

Media Release

Cricket Australia drops ball with another alcohol sponsor

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The Royal Australasian College of Physicians (RACP) has criticised Cricket Australia for its decision to replace VB as major sponsor with XXXX, arguing the decision was out of touch with significant health concerns and public perception.

The RACP has long campaigned against the impact alcohol promotion during sports is having on children, both at the ground and at home watching on TV. This sentiment is shared by the majority of Australians, with 61 per cent concerned about the exposure of children to alcohol promotions in sport.

The new XXXX deal will see the beer brand headline more than 20 existing alcohol sponsorships in professional cricket in Australia.

RACP President Dr Catherine Yelland said the announcement was disappointing following Carlton United's recent decision for its VB brand to exit the sport.

"Cricket Australia had a real opportunity to set an example in this space, but they have instead decided to prioritise revenue above the health of Australian children," said Dr Yelland.

"The decision by Cricket Australia is not aligned to the spirit of the game and continues an unfortunate history of alcohol saturation at a professional level.

"It is distressing that this decision has been made in the face of growing scientific evidence and public concern around the effect alcohol promotion has on our children.

"As doctors we know exposure to alcohol advertising encourages children to start drinking earlier, to binge drink more often and to start a journey toward established drinking and exposure to other alcohol-related harms."

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About The Royal Australasian College of Physicians (RACP): The RACP trains, educates and advocates on behalf of more than 15,000 physicians and 7,500 trainee physicians across Australia and New Zealand.

The College represents a broad range of medical specialties including general medicine, paediatrics and child health, cardiology, respiratory medicine, neurology, oncology, public health medicine, occupational and environmental medicine, palliative medicine, sexual health medicine, rehabilitation medicine, geriatric medicine and addiction medicine. Beyond the drive for medical excellence, the RACP is committed to developing health and social policies which bring vital improvements to the wellbeing of patients.

The College offers 60 training pathways. These lead to the award of one of seven qualifications that align with 45 specialist titles recognised by the Medical Board of Australia or allow for registration in nine vocational scopes with the Medical Council of New Zealand.