Positive Choices
Drug and Alcohol Information
Get informed, stay smart, stay safe

Video

Behind the News High: Alcohol advertising rules in Australia



Evidence ratings:

This resource has undergone expert review. See our Help/Q&A section for more details.

Year: Year 7–8, Year 9–10

Targeted Drugs: Alcohol

Tags:

Time Allocated: Partial lesson (under 45mins)

Links to National Curriculum:
ACPPS072 (Yr 7–8), ACPPS092 (Yr 9–10), AC9HP8P08 (Yr 7-8), AC9HP8P09 (Yr 7-8)

Origin: Australian

Cost:
Free

Available

This video is available on the ABC website.

Watch 'Alcohol advertising rules in Australia'

Developer

- Behind the News, The Australian Broadcasting Corporation (ABC)

Summary

This video explores alcohol advertising in Australia and how it is regulated. It discusses how often and where young people see these ads, as well as the impacts of alcohol. It includes interviews with young Australians and with experts. A transcript and curriculum links are available on the ABC website.

Video length: 7:34

Expected Benefits

- Increased knowledge of how alcohol advertising is regulated in Australia
- Increased knowledge of how young people are exposed to alcohol advertising

Evidence Base

Expert Review*:

The video was developed by the Australian Broadcasting Corporation (ABC) and includes input from academic experts. It has a high production quality and uses animation to present complex information about alcohol advertising and regulation in an engaging and easy to understand way. The video includes interviews with young Australians to increase relevance to students and gives tips to help young people think critically about what they are seeing in ads and the role of the media. When discussing Australia's drinking culture, it is important to avoid normalising alcohol use. To help avoid this, teachers could reiterate the declines in youth drinking covered in the video.

*Review provided by researchers at the Matilda Centre for Research in Mental Health and Substance Use at the University of Sydney.

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