

## End alcohol advertising in live sport: O'Callaghan



**Photo:** Police arrest a man who attended an out-of-control party in Perth. (file) (ABC News)

The West Australian Police Commissioner Karl O'Callaghan has launched an attack on the liquor industry at a forum in Canberra today.

He says the self-regulation of alcohol advertising is not working and the big corporates are not signatory to the voluntary scheme which is "a classic one fingered salute from the industry."

The forum was held by anti-alcohol lobby group, the National Alliance for Action on Alcohol.

The Commissioner is reiterating his calls for alcohol advertising to be banned during live sport and says there needs to be changes to end a youth drinking culture of "determined drunkenness".

Mr O'Callaghan says 40 per cent of all domestic violence can be linked to alcohol, as well as 30 per cent of all fatal and serious crashes while WA Police devote 60 per cent of their budget to dealing with alcohol-related issues.

He says he has had a "gutsful of assigning scarcer and scarcer resources" to the problem.

The WA Premier Colin Barnett denies a lack of resources is making it difficult for police to tackle alcohol-related crime and antisocial behaviour.

"He might find the job getting tougher and tougher but it's not through a lack of resources; they are increasing," he said.

Mr Barnett also says he does not agree with the Commissioner's calls for alcohol advertising to be banned during live sport.

"I think the alcohol industry has to be responsible and I think a lot of progress has been made in that way," he said.

"I don't think you can sort of say you can ban advertising.

"Certainly there's no room for alcohol advertising anywhere around junior sport but personally I don't find objection to a beer advertisement at a football ground."

The Australian Hotels Association claims the Police Commissioner is motivated by his plight to get more resources.

The AHA's CEO, Bradley Woods, says the binge drinking problem stems from cultural and social issues, and it is wrong to blame the liquor industry.

"There's currently a campaign underway between police and Treasury to get more funding for the police service," he said.

"We sympathise with police's plight of having to deal with hoodlums and particularly young people who binge drink but to blame the alcohol industry is getting beyond the sense of reality because there's no evidence to back it up."

Michael Thorn, from the forum's organiser, says law makers should listen to the views of Mr O'Callaghan.

"Concern in the community about the sorts of problems Commissioner O'Callaghan has now been talking about for a number of years, I think are so deep seated, that it presents such an overwhelming case for action," he said.

"Some of the approaches to alcohol advertising that we're seeing, particularly the targeting of young people through big sport and culture, I think, is just encouraging the type of drinking that is unhealthy and dangerous."

Link: <http://www.abc.net.au/news/2013-06-19/premier-denies-lack-of-resources-making-policing-difficult/4765070?&section=news>