

Fin Rev 6 May 1985

Sport does not need tobacco

SIR, In his letter (*AFR*, April 17) Mr Dollison of the Tobacco Institute attacks my claim that Australian sport can do without tobacco company sponsorship.

He concedes my main point — that major spectator sports can find alternative sponsors, but then spoke of the devastating effect that loss of tobacco company sponsorship might have on minor and developing sports in Australia.

Since the ban on tobacco advertising applies only to the broadcast media, I can't imagine why the tobacco industry would cease to support the minor sports, which are not broadcast and may therefore legally carry cigarette advertising.

The only reason they might do this is out of pique, and I suspect that the potential to do just that is an important motivation behind the industry's diversity of sponsorships.

An entourage of financially dependent sporting and cultural bodies was the crucial element in swinging public opinion against the recent proposal to ban cigarette advertising in Western Australia.

As for Mr Dollison's criticism of me for not "declaring my interest" as a member of certain anti-smoking organisations, I should have thought my "interest" was clear from my bothering to write on the subject.

Unlike Mr Dollison, I do not have a financial motivation which ought to be taken into account when assessing the validity of my viewpoint.

**PETER VOGEL,
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