

**FROM: Australian Grape and Wine Incorporated**

**DATE: 17 June 2024**

**SUBJECT: WEB-BASED CONSULTATION ON THE FOURTH HIGH-LEVEL MEETING OF THE UNITED NATIONS GENERAL ASSEMBLY ON THE PREVENTION AND CONTROL OF NCDs, FOCUSING ON THE KEY PRIORITY AREAS IN THE WHO DIRECTOR GENERAL'S REPORT**

Thank you for the opportunity to contribute to your phase 1 consultation process. Our response focuses on those NCD-GAP objectives most relevant to economic operators in alcohol production and trade.

Australian Grape & Wine is Australia's national association of winegrape and wine producers. Our activities focus upon the objective of providing leadership, strategy, advocacy and support that serves Australian wine businesses now and into the future. We represent the interests of the more than 2,500 winemakers and 6,000 winegrape growers working in Australia. Our role is to help forge a political, social and regulatory environment - in Australia and overseas - that enables profitable and sustainable Australian wine and winegrape growing businesses. These businesses make a significant contribution to underpinning regional economies by driving growth in jobs, regional exports and food and wine tourism. We represent small, medium and large winemakers and winegrape growers from across the country. Policy decisions by the Australian Grape & Wine Board require 80% support, ensuring no single category can dominate the decision-making process and guaranteeing policy is only determined if it provides significant industry benefit. In practice, most decisions are determined by consensus. Australian Grape & Wine is recognised as a representative organisation for winegrape and wine producers under the Wine Australia Act 2013 and is incorporated under the SA Associations Incorporation Act 1985. We work in partnership with the Australian Government to develop and implement policy that is in the best interests of winegrape growers and winemakers across Australia.

Australian Grape & Wine is a member of the of the Partnership Council of the International Alliance of Responsible Drinking (IARD). Together IARD's members represent nearly half of global beverage alcohol production. We are committed to supporting IARDs work to continue to strengthen global standards and initiatives targeting responsible alcoholic beverage consumption. We believe wine should be enjoyed in moderation and that wine companies must encourage and promote responsible consumption.

In addition to our work with IARD, Australian Grape & Wine also engages and leads a number of national activities that have supported the industries priority of ensuring responsible consumption of Australian wine. As such the Australian wine industry also:

- Helps fund the operations of [DrinkWise Australia](#), which runs national information and education campaigns designed to change Australia's drinking culture.
- Helps fund and manage the Alcohol Beverage Advertising Code ([ABAC](#)) which, with Government support, provides advertising guidelines and a pre-vetting service to industry and adjudicates on public complaints about alcohol advertising
- Runs the [National Wine Foundation](#), which funds projects that address social problems which can lead to alcohol abuse.
- Are members of [Alcohol Beverages Australia](#) who also initiate a broad range of activities to promote responsible consumption.

# NCD-GAP objective	Comments on key priority areas
<p><b>2</b></p> <p>To strengthen national capacity, leadership, governance, multisectoral action and partnerships to accelerate country response for the prevention and control of noncommunicable diseases.</p>	<p>Australian Grape &amp; Wine recommends that the Director General's (DG) report acknowledges the constructive role the private sector has played since the last High-Level Meeting on NCDs in 2018. Multisectoral action and partnerships have effectively leveraged private sector contributions towards achieving important NCD objectives. Encouraging continued collaboration will be crucial for advancing the implementation of key relevant NCD targets ahead of the 2030 deadlines.</p> <p>Australian Grape &amp; Wine, along with our broader sector, has invested in and lead a number of national initiatives that strengthen national leadership and capacity to accelerate the NCD GAP objective. Some examples include:</p> <ol style="list-style-type: none"> <li>1. Industry premiumisation strategy: The Australian wine sector has actively invested and prioritised national strategies for premiumisation of the wine sector, both domestically and in export markets. This shift towards value over volume has been a long-standing priority for the sector, which we have been advancing for some time.</li> <li>2. Prioritisation of No-Low products: Innovative products, particularly no and low alcohol wines that promote moderation and responsible alcohol consumption, have become a priority of the sectors diversification agenda. In recent years, the sector has invested substantially in technology and product development to advance these objectives. The category is experiencing global growth and represents a significant opportunity.</li> </ol> <p>Both of these broad industry strategic priorities support the acceleration of achieving nation average per capita consumption targets.</p> <p>Additionally, through the National Wine Foundation, the Australian wine sector has funded a series of projects over multiple years aimed at addressing social problems that contribute to alcohol abuse. These initiatives specifically target at-risk and vulnerable communities, supporting national efforts to meet targets related to reducing heavy episodic drinking.</p>
<p><b>3</b></p> <p>To reduce modifiable risk factors for noncommunicable diseases and underlying social determinants through creation of health-promoting environments.</p>	<p>Australian Grape &amp; Wine recommend that the DG's report:</p> <ul style="list-style-type: none"> <li>• Structure the section on alcohol and health within the agreed multilateral framework on alcohol and health, emphasizing the harmful use of alcohol.</li> <li>• Reflect the range of policy options included in the 2010 Global Strategy to Reduce the Harmful Use of Alcohol, the 2018 Political Declaration on NCDs, and the 2022-</li> </ul>

