



Uncap our
Potential



A charter for effective alcohol pricing policies

To uncap our potential as a country, we, the undersigned, support the adoption of effective alcohol pricing policies.

The increasing affordability of alcohol in New Zealand is a key driver of consumption and harm. By taking action on the price of alcohol, we have the potential to improve everything we deeply care about. With less alcohol harm, we can; improve our mental wellbeing, reduce suicide and family harm, have safer roads and communities, improve our physical health (e.g. fewer injuries and cancers) and lift employment, productivity and economic growth. As a result of substantial cost savings, every New Zealander stands to benefit. Our core services and sectors, such as ACC, police, health, welfare and justice will experience the greatest gains from reduced harm. **The possibilities are endless.**

Evidence-based alcohol pricing policies are all about **fairness**. Those that experience the most harm, from their own drinking or from the drinking of others (especially women and children), will benefit the most. Alcohol pricing policies are therefore pro-equity; evidence shows that they can significantly narrow the gap in alcohol harm inequities whilst being mildly (or not) financially regressive. We recommend that the wider tax and welfare system should be adjusted to mitigate or offset any financial effects of pricing policies.

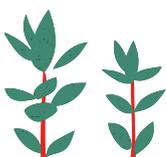
With New Zealanders drinking less, everything will start to improve. **Change is possible.** Other countries are already reaping the benefits of effective pricing policies. A large body of high-quality research demonstrates that a 10% increase in price reduces overall alcohol consumption by 5%. This equates to an annual reduction of almost 25 million litres of alcoholic beverages being consumed in our country, enabling new norms of drinking to be established for future generations to benefit.

Alcohol is not an ordinary commodity; it is our most harmful drug. Every New Zealander should receive a clear price signal when purchasing alcohol – the price should reflect the risks and consequences to our country through lost potential. However, cheap alcohol in New Zealand is being sold at less than 70 cents per standard drink, and commonly purchased by our heaviest drinkers.

To uncap the full potential of our country, we support the adoption of the following evidence-based alcohol pricing policies:

1. **Increase** alcohol excise rates across all beverages by at least 50% (~10% increase in alcohol prices)
2. **Implement** minimum unit pricing alongside tax increases
3. **Address** the substantial under-taxing of wine
4. **Move** beverages currently taxed by volume to being taxed by alcohol content
5. **Mandate** the industry to report sales data to inform minimum pricing and other alcohol control measures
6. **Prohibit** the single sale of alcohol products

We have the tools available to enable New Zealanders to drink less and live more. To protect and grow our future, we must invest in our nation's health. **It's time for action.** Concerted effort, determination and strong leadership at all levels is essential. A healthier, fairer society is within our reach. Lifting alcohol prices creates a lasting legacy.



Endless possibilities with less drinking & less harm

