drug testing in the workplace.

Dr Ann Hope PhD

IRELAND

Alcohol in Europe – the policy mosaic

The European Union, a mosaic of diversity – The European Union is now made up of 25 Member States, representing about 300 million citizens, where the richness of history, culture, language and the social diversity spreads from west to east and from north to south with no two Member States the same. That diversity includes drinking cultures and patterns and even today, continues to be a key factor for national differences in the rates of alcohol harm and type of harm experienced.

Alcohol, common problems and effective solutions – Recent research in Europe clearly demonstrates that alcohol is a substantial contributor to disability and death across the European Region and in every European country and carries with it extraordinary rates of social and health harm. The research evidence is also strong that regulating availability, pricing and taxation and drinking driving countermeasures are the most effectiveness alcohol policy measures in reducing alcohol related harm. Reshaping the drinking culture and

providing a safer social climate for young people to live must also be part of the policy mix.

A grey landscape with some chinks of light – Despite the expanding role of the EU, trade and economics continue to be the driving force today with the over-riding goal of a single market in which goods, services, people and capital can move around freely. There are many examples of alcohol being treated as an ordinary commodity by EU policy makers such as the push to harmonise alcohol taxes, the abolition of restrictions on travellers imports on alcohol, the proposal to deregulate sales promotion and the Nordic experience of having to abandon many of their effective alcohol control policies in order to comply with the EU single market. While the European Court of Justice has recognised in several rulings the validity of alcohol restrictions to protect public health, other EU institutions have been slow to respond. The drinks industry also influences the policy development process in a number of ways. Within the EU, public health only received an independent mandate in 1993 to promote health and inter-state co-operation. The introduction of alcopops to the European market in 1995 catapulted the alcohol issue into the European Parliament where action was sought, resulting in a EU Council Recommendation in 2001 focused on young people.

Alcohol Policy, Future needs – International trade organisations such as the WTO, the EU Commission and Member State governments should recognise that policy makers have a duty of care to the citizens and that some constraints are necessary with alcohol from the open market rules in the interest of public health and sustainable social and economic development. EU measures should complement and support rather than weaken Member States alcohol policies. National Alcohol Policies will differ. Therefore, each Member State needs to have the flexibility to implement national and regional alcohol policy measures that are appropriate and necessary to reduce alcohol related harm in their own country. Health impact assessments, as provided for in the EU Treaty, should be applied to alcohol across all com-

munity polices to increase human health protection and reduce harm. The development of a policy framework to regulate and monitor alcohol markets is an important public health imperative.

Biography: Ann has a background in education, research and health promotion. As Senior Researcher in the Centre for Health Promotion Studies in the National University of Ireland, Galway for many years, she was principal investigator in major research projects, *Europe Against Cancer, Health Promotion in the Workplace* and the agri-sector project *Health, Safety and Well Being in Rural Communities*. Dr. Hope is currently National Alcohol Policy Advisor (NAPA) to the Department of Health and Children and has provided expert advice since 1995. As NAPA, she has acted as catalyst for the development of many alcohol policy initiatives in different settings, in relevant research and in the work of the Strategic Task Force on Alcohol. Ann was Temporary Advisor to the WHO European Regional Office (1998-2001) where she was involved in the drafting of the European Alcohol Action Plan and the Declaration on Young People and Alcohol. She has presented at many International conferences. Currently, she is a member of the EU public health expert group on Alcohol and Health and represents Ireland on alcohol policy matters at World Health Organisation level.

Dr John Howard PhD

AUSTRALIA

"Your Call": a collaborative intervention between an NGO and State Police to address underage, public space drinking

Co-authored by Matthew Noffs (Ted Noffs Foundation) and Trent Southworth (NSW Police)

"Your Call" grew from the developing partnership between the Ted Noffs Foundation (TNF) and NSW Police. TNF has a range of programs for young people and their families and carers who experience drug use-related difficulties. TNF has also been working with NSW Police in providing training to Youth Liaison Officers and PCYC

staff, placements and advice. NSW Police had become increasingly concerned about the extent of under-age drinking, especially in public spaces such as beaches and parks, and the associated risks ranging from intoxication, violence, unwanted and unprotected sex to family discord and school and work difficulties. They were also concerned that the interventions available to them did not appear to be having a positive impact on this behaviour. Together an intervention was developed which involves the identification of underage drinkers and offering them a choice – a fine or attendance at an information session with at least one parent or carer, provided by both TNF and NSW Police. The information session lasts about 1.5 hours and comprises a TNF counsellor providing information on alcohol and its impact on young lives and on those who care for them. After some questions and answers, the group (usually 25 to 30 'family groups') breaks into smaller groups and discusses a case study provided. Four fictional 'cases' of young people are presented ranging through occasional alcohol use, increasing use and problematic/intensive use. Each group of families reports back to the whole group and discussion, questions and answers follow with both TNF staff and Police Officers responding to questions. Detail is provided on sources of information and assistance for young people, parents and families. A second tier intensive intervention is being developed ("Your Call2") for those who re-appear as underage drinkers in public places, which will use a smaller group approach, motivational interviewing techniques and the stages of change model.

Biography: John Howard BA, MA(Couns), MCLinPsych, DipCrim, PhD, MAPS.

John Howard is Director – Clinical Services, Training and Research with the Ted Noffs Foundation. He is also a Consultant Clinical Psychologist in the Department of Adolescent Psychiatry, Prince of Wales Hospital, Sydney and an Honorary Visiting Fellow at the National Drug and Alcohol Research Centre, University of New South Wales. He was formerly a Senior Lecturer in Psychology

and Director of the Social Health Programs, Department of Psychology, Macquarie University, Sydney.

He has worked as a high school teacher in rural NSW and Sydney, a generalist and specialist (delinquents) school counsellor, a deputy superintendent of a residential unit for young offenders, and senior counsellor of a community-located unit for young offenders. He was a member of the Technical Steering Committee of the World Health Organization's Department of Child and Adolescent Health and Development (CAH) for 6 years, and regularly consults to CAH, UNESCAP, UNICEF, and from 1995-98 to the Arab Council on Childhood and Development (Cairo), especially in relation to street youth/children in developing countries and the health of male adolescents. This included work at WHO/HQ in Geneva and field work in India, the Philippines, South Africa and Egypt, more recently at UNESCAP in Bangkok, with field work in Lao PDR, Viet Nam, and Thailand on drugs and young people projects. He is also on the Board of NCETA (National Centre for Education and Training in the Addictions) and a member of the Evaluation Working Group of the National Youth Suicide Prevention Strategy, and is a member of a number of National Illicit Drug Strategy Working and Reference Groups.

His major clinical, teaching and research areas are: adolescent substance use and 'street youth' (in both developed and developing countries), comorbidity/dual diagnoses, depression and suicide in young people, working with marginalised youth, adolescent psychotherapy, same-sex attracted youth, HIV infection in adolescents, and resilience.

Dr David Jernigan PhD

UNITED STATES OF AMERICA

Alcohol marketing and youth: evidence of a problem

Alcohol is the leading drug of abuse and intoxication among youth in the United States. More than 7000 young people age 15 and under have their first drink of alcohol every day. Initiation of alcohol use at such an early age has well-documented consequences,

including greater likelihood of development of alcohol dependence, of experiencing alcohol-related injury and violence, and of incurring damage to the still-developing adolescent brain. While many factors contribute to early initiation into alcohol use, including parents and peers, there is reason to believe that alcohol advertising plays a role. The principal means of protecting youth from exposure to alcohol advertising in the U.S. is through alcohol industry self-regulation. The failure of self-regulation to control content alleged to be attractive to youth has prompted citizen actions on numerous occasions. While these have in some cases led to the withdrawal or cancellation of specific advertisements or campaigns, this has often happened after the campaign has been in the media for several months. Regulation of content is subjective and raises constitutional questions regarding the freedom of commercial speech. Alcohol advertising placement decisions are based on commercially available audience data, and self-regulation of placements may be implemented prospectively. Analyses of alcohol advertising placements in the media of television, radio, magazines and the internet are presented to support the paper's argument that improving self-regulation of alcohol advertising placement is a more feasible public health objective that is more likely to support and promote the cultural changes necessary to reduce youthful drinking in the future.

