



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

9 June 2011

AHA shares wine industry concern on alcohol floor price

The Australian Hotels Association has expressed concerns that a national alcohol floor price would devastate the wine industry.

AHA National CEO Des Crowe shares the concerns of winemakers who would suffer a disproportionate impact if the option of an alcohol floor price was introduced nationally.

“We have relied on a diverse wine industry to deliver a great range of wines to our customers. In addition wineries are major tourist attractions throughout regional Australia and are the life blood of many small towns, communities and regions around Australia. Many hotels rely on wine tourism as a key part of their trade and we cannot allow the regions of Barossa, Hunter Valley, Margaret River, Yarra Valley and others across the country to be destroyed by excessive regulation.”

“The AHA National Executive will be discussing the concept of floor pricing at its next meeting with a view to developing a national position that will form the basis of our input to the National Preventative Health Agency once it begins its industry consultations.

“Alcohol floor pricing is just one of many possible regulations that could be introduced by the Federal Government that would impact upon alcohol pricing.

“Alcohol floor pricing cannot be considered in isolation. It is inevitable that the introduction of a carbon tax will cause alcohol prices to increase. The severity of this increase will not be known until the terms of the carbon tax are finalised.

“What is certain is that the AHA must ensure that the valuable Australian wine industry is not regulated out of existence.”

Media enquiries:

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