

**MEDIA RELEASE**

**23/08/18**

**ADF PRAISES NT GOVERNMENT FOR PROGRESSIVE ALCOHOL LEGISLATION**

The Alcohol and Drug Foundation (ADF) congratulates the Northern Territory Government on becoming Australia's first jurisdiction to introduce a minimum floor price for alcohol.

Chief Executive Officer Dr Erin Lalor says the Northern Territory Government is showing leadership by recognising the strong link between price, alcohol consumption and related harms such as violence and ill-health.

"A minimum floor price for alcohol will play an important role in helping to reduce problematic drinking and its related harms among the Northern Territory's heaviest and youngest drinkers, whilst having little impact on cost for moderate drinkers," Dr Lalor said.

"Congratulations to the Northern Territory Government for taking the steps towards a healthier and safer community," Dr Lalor added.

The Alcohol and Drug Foundation is calling on other jurisdictions across Australia to follow the lead of the Northern Territory.

"Price is a major determinant of people's drinking. We know that when the cost of alcohol goes up, the heaviest drinkers consume less," Dr Lalor said.

"Evidence from overseas is showing that introducing a minimum floor price for alcohol is an effective way to reduce the public health burden associated with problematic drinking," Dr Lalor added.

**ENDS**

**Media enquiries:** For media enquiries, please call the Alcohol and Drug Foundation's Media Manager Carmel Green on 0430 948 380.

**About the Alcohol and Drug Foundation:** Celebrating nearly 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, healthcare settings and schools, offering educational information, drug and alcohol prevention programs and advocating for strong and healthy communities. For more information, please visit <https://adf.org.au/>.