Advertising and marketing: the new marketing mix

In the U.S., total marketing spending by alcohol companies has been estimated at three to four times the amount spent on the measured media of television, radio, print and outdoor. In looking at marketing and young people, it is critical to include these "unmeasured" media activities in the picture. From texting to the internet to sponsorships and special events, these activities embed alcohol brands in the lifestyles and aspirations of target customers. This presentation complements Dr. Jernigan's plenary presentation by exploring examples of these marketing techniques from various countries, research into the effects these techniques have on young

people and steps being taken by communities and countries to limit unmeasured marketing activities by alcohol companies.

Biography: David Jernigan is a Research Associate Professor at Georgetown University's Health Policy Institute and Research Director of the Center on Alcohol Marketing and Youth, also at Georgetown. He co-founded and was Associate Director of the Marin Institute for the Prevention of Alcohol and Other Drug Problems for 13 years. His doctoral work in sociology at the University of California at Berkeley focused on political, cultural and public health implications of the globalization of alcohol production and marketing. He wrote *Thirsting for Markets: The Global Impact of Corporate Alcohol*, was principal author of the World Health Organization's recent *Global Status Report on Alcohol*, co-authored *Media Advocacy and Public Health: Power for Prevention*, and is a co-author of *Alcohol in the Developing World: A Public Health Perspective*, published by WHO and the Finnish Foundation for Alcohol Studies. He is a member of the WHO Director-General's Alcohol Policy Strategy Advisory Committee, has consulted with and trained thousands of public health advocates, and has authored numerous peer-reviewed articles and training curricula on environmental approaches to prevention, media advocacy, and the prevention of alcohol-related problems.

Professor Ian Johnston

AUSTRALIA

Reducing road trauma – from best intentions to best practice

Road Safety is a recent science, dating back only 40 years or so. Initially, countermeasure programs were developed and implemented by well meaning amateurs. The field was slow to learn from epidemiology and from public health. Despite having its bedrock in engineering its focus has remained, for the most part, on behaviour change!

Australia, more than most western motorised countries, has relied on behaviour change rather than safe system design. The

behavioural control strategies have been dominated by legislation (and regulation), by intense enforcement and by severe punishment. Attempts at socio-cultural change through education have been supplemental rather than primary. Gradually, as scientific planning of interventions and rigorous evaluation became mainstream, Australia emerged as a leader of evidence-based behaviour change programs. It is these which have earned us an international reputation as a world leader, not our progress in reducing road trauma per se, for our performance, while good, is not exceptional.

This paper explores the evidence relating to successful behaviour change – using drink driving as a case study – and makes a case that we are nearing the limits of success. It proposes that we focus far more on system design, making our systems both more error tolerant and better matched with our biomechanical limits.

Biography: Professor Johnston is the Director of the Monash University Accident Research Centre.

Ian Johnston is a psychologist with a PhD in human factors. He is a Fellow of the Australian Academy of Technological Sciences and Engineering and is the Immediate Past President of the Road Engineering Association of Asia and Australasia.

Ian's history in road safety stretches back to 1972, with the Australian federal government, the Victorian state government, an R&D company and academia. Ian was appointed Director of the internationally renowned Monash University Accident Research Centre in May 2001.

He has advised regional and national governments in several countries on road safety strategy and policy and has a keen interest in technology transfer within the Asia-Pacific region.

Ian has won several awards, both national and international for his work in safety and has published extensively.

Hon Dr Barry Jones AO

AUSTRALIA

Educating the citizen of the future; redefining labour/time-use value

Time budgetting and self-management of time are central to effective education, both in conventional schooling and in lifelong education. Time is the medium in which we live: the only irreplaceable resource. Using it effectively involves setting priorities. But there is a paradox: time management, historically, has been an instrument of *external* control.

Coming to grips with time management is central to tackling the problems of boredom, alienation, depression, drug dependence and suicide, which have very high incidence among Australian young people.

Capacity to manage time is the major distinction between those who exercise power and those on whom it is imposed – the 'Who/Whom?' question that Lenin often raised.

Since 1950 Australia and New Zealand, Japan, Western Europe and North America have been passing through a demographic revolution in which people are living far longer, and working longer week by week, but for a reduced per centage of total life. This has profound – but largely unrecognised – social, economic, political and educational implications, barely addressed by policy makers. Most people who retire between 50 and 60 can expect probably 30 years of active life, and many more than 40.

The reduction of paid working life for males from 50 years to 35 years in sophisticated economies is well under way, with Australia in the lead.

Since work has been – with the family, sport/hobbies/learning – one of the major factors in self-definition ('Who am I?'), being excluded from paid employment when an individual is still physically fit and mentally alert, can cause acute psychological problems, especially for males (or women without family responsibilities), when the transition is very abrupt. Much research is being carried out on problems of physical disability, very little on the need to redefine time use value for the prematurely retired.

Biography: Hon Dr Barry Jones AO has been a public servant, high school teacher, television and radio performer, university lecturer and lawyer. He took a leading role in campaigns to abolish the death penalty and revive the Australian film industry and achieved some reputation as a quiz champion. MP for Melbourne in the Victorian Legislative Assembly 1972-77, he transferred to the Commonwealth Parliament as MP for Lalor 1977-1998 and was Minister for Science 1983-90, Prices and Consumer Affairs 1987, Small Business 1987-90 and Customs 1988-90.

He served on the Executive Board of UNESCO in Paris 1991-95 and was Vice President of the World Heritage Authority 1995-96.

He became National President of the ALP 1992-2000. Deputy Chairman of the Constitutional Convention 1998 and a Visiting Fellow at Trinity College, Cambridge.

His books include *Dictionary of World Biography* (1998) and he edited *The Penalty is Death* (1968). *Sleepers, Wake!: Technology and the Future of Work* was published by Oxford University Press in 1982, a best seller, was translated into Chinese, Japanese, Korean, Swedish and Braille. He was elected FTSE (1992), FAHA (1993), FAA (1996), FASSA (2003) and awarded an AO in 1993.

He is completing his autobiography, *A Thinking Reed*, chairs the Victorian Schools Innovation Commission and the Port Arthur Authority and sits on six medical research boards. He chairs Vision 2020 and is a Board Member of the Centre for Eye Research Australia.

Mr Brian Kearney

AUSTRALIA

The prospects for change in our attitude to the consumption of alcohol – a perspective from the public bar

For many, a quiet beer, glass of wine, nip of spirit etc, particularly with friends, in a hospitable pub, is one of the simple pleasures of life.

Possibly still fuelled by the now apocryphal stories of the 6 o'clock swill in bygone days, there remains an image by some, an expectation by a decreasing minority, that getting "legless" in a pub is accepted if not expected behav-

our. Not so!!

The pub business in Victoria has undergone radical change over the 1990's and into the 21st century. The continuing liberalization of liquor laws with resultant increased competition for both on and off premise liquor sales and changing community attitudes has stimulated the pub sector of the Victorian liquor and licensed hospitality industry to seek out a basis for maintaining and growing sustainable business into the future. Cornerstones of the long term viability of the pub business include hospitality, diversity in offering to patrons, customer care and responsible service and consumption of alcohol.

