Thank you for asking my view.

In my view 'affordability' is the chief factor. However, calculating fluctuations in affordability of alcoholic beverages would require dedicated work, and there are sometime differing views on how to calculate this.

The mechanism needs to be simple, and one that can take effect without, each time, some dispute.

Therefore I favour the argument that Tim Stockwell sent you - that the minimum price should be follow some already used and accepted general price index/cost of living index.

Once enacted, it is fairer to the industry, in that their commercial forecasts can be based on a slightly more certain basis, and one they may already use (though this is outside my expertise).

Yours sincerely

Jonathan Chick