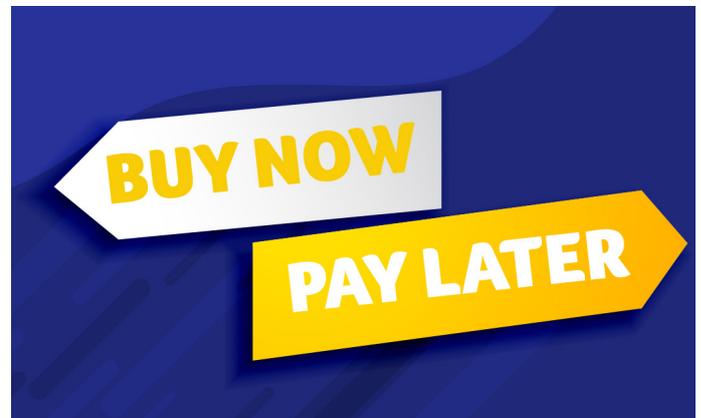
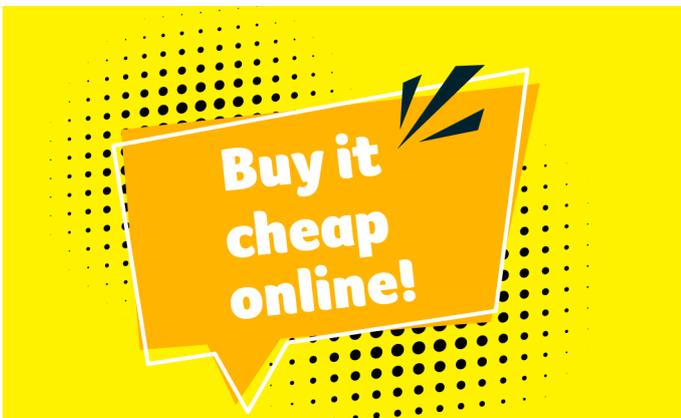


Click to drink: It's never been easier to buy alcohol in WA.

Alcohol delivery is booming, but what do we know about the new liquor landscape? In 2022, Cancer Council WA investigated the industry practices and community perspectives of the online sale and delivery of alcohol in WA. Here's what we found...



Cancer Council WA¹ conducted an audit of online alcohol retailers (n=42) during January and July, 2022 and found:

29%

held an interstate liquor licence

Age verification (ID check) was

never required to purchase alcohol

Alcohol could be ordered for

cheap, fast & late night deliveries to Perth

Alcohol orders for WA regions were still cheap, but deliveries take longer

Alcohol (19%) could be ordered using **buy now, pay later**

Deakin University² surveyed WA adults (n=499) during August to September 2022 who have purchased alcohol online for home delivery and found:

95%

had seen online alcohol delivery ads in the past month, and just under half saw online alcohol ads daily

24%

had alcohol delivered while intoxicated,

75% of who were never or only sometimes refused delivery

50%

did not have their ID checked upon their last same day or rapid delivery

22% said their same-day or rapid delivery was usually left unattended at the door

Participants with high-risk drinking behaviours were significantly more likely to:

Witness or receive targeted promotions, use online alcohol delivery more often, use rapid or same day services, order higher volumes of alcohol and order alcohol **while intoxicated.**

Deakin University³ also conducted a series of test purchases (n=34) for same day and rapid (<2 hrs) alcohol deliveries during October to November 2022 and found:

24%

of alcohol orders were delivered without an ID check* *Deliveries were received by young looking adults (aged under 25)

One alcohol order was **left unattended** at the door without sighting the recipient or checking ID

So what's the problem?

Packaged liquor accounts for about 80% of alcohol sold in Australia, and increasingly, people are ordering alcohol online for delivery.



Current practices for online marketing and delivery of alcohol are putting people in the community at risk, especially our children, people with alcohol dependence, and people experiencing violence in the home.

Risks such as underage drinking and injuries from alcohol intoxication are likely to increase where age verification and checks for intoxication are absent, and where rapid, late-night, and unattended deliveries are allowed.



Whilst the recent growth in online sales may be attributed to COVID-19, this increase in online alcohol delivery use may be permanent. We need further sensible controls to help keep WA communities healthy and safe both now and as the online marketplace continues to evolve.

¹ Bury, K., Stafford, J. & Keric, D. 2022. Alcohol Delivery in WA: Results from an audit of online alcohol retailers prior to and following the introduction of WA Liquor Delivery Regulations. Cancer Council WA, Perth, Western Australia. Available from: https://cancerwa.asn.au/wp-content/uploads/2022/11/2022-11-14_Cancer_Council_WA-report_Alcohol-Delivery-WA.pdf

² Coomber, K., Baldwin, R., Taylor, N., Callinan, S., Wilkinson, C., Toumbourou, J.W. & Miller, P.G. (2022). Western Australia alcohol home delivery project: Online survey final report. Deakin University, Geelong, Australia. Prepared for Cancer Council Western Australia. https://cancerwa.asn.au/wp-content/uploads/2023/03/Deakin-University_WA-alcohol-home-delivery-project_Online-survey_final-report.pdf

³ Coomber, K., Baldwin, R., Wilson, C., Taylor, N., Callinan, S., Wilkinson, C., Toumbourou, J.W. & Miller, P.G. (2022). Western Australia alcohol home delivery project: Test purchases final report. Deakin University, Geelong, Australia. Prepared for Cancer Council Western Australia. https://cancerwa.asn.au/wp-content/uploads/2023/03/Deakin-University_WA-alcohol-home-delivery-project_Test-purchasing_final-report.pdf