The pub sector, particularly through the Australian Hotels Association, is looking to play a significant role in joining with other key community, industry and Government stakeholders in promoting the responsible consumption of alcohol, with particular emphasis on further addressing underage and excessive drinking.

Biography: Brian Kearney, Chief Executive Officer, Australian Hotels Association (Victoria)

Brian was appointed as CEO AHA (Vic) in May 2004. The mission of the AHA is to effectively contribute to the establishment of an environment which fosters the business success of pubs and hotels across Victoria.

Prior to this appointment, Brian had since 1990 been Chief Executive Officer-Liquor Licensing Commission and Director of Liquor Licensing for the State Government of Victoria.

Ms Sandra Kirby

NEW ZEALAND

Changing the minimum purchase age – reflections on the New Zealand experience

On December 1 1999 the Minimum Legal Purchase Age for alcohol in New Zealand – commonly, but erroneously referred to as the "Drinking Age" – was lowered from 20 to 18 years. This change occurred with a range of other changes to the legislation governing the sale of alcohol and with a great deal of controversy and lobbying. In this presentation the laws in New Zealand will be outlined, the difference between a

purchase age and a drinking age will be explored and an overview of some of the impacts of the legislative change. With concerns about drunk teenagers on city streets the question posed is – would re-visiting the purchase age make a difference for the young drinkers in 2020; or should our countries aim to have a minimum legal drinking age by that time?

Biography: Sandra Kirby, originally trained as a teacher, and is now employed as the Group Manager-Population Strategies at the Alcohol Advisory Council (ALAC), her third role in seven years with ALAC. She has been working in public health for over fifteen years in both government and non-government sectors.

Her interests include issues around young people and alcohol; alcohol and public safety; injury prevention and crime, the links between local government and central government policy and the ways groups can work together to achieve a safer, healthier community.

Mr John Larkins

AUSTRALIA

Comparing and contrasting legislative regimes in Victoria: a Barrister's perspective

This paper involves an analysis of the Liquor Control Reform Act 1998 (Vic) not from a technical perspective but a strategic one. In particular, the genesis of the important provisions of the Reform Act will be examined and compared with both the corresponding 1987 and 1968 liquor legislation.

It will be demonstrated that, at least in practice, the approaches dictated by the three Acts for decision makers involved in liquor matters are quite different. In essence, one of the fundamental differences in approach (particularly as between the 1968 and 1998 legislation) appears to be that for the former Act, intervention tended to be at entry (i.e. licences were much harder to obtain and potential licensees and even potential liquor projects were examined with far greater stringency) whereas, currently, the focus of intervention tends to be, primarily, at exit from the industry (i.e. there has been a substantial rise in the num-

ber of draconian penalties such as cancellation of licence and disqualification of licence holders imposed in recent times). As a consequence, two questions can be asked – firstly, has current legislation and practice gone too far in leaving the outcome of liquor issues to enforcement authorities and market forces and, if so and secondly, what needs to be done to address any such trend.

The Paper is intended to be discursive rather than analytical but two case studies in which the author has been directly involved are briefly examined to demonstrate some of the perils of the perception that supervision of the liquor industry is currently dictated by a "laissez-faire" approach rather than the more intrusive and "paternalistic" approach of bygone eras.

Biography: Since coming to the Bar over twenty years ago John Larkins has practised widely in civil litigation and before tribunals. He has extensive experience in common law cases and in recent years the emphasis of his practice has been in the areas of liquor licensing, town planning, gaming and administrative law. He has appeared regularly before the Liquor Licensing Commission and more recently in the Planning and Occupational and Business Lists at VCAT. John appears before Panels at Liquor Licensing Victoria and in hearings at the Victorian Casino and Gaming Authority (now the Victorian Commission for Gambling Regulation) as well as the Supreme Court. Mr Larkins' specialises in Liquor Licensing and Gaming, Administrative Law, Planning, Arbitrations, Common Law, Defamation, Disciplinary Tribunals, Inquests, Occupational Health & Safety, Professional Negligence, Sports Law, Torts, Mediation.

Mr Adam Leys

AUSTRALIA

Co-presenting with Mr Scott Stewart

Biography: Adam Leys is the Manager at mcm interactive and is responsible for Australia's leading music and radio websites, www.take40.com, www.thehothits.com and www.planetrock.com.au.

Dr Jo Lindsay PhD

AUSTRALIA

Addressing youth drinking cultures now and in the future

The broader social context that young people inhabit has changed markedly over the last two decades and this change is reflected in the alcohol consumption contexts. These changes include the attenuation of 'youth' as a life stage, the advent of dance music, the feminisation of nightlife, access to new communication technologies, the move from pubs to clubs and hybrid venues. Urban nightlife venues are now highly segmented and are marketed toward a diverse range of rapidly changing 'taste-cultures' (Thornton, 1995). Based on these changes we could predict that the diversity and segmentation of youth culture will continue and branding of alcohol products and venues will intensify. We could also predict that structural social divisions such as class, gender and cultural background will continue to have a fundamental impact on drinking patterns and these interact with rapidly changing taste trends. The challenge for policy makers and human service professionals is to simultaneously address longstanding differences in drinking cultures and rapidly changing drinking fads.

Biography: Jo Lindsay is a lecturer in Sociology in the School of Political and Social Inquiry, Monash University. Her research interests include youth, alcohol consumption, sexual health and families. She has just completed an in-depth qualitative study of 'Alcohol consumption contexts' in metropolitan Melbourne. This research explores how gender and class shape young people's drinking contexts and drinking patterns. Her previous postdoctoral work on 'Young workers, sex, drugs and drinking' was conducted through the Australian Research Centre in Sex, Health and Society, La Trobe University. This research examined the intersections between work cultures for young non-professional workers and socialising and risk taking.

Dr Rob Moodie

AUSTRALIA

Commentary

Biography: Dr Moodie has been CEO of the Victorian Health Promotion Foundation since 1998, following many years in HIV/AIDS prevention and management, and public health roles – both local and international.

He is currently a member of the Minister for Foreign Affairs AID Advisory Council, Chair of the Premier's Drug Prevention Council and is Vice-President of the International Union of Health Promotion and Education. He is also member of the Asia Pacific Leadership Forum on HIV/AIDS.

He has Professorial appointments in public health at Melbourne and Monash Universities.

Some of the priority issues for VicHealth include tobacco control, reducing obesity through increased physical activity and healthy eating, and promoting mental health and wellbeing.

Senator Andrew Murray

AUSTRALIA

Prospects for a volumetric tax for wine

Overview

- It is better tax policy to tax each alcohol product on its alcohol content rather than its value.
- The taxation of alcohol should be a standard regulatory mechanism to prevent alcohol being cheaply available, and a means of contributing to the public cost of harm arising from alcohol consumption.
- Further improvements to the alcohol tax regime could make a significant contribution to improved health and social outcomes, as well as better economic outcomes.

Current Situation

- The value-added WET is a failure in two respects. It has created a low-price cheap-alcohol cask market that is at the centre of alcohol abuse. Secondly, it continues to punish the premium bottled wine sector.
- A fatal policy flaw is that the taxation of wine and cider is still based on the value, not alcohol volume, of the product.

Other policy flaws need correction.

- In June 2002 the Government and the Opposition refused to support my motion for an alcohol tax inquiry, but senior Liberal Senator Alan Ferguson is leading a move to re-open the Inquiry.

Conclusion

- Alcohol abuse disproportionately affects certain indigenous communities, and specific age groups. Good alcohol tax policy can make a positive contribution to beneficial social and health outcomes.
- Alcohol taxation should not discriminate between different forms of alcohol based on how the alcohol was created. A standard drink is a standard drink. Alcohol taxation should reflect this truth.
- A key feature of any alcohol policy should be the promotion of low-alcohol products.
- Contrary to the myth, wine is at the heart of alcohol abuse. Beyond increasing the price of cask wine, a volumetric wine tax would also lower the price of higher value wines.

