

Media Release

It's just not cricket: alcohol sponsorships impacting children

Sunday January 22, 2017

The Royal Australasian College of Physicians (RACP) is calling for an end to alcohol sponsorships in cricket, with the naming rights for today's fourth VB One Day International (ODI) one of more than 20 alcohol-related sponsorships in cricket across Australia.*

The RACP is concerned about the impact alcohol promotion has on young cricket fans – a sentiment backed by the majority of Australians, with 61 per cent concerned about the exposure of children to alcohol promotions in sport.**

RACP Paediatrics & Child Health Division President, Dr Sarah Dalton, says it's unacceptable that young children are being bombarded with alcohol promotion both at the ground and at home watching on TV.

"It is time for a national conversation to discuss how big brewers are using sport as a channel to market their product, leaving our children as the collateral damage," explained Dr Dalton. "It is happening in too many Australian sports and it needs to stop.

"These promotions normalise alcohol, with Australian kids getting the message that alcohol is an important part of socialising and sports," said Dr Dalton.

"During one of the VB ODI games, I urge you to keep a tally of how many times you spot an alcohol ad or logo, either at the ground, on a player's shirt, or in an advert on TV – I'm sure the number would surprise and shock you.

"Sadly, we know this type of marketing leads children and adolescents to start drinking earlier and makes young drinkers prone to binge drinking patterns.

"Sometimes it starts them on a journey that has a lifelong impact. It's not surprising that the peak age for the onset of alcohol use disorders is only 18 years old." ***

Dr Dalton also criticised the Australian Communications and Media Authority (ACMA) who she says need to do more to ensure children are protected during sports broadcasts.

"Sports are the only programs allowed to broadcast alcohol advertisements before 8:30pm, on weekends and public holidays, at times when children are most likely to be watching television. Because of this it's estimated that children under the age of 18 are exposed to 50 million alcohol advertisements each year.****

"As a paediatrician, I am interested in finding out why this is allowed to happen. The ACMA needs to step up, remove this loophole, and help protect Australian children from alcohol promotion."

Dr Dalton encouraged Cricket Australia and the ACMA to review the RACP's [Alcohol Policy](#), which calls for national, comprehensive, evidence-based strategies to combat the harms of alcohol.

Ends

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Follow the RACP on Twitter: <https://twitter.com/TheRACP>

* Based on attitudinal research completed by Essential Media on behalf of the RACP in February 2016. Sample size of 2017 respondents.

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TEAM/ BODY	SPONSOR	SOURCE
Cricket Australia	Carlton & United (CUB), VB, Hardys	http://www.cricketaustralia.com.au/about/partners/commercial
Cricket NSW	Cricketers Arms, Brokenwood	http://www.cricketnsw.com.au/about/partners
Cricket Victoria	Cricketers Arms, O'Leary Walker	http://www.cricketvictoria.com.au/about/sponsors
Cricket Tasmania	Cascade Brewery	http://www.crickettas.com.au/blundstone-arena/our-partners
Queensland Cricket	XXXX Gold	http://www.qldcricket.com.au/about/sponsors/
South Australian Cricket Association	West End, Wirra Wirra Wines	http://www.saca.com.au/about/sponsors
NT Cricket	CUB, Casuarina Club	http://www.ntcricket.com.au/partners
Cricket ACT	CUB	http://www.cricketact.com.au/about/partners/
Sydney Sixers	Cricketers Arms, Brokenwood	http://www.sydneysixers.com.au/partners
Sydney Thunder	Cricketers Arms	http://www.sydneythunder.com.au/sponsors
Adelaide Strikers	West End, Wirra Wirra Wines, Thirsty Camel Bottleshops.	http://www.adelaidestrikers.com.au/sponsors
Brisbane Heat	Story Bridge Hotel	http://www.brisbaneheat.com.au/news/2-game-heat-memberships-on-sale/2016-11-02
Melbourne Stars	Cricketers Arms	http://www.melbournestars.com.au/corporate/sponsors

*** Degenheart L, Hall W, Teesson M, Lynskey M. Alcohol use disorders in Australia: findings from the National Survey of Mental Health and Well-Being. NDARC Technical Report No. 97; 2000.

**** Carr S, O'Brien K, Ferris J, et al. Child and adolescent exposure to alcohol advertising in Australia's major televised sports. Drug and Alcohol Review 2015; DOI: 10.1111/dar.12326.

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.