

Responsible drinking: it's your shout



Wine is a 'lifestyle beverage' that is regularly enjoyed in moderation by most Australians. The industry has a responsibility to do its bit to help promote socially responsible consumption for the longer term health of consumers and the industry.

The Winemakers' Federation of Australia has prepared this Social Responsibility Information guide which outlines a range of resources available to ensure that industry does everything it can to promote and sell products in a responsible manner. It also provides links to the latest facts about alcohol consumption and the related information and services that are available.

With your help, we are confident that we can demonstrate to decision makers and the broader community that the wine industry is committed to making sure that our business practices do not contribute to or promote the harmful consumption of wine.

In 2006 the WFA created a logo that can be customised according to the number of standard drinks in a bottle or package. The logo serves as an important visual cue to help improve consumer understanding of the standard drink content of wine bottles and other alcoholic beverage containers.

We're inviting all wineries to adopt this standard drinks logo on all wine labels so that consumers are well informed about how much they are drinking.

The WFA Standard Drinks logo and style guide for designers can be downloaded free of charge at www.wfa.org.au

Standard Drinks



Standard Drinks logo: improving understanding about how many standard drinks are inside containers

The use of standard drinks can help people to monitor their alcohol consumption and exercise control over the amount they drink.

As you know, standard drinks labelling is mandatory for all alcoholic beverages and the number of standard drinks in a container is calculated according to a specific formula set by Food Standards Australia New Zealand (FSANZ).

FSANZ Formula

Number of Standard Drinks = Container Volume (Litres) x % Alcohol by Volume (mL/100mL) x 0.789*
(*where 0.789 is the specific gravity of ethanol)



For example, in a 750mL bottle of wine containing 13.2% alcohol by volume, the number of Standard Drinks is $0.75 \times 13.2 \times 0.789 = 7.8$ Standard Drinks.

Meanwhile, a standard drink is equivalent to 10g of alcohol or approximately 100ml of wine.

Moderation messages: reminders that wine is to be enjoyed safely

Australians should be able to enjoy alcohol if they choose to drink, while avoiding or minimizing the harmful consequences of drinking to excess or becoming intoxicated. By including moderation messages on wine packaging our industry can help to encourage responsible consumption of wine.

Your moderation message can be worded however you like, it's the meaning that matters:

Drink responsibly

Please enjoy in moderation

Please enjoy this wine responsibly

Our wine has been made to be enjoyed in moderation

Enjoy wine in moderation

Meanwhile details of all other statutory labelling requirements for wines destined for domestic and export sale can be found on the regulations page on the Australian Wine and Brandy Corporation (AWBC) website at: www.wineaustralia.com

Your advertising obligations:

ensuring products are advertised and promoted responsibly

In addition to the standard drinks logo and moderation messages on wine labels, it is essential that all wineries comply with the Alcohol Beverages Advertising Code (ABAC) which exists to ensure that alcohol advertising or promotional campaigns are presented in a responsible manner and do not promote risky or under-age consumption. There are two elements to the scheme:

1. Pre-vetting: getting it right from the start

The Alcohol Advertising Pre-Vetting Scheme works on a user-pays basis to assess proposed advertisements against the ABAC scheme at an early stage of campaign development. Because ABAC works as a quasi-regulatory system, everyone is encouraged to make use of the AAPS for all print, billboard and electronic media advertising. Passing a campaign through pre-vetting could avoid costly disputes further down the line.

2. Complaints: protecting consumers

All consumer complaints regarding advertising are directed to the Advertising Standards Bureau (ASB) and are then considered both under the Alcohol Code, and by the ASB under the advertisers Code of Ethics. If a complaint is upheld the advertiser will be asked either to modify or withdraw the offending ad within five working days.