Biography: Senator Andrew Murray is married with two grown children. Born in England, raised in Zimbabwe, he has been a resident of Western Australia since 1989. Andrew is a Rhodes Scholar.

Andrew brings to politics a wide experience of life. At the age of four, he was sent as a Fairbridge child migrant to Zimbabwe (then Southern Rhodesia) and attended a number of schools before going to University in South Africa. Thereafter, Andrew won a Rhodes scholarship to Oxford University.

Andrew's business career has included that of an executive in large corporations and owning and managing his own businesses. He has been involved in manufacturing, wholesaling, retailing and service industries. Andrew also has experience as a consultant, lecturer and industry journalist. He is also a published author and writer.

Andrew has served in the armed forces, travelled extensively and lived and worked in four countries on three continents. These countries featured environments affected by war, economic sanctions and major political, social, environmental and economic prob-

lems.

Andrew was deported from South Africa in 1968 for opposing the policies of the National Party. The deportation order was withdrawn in 1977 by the same, then slowly liberalising government. Andrew has always been heavily involved in social justice and business issues. He has wide experience of interacting and negotiating with government and other participants in the political arena. He is best known in politics for his work on economic business and tax issues, on trade practices and corporation's law, accountability, social justice issues and industrial relations.

Andrew is the Australian Democrats spokesperson for Accountability, Electoral Matters & Public Administration, Taxation, Finance & Corporate Affairs, Customs, Public Service and Workplace Relations.

Mr Matt Noffs

AUSTRALIA

The clinicians and the cops: a mediator's perspective

Co-authored by Trent Southworth (NSW Police) and John Howard (Ted Noffs Foundation)

Due to pre-existing relationships, Ted Noffs Foundation was approached in 2003 by NSW Police to address the issue of underage drinking along the Eastern Beaches of NSW. The project, named 'Your Call', not only created new ways of working in collaboration with the NSW police but also brought concerns of legislation, clinical culture, confidentiality and privacy rights to the surface, together with the often complex issue of developing harmonious relationships between youth people and the police. Ted Noffs Foundation has traditionally acted in an interventionist role for those with serious and problematic drug use, whilst NSW Police have acted as enforcers of the law. NSW Police are being confronted with young people who are not afraid of underage drinking laws. Police seek partnerships to assist them in minimising the prevalence and effects of drinking in the community. This particular collaboration has highlighted the difficulties and practicalities in creating partnerships between organisations that

historically hold somewhat differing views on Alcohol use and its management. The 'Your Call' project has created a new role for Ted Noffs Foundation in understanding the way we deal with community problems and access adolescents and their parents who engage in problematic alcohol use. It has also been the driving force behind other projects such as 'Your Voice' in which community organisations visit schools to discuss the drinking culture with adolescents.

Biography: 25-year-old Matt Noffs is the Development Manager at The Ted Noffs Foundation (TNF). He has worked in the Drug and Alcohol field for over four years. He is a voice in the community and the media for young people, especially those suffering from drug and alcohol dependency.

After developing a unique community awareness strategy for the TNF in 2001 ('Doing Something Youthful') he was asked to create other charity campaigns including those for Wesley Mission and the Macarthur Drug and Alcohol Youth Project, (which he re-named 'Youth Solutions'). He is also on the steering committee for the National Drug and Alcohol Awards, works with the Premier's Department Community Drug Action Team in Randwick and works with NSW Police State Crime Command on issues related to youth at risk of drug and alcohol associated problems. He works extensively with the media in discussing issues directly related to young Australians and the spirituality all young people possess.

Mr David Parkin

AUSTRALIA

Health consequences of participation in sport

One of the health challenges for this country – and perhaps other Western countries – is for young people to grow up with a continuing involvement in physical exercise and playing sport. Taking part in sport is an important aspect of a child's physical, social and emotional maturation. It is a quality of life issue as it fosters physical and mental health and is the best defence against the growing problem of obesity. But it is not enough to preach the value of exercise. Today's young people need as

much encouragement as we can offer them to maintain and increase their interest and participation in sport. We need to provide attractive environments so parents feel that the experience will nurture their children. We need more than decent ovals, pitches and facilities, although they are important. It is about the quality of relationships, the quality of coaching, the quality of leadership in our sports communities. Ultimately, it is about participation and we have to work hard at removing all the obstacles to people taking part in sport.

Biography: David Parkin is a physical education teacher who has taught from primary school through to university and has eighteen years experience in teacher education. Currently, he is a lecturer in the School of Exercise and Nutrition Sciences in the Faculty of Health and Behavioural Sciences at Deakin University, and is a motivational speaker on leadership and teamwork. David has also had a long and successful career at the elite level of Australian football: first as a player and premierships captain of the Hawthorn Football Club and as a premierships coach of two clubs, Hawthorn FC and Carlton FC. He has held many other senior positions including that of Director of Coaching with the Victorian Football Development Foundation. He continues involvement at the elite level as a media commentator and advisor to AFL clubs, while at the community level he provides advice and assistance to junior coaches.

Dr Kenneth Pidd PhD

AUSTRALIA

Workplace alcohol policy, workplace social influence, and building trades apprentices' alcohol consumption

Very little is known regarding the impact that the workplace environment may have on the alcohol consumption patterns of adolescent new-entrants to the workforce.

This presentation outlines two related studies that examined 1), the alcohol consumption patterns of adolescent apprentices undergoing occupational transition into a 'blue collar' workforce and 2), the

relationship between these consumption patterns and aspects of the workplace environment.

The first study surveyed 300 building trades apprentices aged 16-22 years old. Results indicated that a substantial proportion of apprentices (41.9%) reported AUDIT scores indicative of problem drinking and that a substantial proportion (19%) regularly engaged in alcohol consumption during work-related hours. However, apprentices employed in workplaces with a clear alcohol policy reported significantly lower levels of alcohol consumption compared to apprentices employed in workplaces with no clear alcohol policy.

The second study surveyed 319 building trades apprentices (aged 16-24 years) and applied contemporary psychological theory to a longitudinal examination of social influence processes involved in apprentices' alcohol consumption during work-related hours. The results of this study indicated that for apprentices with a stronger sense of identity with the workplace (approximately half the sample population), the expectations and behaviours of co-workers and supervisors were the primary determinants of alcohol use during work-related hours. For the remaining apprentices (those with a weaker sense of identity with the workplace), individual attitudes concerning alcohol use and perceived control over being able to engage in alcohol use were the primary determinants of alcohol consumption during work-related hours.

The results of these two studies demonstrate that workplace controls (i.e., alcohol policy) and workplace social influence processes (i.e., the behaviours and expectations of supervisors and co-workers) are associated with the alcohol consumption patterns of adolescent new entrants. Taken together, these findings offer preliminary evidence that the workplace may 'shape' the alcohol consumption patterns of adolescent new-entrants. Thus, it is argued that the workplace is a setting that could be utilised to encourage safe drinking practices and reduce alcohol-related harm.

Biography: Dr Ken Pidd is a Senior Research Officer with the National Centre for Education and

Training on Addiction. He recently completed a PhD that examined the relationship between the workplace and the drug use of adolescent apprentices. He has over 7 years experience in the drug and alcohol field and previously managed a drug and alcohol program for the South Australian construction industry. He has published several articles and co-authored a book chapter on workplace drug issues, and has provided consultancy on this issue for government and non-government bodies. He acts as an adviser on a number of workplace committees including the Alcohol and Other Drug Council of Australia's Workplace/Industrial Occupational Health and Safety Reference Group, and the South Australian Construction Industry Drug and Alcohol Program Management Committee.

