



Media Release

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Parents urged to give ‘schoolies’ the right message on drinking

The Distilled Spirits Industry Council of Australia (DSICA) has joined leading community groups in highlighting concerns over binge-drinking during Schoolies celebrations around the country.

DSICA has placed full page newspaper advertisements in the key regions of Queensland, Victoria and South Australia which play host to large numbers of school leavers celebrating the end of their high school education.

The advertisements, *What Message Are You Sending Your Kids This Schoolies Week*, remind readers that parents are the single most important influence on their children’s drinking behaviour and that almost 40% of underage drinkers get alcohol directly from their parents.

“Many school leavers attending Schoolies often see binge drinking as part and parcel of these end-of-year celebrations but parents have an important role to play in getting their children to understand the consequences of misusing alcohol, and changing the widespread social acceptance of intoxication,” said Stephen Riden, Information and Research Manager for DSICA.

Mr Riden also highlighted some of the unintended, and potentially serious, consequences of the Government’s 70% tax hike on Ready-to-Drink (RTD) products - consequences which parents may not even be aware of.

“Young drinkers are now purchasing cheaper, often stronger, forms of alcohol and ‘self-mixing’ their drinks with little understanding of a safe measure of alcohol. Often these drinkers don’t realise that the cheaper wine pops and cask wines contain twice the alcohol.

“The Government’s faulty tax measure has not stopped young Australians drinking to excess. In fact it may have inadvertently increased the amount of alcohol being consumed by Schoolies revellers,” he said.

The advertisements encourage parents who would like more information on how best to discuss alcohol consumption with their children to visit www.drinkwise.com.au.

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