

IN THE MATTER OF THE ROYAL COMMISSION
INTO FAMILY VIOLENCE

ATTACHMENT CC-16 TO STATEMENT OF CATHERINE MARY CARR

Date of document: 13 July 2015
Filed on behalf of: State of Victoria
Prepared by:
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This is the attachment marked '**CC-16**' produced and shown to **CATHERINE MARY CARR** at the time of signing her Statement on 13 July 2015.

Before me:



An Australian legal practitioner
within the meaning of the
Legal Profession Uniform Law (Victoria)

LIQUOR CONTROL ADVISORY COUNCIL
ALCOHOL ADVERTISING WORKING GROUP

TERMS OF REFERENCE

Purpose

The aim of this working group is to:

- identify any negative impacts associated with alcohol advertising and promotions offered to Victorian residents
- provide advice on how those negative impacts can be addressed.

Background

Under section 115A of the *Liquor Control Reform Act 1998* (LCRA) the Victorian Commission for Gambling and Liquor Regulation (the Commission) has the power to ban any advertising or promotion by a licensee that it considers likely to encourage irresponsible consumption of alcohol or to be otherwise not in the public interest.

Given the growing research indicating an association between alcohol advertising and drinking behaviours, the Minister has asked the Council to identify any negative impacts of advertising and promotions and review the current Victorian regulatory framework to ensure appropriate controls are in place.

Tasks

The working group will:

- i. identify and analyse research about the relationship between alcohol advertising and harm
- ii. examine measures implemented in Australian jurisdictions and elsewhere to regulate alcohol advertising and promotion and to minimise any relationship between alcohol advertising and harm, particularly in relation to young people and family violence
- iii. review the existing Victorian regulatory framework for alcohol advertising and promotion and consider whether it is adequate
- iv. if the working group considers that the regulatory framework is inadequate, identify approaches that Victoria could adopt, including in conjunction with the Commonwealth, state and territory governments to minimise harm caused by the advertising and promotion of alcohol.

Reporting

The working group will report to the Council.