Dr Papaarangi Reid

NEW ZEALAND

From wrongs to rights – reframing patterns of Indigenous alcohol-related harm

Statistics on alcohol-related harm among Māori are disproportionately high when compared with non-Indigenous citizens of Aotearoa. This relationship is repeated in a number of other Indigenous peoples in other colonised countries. But statistical data do not speak for themselves, we speak for them and how they are contextualised is as important in their description as in their intervention.

When there is a willingness to engage and intervene with ethnic inequalities in health, such as alcohol-related harm, the framing (and blaming) of the problem is important. For example, many interventions in Indigenous health promotion focus on highlighting cultural strengths in the hope that these can immunise Indigenous peoples from risk behaviours. While this may form part of the answer, cultural strengths are unlikely to be a panacea against the full range of external factors that influence health behaviours and health outcomes.

While there are a number of different theoretical schools of thought about inequalities in health, appalling ethnic inequalities are too often overlooked or put in the "too hard" basket. A society's

ability to live with this inequity says most about that society's attitude towards its Indigenous citizens. It intimates deservedness or inevitability. Both of these attitudes reflect racism in the society and racism is increasingly being written about as a basic determinant of health behaviours and outcomes.

This presentation will focus on the rights of Indigenous peoples to participate in a society free from racism as an important pathway to health.

Biography: Dr Papaarangi Reid, from Te Rarawa, is a specialist in public health medicine. She is the director of the Eru Pōmare Māori Health Research Centre at the Wellington School of Medicine and Health Sciences. Her research interests include monitoring the Crown with respect to Māori rights to health, and understanding the impact of colonisation on health.

Professor Ann Roche

AUSTRALIA

Alcohol trends in Australia

Drinking levels, patterns and beverage preferences have changed substantially over the past decades. To appreciate the place of alcohol within the Australian cultural context it is essential to get a clear grasp of how we use alcohol in this country. Moreover, how we use alcohol today is different in many respects to the way we used it some decades ago. It is also entirely feasible that our use of alcohol will be different again by the year 2020. This presentation outlines key changes that have occurred in recent decades and identifies emerging trends for future patterns of use. Areas of concern from a public health perspective will be highlighted particularly in relation to who drinks (considering age and gender issues), what they drink (beverage type), how much they drink, and where and when this occurs. Some creative speculation will also be included in the presentation to help challenge our understanding of how patterns of alcohol use might most 'successfully' fit into the evolving cultural milieu of the next one to two decades.

Biography: Ann Roche is Professor and Director of the

National Centre for Education and Training on Addiction, at Flinders University, South Australia. Previously she was the Director of the Queensland Alcohol and Drug Research and Education Centre at the University of Queensland for five years. She has over twenty five years experience in the field of public health and has worked as a researcher, educator, and policy analyst in various public health areas and has held academic posts at the University of Sydney, the University of Newcastle and Queensland University. For the past 15 years her interests and professional activities have focused exclusively on alcohol and drug issues with a specific interest in professional education and workforce development and holds graduate level qualifications in education. She has published extensively in alcohol and drug and related public health areas, including over 100 papers and reports including several book chapters. She has recently co-edited a book on learning about drinking. In addition, she has worked as a temporary consultant to the World Health Organization, undertaken numerous consultancies for government and non-government bodies and has acted as an adviser on a wide range of committees in the alcohol and drug field.

Mr John Rogerson

AUSTRALIA

Developing a new culture at the grassroots: Good Sports Program

The Australian Drug Foundation's Good Sports Program is a systematic, structured public health intervention with a primary focus on the responsible management of alcohol, and with a longer term goal of reducing alcohol-related harm. The program focuses on creating sustainable change by enabling community sporting clubs to change their practices towards responsible alcohol management.

This presentation outlines research which shows the high levels of drinking in Australian sporting clubs, the status of the national roll-out of the Good Sports program and the benefits to clubs and communities by sporting clubs managing alcohol responsibly.

Good Sports assists community

sporting clubs to provide a supportive environment where all members of the community, including families and young people, can participate fully in recreational activities, therefore increasing community connectedness, building social capital and creating stronger communities.

Traditionally Australian sporting cultures condone excessive alcohol consumption. Research shows, for example, that 13% of 18-20 year old males typically consume in excess of 13 standard alcoholic drinks each time they socialise at their football club. This behaviour is reinforced and encouraged by alcohol industry sponsorship in sport, presenting players with prizes and payments in the form of alcohol, and encouraging heavy alcohol consumption after games and at end-of-season celebrations.

Good Sports is based on a three level accreditation model which focuses on compliance with liquor licensing laws, implementation of effective alcohol management practices and development of alcohol policies.

Currently there are over 1000 community sporting clubs in the program in South Australia, Victoria, Tasmania and NSW.

Biography: John has worked in a variety of roles at the Australian Drug Foundation over the past nine years. He is currently Director Good Sports and has held this position since the program began four years ago. During this time Good Sports has expanded from its initial research pilot in a small number of clubs in Victoria to its growing practice in several states as part of its national development.

Professor Robin Room

SWEDEN

Generating an evidence base for policy

A solid literature of studies of the impact of specific alcohol policies has emerged in recent decades, although there are limits on its scope. The evidence base is sufficient to support the first comparative analysis of cost-effectiveness of different strategies; the results of the WHO-CHOICE project are summarized. Needed directions for further research are outlined which would provide an

evidence basis for alcohol policies in Australia. The history of attempts at purposive cultural change in drinking is considered, and the problem of measuring success or failure in such long-term efforts, which strain the limits of conventional evaluation designs, is discussed.

Biography: Robin Room is Professor and Director of the Centre for Social Research on Alcohol and Drugs at Stockholm University, Sweden.

An Australian by birth and upbringing, Professor Room's higher education was in the US, including a doctorate in sociology from the University of California, Berkeley. From 1977-1991 he was the Scientific Director at the Alcohol Research Group in Berkeley, California which is funded by the National Institute on Alcohol Abuse and Alcoholism as a National Alcohol Research Center. From 1991 to 1998, Professor Room was Vice-President for Research at the Addiction Research Foundation in Toronto, Canada. After 6 months as a Visiting Scientist at the National Institute for Alcohol and Drug Research, Oslo, Norway he took up his present appointment.

Professor Room's focus has been on epidemiological, social and cultural studies of alcohol, but he has also worked in other areas relating to drugs and problem gambling. A recipient of the Jellinek Memorial Award for Alcohol Research in 1983, Professor Room also received the Lifetime Achievement Award from the Alcohol, Tobacco and Other Drugs Section of the American Public Health Association in 2002.

Mr Philip Saikaly

AUSTRALIA

Being a Good Sport, the local government way

Local Government can be a powerful ally in the reduction of alcohol related harm in local sport settings. However, it is not until recent times with the implementation of the Good Sports Program that Councils have been afforded a workable vehicle for involvement in the cultural cocktail of sport and alcohol.

As landlords and local regulators, Councils can play a much needed regulatory role to help the

community manage alcohol more effectively. While other methods of intervention such as education and programming may be just as reliable and effective in some settings, an encompassing and consistent approach across local government to reducing alcohol related harm will work best.

It is time that Councils looked beyond the provision of recreation facilities and worked with the community to willingly manage this social epidemic. It is also time for local government to take a community health, well being and safety approach to work with organisations that utilise alcohol as a relied upon source of income.

Local government can use a number of established and innovative methods to help sporting clubs reduce alcohol related harm in the short and long term without the "war on drugs" headline.

Biography: Philip Saikaly has been in the sporting industry in various roles for over a decade. He has an extensive knowledge and keen interest in the use of alcohol to raise money at local sporting clubs and its use by elite athletes as a celebratory tool.