More information can be found at www.abac.org.au and www.advertisingstandardsbureau.com.au

Other codes to be aware of when it comes to alcohol advertising:

- The Trade Practices Act and state fair trading legislation www.comlaw.gov.au
- The Australian Association of National Advertisers (AANA) Code of Ethics www.aana.com.au/advertiser_ethics_code.html
- The Commercial Television Industry Code of Practice www.freetv.com.au
- The Commercial Radio Code of Practice www.acma.gov.au/webwr/aba/contentreg/codes/radio/documents/cra-codeofpractice.pdf
- The Outdoor Advertising Code of Ethics oma.org.au/code-of-ethics/





Cellar door service: tips on achieving best practice

A major part of the regional tourism experience, cellar doors can help not only highlight local wines and other produce but also the rural lifestyle and cultural attractions. As such, winemakers are effectively entering the hospitality industry and are not only responsible for the marketing of their products but also engaging tourists on the best that Australia's wine regions have to offer. It is therefore important that winemakers follow a few simple best practice actions to guarantee that everyone has a good time. These include:

- Applying a standard cellar door tasting pour size and making sure that cellar staff stick to it.

A cellar door tasting sample pour is usually around 20ml, so five will add up to one standard drink of wine.

In some states it is mandatory for all staff involved in the sale, supply, service or promotion of alcohol to complete Responsible Service of Alcohol training. To find out what the requirements are for your state, please refer to your state's relevant liquor licensing legislation which can be found at:

NSW: www.olgr.nsw.gov.au

VIC: www.consumer.vic.gov.au

TAS: www.treasury.tas.gov.au
(follow links to Tas Liquor Licensing)

QLD: www.olgr.qld.gov.au

WA: www.rgl.wa.gov.au

ACT: www.ors.act.gov.au

SA: www.olgc.sa.gov.au

NT: www.nt.gov.au/justice/alcohol.shtml

- Ensuring that your staff are comfortable about asking for I.D. It's illegal to serve anyone under 18 years old.
- Encouraging visitors to keep up their water intake at your cellar door as even those who are not drinking may have had a few glasses while visiting other cellars.
- Discouraging drink driving.

Having a breathalyser on the premises could save lives.

Meanwhile, creating a relationship with a local taxi company is also a good idea. A sign or poster offering to call a taxi free of charge gives those who may have had too much to drink an easy option of a responsible way to get home. Of course, some regional locations don't have access to a taxi service so it is a good idea to find out what alternative methods of transport are available.

- Providing an area to help keep children occupied and away from the area where wine is being poured.

Handy links: information about new and ongoing programs dealing with alcohol

Learn more

The **Winemakers' Federation of Australia** believes that the industry must band together to promote socially responsible consumption of our wines. If you are not already a member, you can help safeguard the future of your industry from increased regulation, taxes and charges by joining our ranks. Visit: www.wfa.org.au for more information.

There are also a number of organisations, associations and government departments dedicated to social responsibility around alcohol. All exist to offer advice to alcohol producers, retailers and consumers, but some can also provide practical help, such as information booklets, event support and merchandise.



Government programs dealing with alcohol related problems

www.healthinsite.gov.au/topics/Alcohol_Strategies

'Don't Lose Your Standards' merchandise, government activities and government resources

www.alcohol.gov.au

AIHW – National Drug Strategy Household Survey (consumption information)

www.aihw.gov.au/publications/index.cfm/title/10674

DrinkWise – kids absorb your drinking

www.drinkwise.com.au

State and Territory Liquor Licensing Accords –

agreements between local stakeholders (licensed premises, government departments and agencies, police, licensees and community representatives) to promote safety, effective communication and problem solving between licensees and key stakeholders.

The links below will take you to information on the Liquor Licensing Accords in your local community:

NSW: www.olgr.nsw.gov.au

VIC: www.consumer.vic.gov.au

TAS: www.treasury.tas.gov.au
(follow links to Tas Liquor Licensing)

QLD: www.olgr.qld.gov.au

WA: www.rgl.wa.gov.au

ACT: www.ors.act.gov.au

SA: www.olgc.sa.gov.au

NT: www.nt.gov.au/justice/alcohol.shtml

More information: If you would like more information please do not hesitate to contact the Winemakers' Federation of Australia.