2030 Global Alcohol Action Plan, tailored to national and local contexts

- Acknowledge the contributions of the private sector to reduce the harmful use of alcohol.

As noted above, the Australian wine sector makes a significant contribution to advancing this objective through a number of initiatives. Acknowledging and encouraging the constructive actions of the private sector will further incentivise positive contributions.

Both independently and as members of the IARD Partnership Council, Australian Grape & Wine has supported numerous examples of public sector contributions, including:

**Marketing and advertising:** IARD Members promote [standards for online advertising](#) and [influencer promotions](#), and partner with leading platforms to develop robust safeguards. In Australia, [ABAC](#) provides national advertising guidelines, offers a pre-vetting service to industry, and adjudicates public complaints concerning alcohol advertising.

**Retailers and hospitality:** IARD has developed [responsibility standards](#) in partnership with physical retailers and hospitality venues to implement responsible sale and service, including training and empowering staff to sell, serve and deliver responsibly. In 2023, IARD launched the [Global Standards Coalition](#) with 85 major retailers and hospitality firms. In Australia, Australian Grape & Wine partners with DrinkWise on a number of initiatives and campaigns focused on responsible consumption. A recent collaboration involved the national rollout and adoption of responsible consumption [Cellar Door Resources](#). Australian Grape & Wine partnered with DrinkWise to create resources designed to increase consumer understanding of the number of pours (tastings) equivalent to a standard drink. The resources provide a practical solution for consumers to moderate their drinking during their winery visits and have been distributed to over 1,700 cellar doors across Australia.

**DrinkWise Campaigns and Resources:** Beyond the initiative noted above, DrinkWise have worked with Australian Grape & Wine, other industries and the private sector, to implement a number of responsible consumption campaigns and resources since 2005. DrinkWise aims to promote a generational change in alcohol consumption habits and to delay the age at which young Australians are introduced to alcohol. They pursue these goals through various channels, including:

		<ul style="list-style-type: none"> <li>• Initiatives and virtual campaigns – Cellar Door Resources including scratch cards and posters.</li> <li>• Labelling – standard drinks and pregnancy warning initiatives.</li> <li>• Media – Many national social media and traditional media campaigns including those targeting youth drinking and responsible consumption in relation to sport.</li> <li>• Tools and other resources – including standard drinks calculators and factsheets.</li> </ul> <p>These initiatives demonstrate that the private sector is effectively employing multiple mechanisms to support the NCD GAP objectives. It is crucial for the private sector to remain a key stakeholder in advancing this work.</p>
6	<p>To monitor the trends and determinants of noncommunicable diseases and evaluate progress in their prevention and control.</p>	<p>Australian Grape &amp; Wine recommends that the DG’s report adopts the NCD Monitoring Framework agreed upon by Member States for monitoring trends, determinants and evaluating progress. This framework centres on three targets: total alcohol consumption per capita, heavy episodic drinking, and alcohol-related morbidity and mortality. We also recommend increased emphasis on gathering data on unrecorded alcohol, particularly illicit alcohol, due to its significant impact on public health.</p> <p>Monitoring trends and accurately recording data is vital to understanding issues and addressing them effectively. Establishing a robust framework for monitoring and evaluation is essential to ensure alignment between data and real-world impacts, and to develop effective policies.</p> <p>We note that global consumption of recorded alcohol is declining. However, data on the <a href="#">prevalence of unrecorded alcohol</a>, particularly illicit alcohol, at global, regional, and national level, remains outdated, incomplete and likely underestimates its health, economic, and societal impacts.</p>

Australian Grape & Wine and our sector has sought to play a constructive role in implementing action to address issues of alcohol related harm including the call for action in the 2018 UN Political Declaration on the Prevention and Control of NCDs and we look forward to the opportunity to do so again following the 2025 High-Level Meeting. We thank you for the opportunity to contribute and would welcome further engagement on the elements of this submission.

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