Philip has spent the last five years with Victoria's largest and fastest growing municipality, the City of Casey. His experience includes managing Council's relationship with over 170 sporting clubs and working with community committees to manage almost 40 recreation reserves. Philip also spent over 18 months as Casey's Recreation Planner, working to ensure future recreation facilities would effectively serve the community.

In 2001 Philip was instrumental in establishing the first Good Sports Program pilot in metropolitan Melbourne. As Chairman of a Steering Committee that included five south-east Councils, Victoria Police, VicRoads and the Australian Drug Foundation, Good Sports quickly became very popular among sporting clubs. With over 60 clubs registered in the first 12 months, the word was out that managing alcohol responsibly would be the most effective means of ensuring a club's sustainability going forward. The success of the pilot was rewarded with two awards including one from Crime Prevention Victoria.

Philip has a Masters degree in Sport Management from Deakin University and has been recently employed by Sport and Recreation Victoria.

Ms Emma Saleeba

AUSTRALIA

Competition policy: the danger of unforeseen consequences

Extensive research over 50 years in developed countries has demonstrated that the cheaper and more available alcohol is in a community, the higher the consumption and the greater the harms. It is therefore not surprising that public health advocates have concerns about the likely impact of competition policy reforms to liquor licensing on community health and safety.

Despite these concerns, it appears that the Australian Government is intent on treating restrictions governing the sale of alcohol like those that regulate the sale of other commodities. This paper will present the evidence relating to the likely impact of National Competition Policy reforms on alcohol-related harms and provide a case for the removal of liquor licensing legislation from the competition policy agenda.

National Competition Policy provides a salutary lesson about the need to keep abreast of broader social and economic reforms in order to try and identify potential threats to the reduction of alcohol-related harm.

Biography: Emma is currently Policy/Project Officer at the Alcohol and other Drugs Council of Australia, the peak national, non-government organisation representing the interests of the Australian alcohol and other drugs sector. With a background in health promotion, Emma has nine years experience working on alcohol and other drug issues and has previously held positions at the Australian Sports Drug Agency and the Australian Drug Foundation. She has been engaged in many activities during her time at ADCA, including the development of ADCA's policy positions on a range of issues, coordinating Drug Action Week, media liaison, editing ADCA's member newsletter and

representing ADCA on various committees.

Ms Paula Snowden

NEW ZEALAND

Social marketing and alcohol in New Zealand

New Zealand, like many other countries, is faced with a drinking culture that tolerates and often encourages a pattern of drinking which is causing significant harm. Changing a culture which has been built up over many generations requires a detailed understanding of how such a culture is formed and what sustains it. Yet moving that population to willingly shift their personal drinking behaviours from high risk to moderation is as much art as science, persuasion as compulsion. Triggering the desire for change among a young population is harder still when they are following the well-trodden path of machismo drinking enroute to adulthood. This presentation will describe the social marketing programme that the Alcohol Advisory Council has undertaken so that future generations inherit an environment that supports moderation. There will be special emphasis on the use of marketing, policy and enforcement to change the current drinking culture.

Biography: Paula was appointed Deputy Chief Executive Officer of the Alcohol Advisory Council of New Zealand (ALAC) in 2001. Prior to that, Paula was ALAC's Maori Director, a position she held for two years.

Before joining the public service, Paula held a number of business administration then communications and public relations positions in the commercial sector.

Paula was recruited to the public service in 1990 into a communications role and progressively moved into strategic business management, business planning and policy management, working variously for the Ministry of Maori Development, Social Policy Agency (now Ministry of Social Development) and the Ministry of Women's Affairs. In 1999 Paula worked as a consultant for one year.

Mr Scott Stewart

AUSTRALIA

Technology and entertainment

Scott Stewart and Adam Leys will discuss how radio will change in the future and how technology will affect our lives and entertain us in 2020.

Biography: Scott Stewart is the Programme Director at mcm entertainment. He is responsible for the creation & execution of nationally syndicated radio products like Take 40 Australia with Andrew G, My Generation with Jono Coleman, The Hot Hits with Kyle & Jackie O & Barry Bissell's Weekly Countdown.

Ms Jenny Taylor

AUSTRALIA

Co-presenting with Dr Tom Carroll PhD

Biography: Jenny Taylor, MPH is Director of the Research & Marketing Group, Australian Government Department of Health & Ageing. She has more than 10 years of experience advising on research issues and managing market research for national campaigns and policy covering a wide range of public health areas including alcohol consumption.

Associate Professor John Toubourou

AUSTRALIA

Is there a scientific rationale for raising the drinking age to 21?

Australia has high rates of youth alcohol use, and the current trend is for children to be using alcohol at younger ages. It is sometimes suggested that Australian cultural attitudes will need to be modified before youth alcohol use can be seriously addressed. However, an alternative argument can be made that changing the law to increase the minimum age for alcohol purchase and use (legal drinking age) would contribute in important ways to cultural change. The legal drinking age was moved upward in many states from 18 to 21 in the United States (US) and Canada during the 1980s. Evidence from trend discontinuity research demonstrated that these changes were associated with reductions in youth alcohol use and alcohol-related harm. The evidence of an

influence was also revealed in international studies demonstrating that in states where the legal drinking age was reduced from 21 to 18 rates of alcohol-related harm have tended to increase in the youth population. For example this trend was documented in Australia in the 1970s when the legal age was moved from 21 to 18. Evidence from research in the US suggests that the impact of changes to the legal drinking age on youth drinking may be partly mediated by the influence such changes have on parental attitudes and practices. Changing to an older legal drinking age may result in parents becoming less tolerant toward youth alcohol use. There is scientific evidence from both animal studies and research with humans to suggest that children and adolescents may be particularly vulnerable to certain categories of harm through alcohol use. While more vulnerable to its effects, adolescents also experience a greater attraction to alcohol. This evidence has been used to present a specific case for legislation to protect children and adolescents from developmental harms associated with alcohol use.

Biography: Dr John Winston Toubourou BA (Hons), MA, PhD, is Associate Professor within the Department of Paediatrics at the University of Melbourne, and a Senior Researcher at the Center for Adolescent Health. John is a founding member and previous Chair of the College of Health Psychologists within the Australian Psychological Society. John's interests include evaluation, drug abuse prevention and treatment, and the role of community, family and peer groups in adolescent health promotion. John is a principal investigator on a number of research programs investigating healthy youth development.

Dr Joseph Voros PhD
AUSTRALIA

Thinking about the future
We are often called upon to think about the future – to create strategies for our organisations; to develop policies for our public institutions; to design new approaches to solving problems; and to envision more positive futures for our society and planet.

But, in the absence of tools which actually help us to think differently about it, we usually tend to see the future as a "blank space" onto which we project our hopes, dreams, fears and biases. We tend to see the future variously as: "more of the same" or "business as usual"; or, as an unattainable "utopia" forever out of reach; or even as a terrifying "dystopia" which no sane person would wish upon their children. How can we move beyond unhelpful caricatures of what the future may be like, and instead create plausible images of desirable futures and so begin the task of designing realistic plans to attain them? This talk will introduce some simple but powerful models for thinking seriously about the future.

