

MEDIA RELEASE

Immediate release

**ALCOHOL AND DRUG FOUNDATION CALLS FOR ALL
JURISDICTIONS TO INTRODUCE MINIMUM UNIT PRICE ON ALCOHOL**

The Alcohol and Drug Foundation is reiterating its calls for all Australian jurisdictions to follow the lead of the Northern Territory Government and introduce a minimum unit price on alcohol.

An independent report released today shows that the implementation of a minimum unit price on alcohol in the Territory has been associated with significant reductions in alcohol-related assaults, ambulance attendances, emergency department presentations, road crashes and child protection notifications.

“This responsible legislation has complemented other harm reduction initiatives in the Northern Territory and is helping to build a healthier and safer community,” said Alcohol and Drug Foundation Chief Executive Officer, Dr Erin Lalor AM.

“The legislation, alongside other measures, is doing what it intended, which is to reduce harmful alcohol consumption,” Dr Lalor added.

Since a minimum unit price on alcohol was introduced in the Northern Territory in October 2018, a standard alcoholic drink cannot be legally sold for under \$1.30.

“The Northern Territory Government has shown leadership in recognising the strong link between price, alcohol consumption and related harms such as accidents, injuries, violence and ill-health,” Dr Lalor said.

The Alcohol and Drug Foundation is urging all states and territories to introduce a minimum unit price on alcohol to address key priorities identified in the new National Alcohol Strategy.

“Implementing a range of evidence-based measures, including a minimum unit price on alcohol, would make a big difference in reducing harmful alcohol consumption and improving the health and safety of Australians,” Dr Lalor said.

The Alcohol and Drug Foundation is strongly committed to supporting all Australians with quality information to prevent and reduce alcohol-related harm.

For free and confidential drug information or support, we encourage people to visit www.adf.org.au or call the Alcohol and Drug Foundation’s DrugInfo line on 1300 85 85 84. The non-judgmental service provides the facts about alcohol and other drugs, advice on how to support loved ones, and connects people with relevant health and support services in their state and territory.

ENDS

For media enquiries please call the Alcohol and Drug Foundation’s media team on 0430 948 380 or email media@adf.org.au

About the Alcohol and Drug Foundation: Celebrating 60 years of service to the community, the Alcohol and Drug Foundation is one of Australia’s leading bodies committed to preventing and minimising alcohol and other drug harms in communities around the nation. The Foundation reaches millions of Australians in local communities through sporting clubs, workplaces, health care settings and schools, offering educational information, drug and alcohol prevention programs and advocating for strong and healthy communities.

The Power of Words: There's power in the language we use to talk about alcohol and other drugs, and people who use alcohol and other drugs. Stigmatising language can negatively impact on a person's health, wellbeing and relationships. Using person-centric language, instead of focusing on an individual's substance use, has the power to reduce stigma and improve health and social outcomes. For a guide to using non-stigmatising language, please see the [Power of Words](#) or the [Mindframe Guidelines](#).