

 <p>QUEENSLAND CONSUMERS ASSOCIATION</p>	<p>A non-profit, volunteer organisation, advocating to advance the interests of consumers in Queensland</p> <p><i>[NHMRC has removed personal information]</i></p>
--	---

24 February 2020

SUBMISSION ON DRAFT AUSTRALIAN GUIDELINES TO REDUCE HEALTH RISKS FROM DRINKING ALCOHOL

BACKGROUND

The Queensland Consumers' Association (the Association) is a non-profit organisation established over 40 years ago and which exists to advance the interests of Queensland consumers. The Association's members work in a voluntary capacity and specialise in particular policy areas.

The Association is a member of the Consumers' Federation of Australia, the peak body for Australian consumer groups, and works closely with many other consumer and community groups.

The Association welcomes the opportunity to make this brief submission.

The contact person is *[NHMRC has removed personal information]*

SPECIFIC COMMENTS

Our comments relate to:

Appendix 5: Australian standard drinks

Q22. Do you have any comments on how the Australian standard drinks section could be improved?

How the volumes of red and white wine in glasses are displayed in Appendix 5 should be reviewed to ensure that:

1. The amounts of wine in the glasses accurately reflect the actual volumes being depicted (150mL and 100mL). Currently, the areas depicting these two volumes do not seem in proportion.
2. The percentage of each glass's volume occupied by the assumed volume of wine is realistic. Currently, the percentage of total volume occupied by the wine seems very high for both the 150mL and 100mL serves.

Also, to facilitate comparison and estimation of the different volumes of wine, the same glass size should be used for both volumes of wine and the total volume of the glass should be indicated. If two glass sizes continue to be used, the total volume of each glass should be shown.

We make the above suggestions because, especially when wine is being served at home from bottles, casks, and other types of containers containing more than a typical drink volume, many consumers are unaware of how much wine constitutes 150mL or 100mL and how much of a glass's volume those amounts are likely to occupy. This results in ill-informed consumer choices and many consumers consuming far greater volumes and more standard drinks than they realise or intend.

More accurate depiction of the volumes in Appendix 5 will facilitate consumer awareness of the difference between 150mL and 100mL of wine and the proportions of a glass's volume that they may occupy.

This is an important issue, given that high levels of consumer awareness of the standard drink concept, and ability to apply it, are required for the effective implementation and use of the guidelines.