Biography: Dr Joseph Voros began his career as a physicist – he holds a PhD in theoretical physics, during which he worked on mathematical extensions to the General Theory of Relativity – followed by several years in Internet-related companies, including a stint at Netscape Communications Corporation, before becoming a professional futurist. He has been associated with the AFI since early 2000, initially as a project consultant, and then later as an adjunct lecturer. In mid 2000 he was appointed as a foresight analyst in Swinburne University's own top-level foresight and planning unit, and in that practitioner role he was involved in the building of a practical organisational strategic thinking capacity based on the use of foresight concepts and methodologies. During this time he continued to maintain strong links with the AFI, attending every subject and providing a practitioner's perspective, subsequently returning to the AFI, where he now lectures on strategic foresight and directs the teaching of the Masters program. He has presented at conferences both nationally and internationally, including keynotes, and his recent journal article 'A generic foresight process framework' won an excellence award from the journal's international editorial advisory board. His professional interests are broadly multi-disciplinary, and his main research interest is the emerging field of Integral Futures Studies. He has a strong belief in the need for both rigorous intellec-

tual discipline as well as practical pragmatic utility in "real world" contexts, and this belief lies at the heart of his approach to Futures Studies and foresight work.

Ms Bernadette Ward
AUSTRALIA

Teenagers and alcohol – what is the role of parents?
The fundamental role of alcohol in the lives of young Australians is mirrored in the level of drinking by adolescents. In 2001, more than one in four (28.3%) Australian adolescents aged between 14 and 19 years consumed alcohol weekly. Teenagers in rural areas are more likely to consume alcohol than their metropolitan counterparts. Parents represent key "gatekeepers" with respect to adolescent behaviour and as such are a salient group to consider in relation to adolescent alcohol use. In Australia, only a few studies have explored the attitudes, knowledge and concerns of parents with respect to teenage use of alcohol and how this influenced parents' receptiveness to harm minimization strategies. This presentation will present the results of these studies and compare this to the international literature. The findings from these studies have implications for health education, policy and health promotion practices.

Biography: Ms Ward is a part-time lecturer in the Department of Public Health at La Trobe University, Bendigo. She is also the La Trobe Co-ordinator for the Victorian Universities Rural Health Consortium (VURHC). Her teaching responsibilities include public health research, health systems, rural health and women's health. Ms Ward is currently enrolled in a Doctor of Public Health program and she is working on the development of a tool to measure parents' attitudes, knowledge and needs in relation to young people and alcohol. Recently, Ms Ward has worked on collaborative research projects exploring metropolitan and rural parents' attitudes, knowledge and beliefs about adolescent alcohol use. Other research interests include young women and drinking, workforce development and rural health. Ms Ward has published nationally and internationally in refereed journals.

Emeritus Professor Ian Webster AO
AUSTRALIA

Taking on the alcohol culture – AER Foundation

Each individual has a story about alcohol and their lives; a myriad of stories.

Violence, physical injury, road trauma, domestic violence, mental illness and suicide, antisocial and criminal behaviour, drug problems and drug induced psychosis all provoke questions about our culture. They also pose the question of our society's flirtation with alcohol.

While culture needs to be understood at a national level, the pub, club, football ground and 'country' are very different. They have their own ambiances and cultures. Then there is music, media and technology to influence children, young people – indeed all of us, work settings, family, play and relationships.

Culture, community and alcohol were wellsprings for the NSW Alcohol Summit and the current Victorian Parliament's Inquiry into alcohol problems. Two things are wrong – the normalization of drinking, especially binge drinking, and the preoccupation of governments with illicit drugs to the exclusion of our most harmful drug – alcohol.

AER Foundation's task is to raise awareness of alcohol and licit drug harms and to promote responsible drinking. We have funded public awareness programmes and research into the social meaning of alcohol and community responses to alcohol problems.

Our market research data show the community is hungry for information about the effects of excessive alcohol, especially binge drinking, and they are looking for credible leadership to change the "alcohol culture".

Biography: Professor Ian Webster AO is a physician and Emeritus Professor of Public Health and Community Medicine of the University of New South Wales. He is Chair of the AER Foundation, Patron of the Alcohol and other Drugs Council of Australia, Chair of the National Advisory Council on Suicide Prevention, Chair of the NSW Expert Advisory Committee on Alcohol and Drugs and President, Governing Council of the Ted Noffs Foundation. He has

chaired a number of Commonwealth and State Government inquiries and reviews in disability, health, mental health and alcohol and other drug problems. He is in clinical practice in the South Western Sydney area, in Nowra, NSW and is honorary visiting physician to the Matthew Talbot Hostel for the homeless in Sydney. He has researched and published in medicine, community and public health, alcohol and other drug problems, mental health and social issues.

Ms Cheryl Wilson

AUSTRALIA

Alcohol taxation and the low strength alcoholic beverage market – options for change

It has been shown that taxation can be effective in influencing the price of alcoholic beverages, which in turn impacts on consumption. This paper reports on the outcomes of economic modelling of a number of options for changing Australia's alcohol taxation system, with a view to providing incentives for the production and consumption of lower alcohol beverages. Factors that have impacted on Australia's alcohol taxation regime during the past two decades will also be discussed.

Biography: Cheryl Wilson has more than 10 years experience working in the alcohol and other drug sectors as both a clinician and policy maker. She was the Director of Illicit Drugs in the Australian Government Department of Health and Ageing between 1998 and 2002 and has worked as a senior policy adviser in the Department of The Prime Minister and Cabinet. Cheryl is currently the Chief Executive Officer of the Alcohol and other Drugs Council of Australia, the national peak body for the Australian alcohol and other drugs sector.

Mr Scott Wilson

AUSTRALIA

Time for a change: new directions for Indigenous substance misuse program

For over 30 years drug and alcohol programs have been initially and primarily funded by the commonwealth government. Substance

misuse problems in the indigenous community have been steadily increasing in costs and impacts on the community throughout this period. Indigenous life expectancy has gone down not up. In the new millennia it might mean a change of directions in terms of funding and prioritises for Indigenous communities. This presentation will give a brief overview of historical factors and what is being done now finishing with what could be done in the future.

Biography: Scott's background is one of poly drug use and he spent considerable amounts of time and effort to give up illicit drugs and alcohol. Scott's youth was spent misusing and abusing alcohol and other drugs which brought him into both law enforcement and health agencies constantly. Since working at ADAC, Scott has led a drug free lifestyle and has bought his background of abuse into being, where ADAC now has a harm minimisation focus.

Scott's commitment and involvement in Indigenous substance misuse sees him in a variety of structures and committees.

He is currently:

- the Chairperson of the National Indigenous Substance Misuse Council (NISMIC),
- Deputy Chairperson of the Alcohol Education Rehabilitation Foundation (AERF) 2001 – ,
- Deputy Chairperson National Drug Strategy Reference Group for Aboriginal and Torres Strait Islander Peoples,
- Executive Member of the Australian National Council on Drugs (ANCD), 1998 –
- Executive Director of the Alcohol and Other Drugs Council of Australia (ADCA),
- Ministerial appointment onto the National Aboriginal Torres Strait Islander Health Council 2001 – 2004
- Ministerial Appointment National School Drug Education Committee 2001 – 2004
- National Inhalants Taskforce 2004 -
- Board Member National Drug Research Institute 1997 – 2003
- Board Member National Centre for Education and Training in Addictions 1998 – 2002 and a variety of other national and state committees.

Scott's involvement was recognised in 1997 by ADCA in receiving an ADCA Australia Day Award and in 2003 was a recipient of the Australian Centenary Medal.

Dr Alex Wodak

AUSTRALIA

Evaluating alcohol policy and outcomes in Australia over a quarter century: progress or retreat?

