



AUSTRALIAN HOTELS ASSOCIATION

24 Brisbane Avenue Barton ACT 2600 • PO Box 4286 Manuka ACT 2603 • Australia
email: aha@aha.org.au • Facsimile: (02) 6273 4011 • Telephone: (02) 6273 4007
Web: www.aha.org.au

MEDIA RELEASE

27 July 2011

National Household Survey results show improved drinking culture

The Australian Hotels Association has welcomed findings of a reduction in harmful drinking by teenagers and pregnant women as a signs of improvement in Australia's drinking culture.

The National Household Survey, conducted by the Australian Institute of Health & Welfare under the National Drug Strategy, has found the proportion of teenagers abstaining from alcohol increased significantly from the previous survey in 2007 (from 69.9% in 2007 to 77.2% in 2010 for 12-15 year olds, and from 24.4% to 31.6% for 16-17 year olds). The survey also found the proportion of women abstaining from alcohol during pregnancy increased from 40% to 52.2%.

AHA National CEO Des Crowe said the findings were positive and showed the industry's efforts to promote responsible alcohol consumption have been worthwhile.

"These are encouraging results and indicate that Australia is starting to shift towards a healthier drinking culture where there is less risky drinking", Mr Crowe said.

"The alcohol industry has been an active partner in initiatives aimed at encouraging parents to be a positive influence on their children's attitudes to alcohol for several years now, and it appears these efforts are beginning to have a positive effect. Parents deserve credit for the role they play in reducing drinking levels amongst teenage minors.

"The industry has stepped-up its commitment to minimising alcohol-related harm and these results show we are on the right track. The recent announcement by major alcohol companies to voluntarily introduce pregnancy warning messages on packaging will help to build on the progress already made in this area."

Mr Crowe expressed concern with the Report's findings of a sharp increase in illicit drug use, up across all categories.

"It is very concerning to see illicit drug usage up once again. Our members, who are trying to maintain their hotels as safe and welcoming environments, continue to express frustration that not enough attention is paid to the increasing normalisation of illicit drug use and the impact this has on the community.

"This data should convince governments across Australia that more must be done to combat the growing problem of illicit drug use in our communities."

The 2010 National Drug Strategy Household Survey report is based on a survey of more than 26,000 people conducted by the Australian Institute of Health & Welfare on 27 July 2011.

Media enquiries:

Steven Fanner – Corporate Affairs Manager
02 6273 4007 or 0402 913 603