A landmark 1977 Australian Senate report (Standing Committee on Social Welfare 'Drug Problems in Australia – An Intoxicated Society?') argued that 'alcohol problems [in Australia] were of endemic proportions'. In the quarter century since this report was tabled, numerous and diverse alcohol prevention policies have been implemented in Australia including: indexation of alcohol excise; mandatory thiamine fortification of flour, random breath testing; low alcohol beer; and lower limits for breath alcohol in probationary licence holders while driving. Per capita alcohol consumption has declined substantially over the last quarter century while alcohol related deaths also fell considerably in the 1990s. The Wernicke-Korsakoff syndrome has virtually disappeared since mandatory thiamine fortification of flour was introduced. There have also been some remarkable advances in the clinical understanding and treatment of problem drinking. Despite this progress, community attitudes to alcohol problems remain overwhelmingly pessimistic. The notion of alcohol problems is largely shaped by the most recent prominent Australian to fall from grace because of excessive drinking. Individual and societal alcohol problems are generally considered refractory to attempts at prevention and treatments. Effective prevention strategies are generally unpopular while ineffective strategies receive strong community support. The eventual introduction of effective alcohol prevention measures has usually occurred despite relentless opposition from a very powerful alcohol beverage industry. Alcohol is responsible for five of the twenty years lost life expectancy of aboriginal Australians compared to non-aboriginal Australians. There has been little improvement in out-

comes from alcohol for aboriginal Australians in recent decades. Overall, major advances in prevention strategies and outcomes have marked the last quarter century in Australia.

Biography: Dr Alex Wodak studied medicine and trained as a physician in Melbourne and then spent six years in London which included biomedical research on liver disease due to alcohol. Since 1982, he has been the Director of the Alcohol and Drug Service, St. Vincent's Hospital, Darlinghurst. Major interests include alcohol and drug policy and treatment of alcohol and drug users. Dr Wodak was a major contributor to a major study of brief intervention for problem drinkers in general practice. Dr. Wodak is the President of the Australian Drug Law Reform Foundation and was President of the International Harm Reduction Association (1996-2004). He is a member of a number of state and national committees including the National Expert Advisory Committee on Alcohol (1996-2004). Dr Wodak often works in developing countries to assist efforts to control HIV infection among injecting drug users.

Mr Gary Wright

AUSTRALIA

Building an alcohol and drug program in the construction industry

Research in the early 1990's revealed that substance use was involved in at least 20% of all industrial accidents. The Construction Industry and the Mining Industry were identified as having the highest incidence. A steering committee made up of representatives of the major unions, employer bodies and alcohol and drug experts was formed to develop a policy and program to address this serious occupational health and safety issue. The VBI Alcohol and Drug Policy was formulated and launched in the workplace in October 1993.

In the past the use of substances, particularly alcohol, has been very much part of the culture of the Construction Industry and as such has been accepted and in some cases condoned. The Alcohol and Drug Policy demanded

a dramatic change in behaviour and an acceptance by all. The policy asks all members to responsibly consider their ability to function safely on site and not place themselves or their workmates at risk. The policy is not designed to be punitive or discriminatory but is supportive and gives workers the

opportunity to change the behaviour that has caused concern.

Gary will describe the VBI Alcohol and Drug Program, why there is a need for an Alcohol and Drug Policy, how it is implemented, how it is received by workers, whether it has been effective and future prospects.

Biography: Gary Wright has a Degree in Social Science (Social Work) and has worked in the alcohol and drug field for almost twenty years. He has managed A&D Agencies such as WESTADD and The Buoyancy Foundation. He was responsible for the development and delivery of prison based pro-

grams while he was in the position of Manager, Justice Services, at Moreland Hall. He is presently employed by Incolink (The Redundancy Payment Central Fund) to provide the Alcohol and Drug Program to the Victorian Building and Construction Industry.

APPENDIX 3: RAPPORTEUR'S BIOGRAPHIES

Professor Ann Roche

AUSTRALIA

Alcohol trends in Australia

Drinking levels, patterns and beverage preferences have changed substantially over the past decades. To appreciate the place of alcohol within the Australian cultural context it is essential to get a clear grasp of how we use alcohol in this country. Moreover, how we use alcohol today is different in many respects to the way we used it some decades ago. It is also entirely feasible that our use of alcohol will be different again by the year 2020. This presentation outlines key changes that have occurred in recent decades and identifies emerging trends for future patterns of use. Areas of concern from a public health perspective will be highlighted particularly in relation to who drinks (considering age and gender issues), what they drink (beverage type), how much they drink, and where and when this occurs. Some creative speculation will also be included in the presentation to help challenge our understanding of how patterns of alcohol use might most 'successfully' fit into the evolving cultural milieu of the next one to two decades.

Biography: Ann Roche is Professor and Director of the National Centre for Education and Training on Addiction, at Flinders University, South Australia. Previously she was the Director of the Queensland Alcohol and Drug Research and Education Centre at the University of Queensland for five years. She has over twenty five years experience in the field of public health and has worked as a

researcher, educator, and policy analyst in various public health areas and has held academic posts at the University of Sydney, the University of Newcastle and Queensland University. For the past 15 years her interests and professional activities have focused exclusively on alcohol and drug issues with a specific interest in professional education and workforce development and holds graduate level qualifications in education. She has published extensively in alcohol and drug and related public health areas, including over 100 papers and reports including several book chapters. She has recently co-edited a book on learning about drinking. In addition, she has worked as a temporary consultant to the World Health Organization, undertaken numerous consultancies for government and non-government bodies and has acted as an adviser on a wide range of committees in the alcohol and drug field.

Dr Pamela Snow PhD

AUSTRALIA

Biography: Dr Pamela Snow is Senior Lecturer and Head of Department in the Department of Public Health, School of Health and Environment at La Trobe University Bendigo. She is a registered psychologist, having qualified originally in speech pathology, and has teaching responsibilities in the areas of public health research, epidemiology, quantitative research, and counselling skills. Her current research interests are multi-risk young people, in particular juvenile offenders, drug and alcohol education/prevention, and

outcome following severe traumatic brain injury. Prior to her current appointment, Dr Snow worked as a Research Fellow in a conjoint appointment between the Centre for Youth Drug Studies (Australian Drug Foundation) and the Faculty of Health and Behavioural Sciences at Deakin University.

Dr Snow is a member of the Australian Psychological Society's College of Health Psychologists, and has over two decades experience in health sciences practice, research and teaching. Much of this was in the field of road trauma rehabilitation, and psychosocial outcome after serious acquired brain injury. She has taught in a diverse range of health related subject areas at both La Trobe University and Deakin University. Dr Snow's research has been presented at national and international conferences and is also published in a wide range of refereed international journals.

Dr Cameron Duff PhD

AUSTRALIA

Biography: Dr Duff is Director of the Centre for Youth Drug Studies at the Australian Drug Foundation (ADF). Dr Duff is engaged in a number of research projects within the Centre, focussing in particular upon the problem of alcohol and drug related harms within youth cultures. Of particular interest has been the analysis of the culture and meaning of young people's drug use across a range of cultural settings including licensed premises, entertainment venues, amateur sporting clubs, schools and leisure settings. This research has sought to illuminate the relationship

between the context within which young people's drug use takes place, and the experience of drug related harms. Of further interest has been the analysis of young people's perceptions of the risks associated with the consumption of licit and illicit substances. This research has also examined how young people seek to assess and manage these risks within different cultural settings.

Mr David Crosbie

AUSTRALIA

Biography: David Crosbie is CEO of Odyssey House Victoria and a member of:

- Prime Minister's Australian National Council on Drugs,
- National Expert Advisory Committee on Alcohol
- National Alcohol Campaign Reference Group
- National Illicit Drugs Campaign Reference Group
- Board Director of the AER Foundation
- Interim Board Director of the Not for Profit Council of Australia
- Chair of the National Illicit Drugs Community Partnerships Reference Group

David has been a successful senior manager and policy advocate in the Australian alcohol and drug field for more than 15 years. He has written over 100 articles, presented more than 100 papers, and conducted over 500 media interviews. He has a significant history of active political lobbying, media engagement and policy development across most areas of alcohol policy and practice in Australia.