

DrinkWiseAustralia

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**STRATEGIC PLAN**

**2007-2017**

### **Outcome Statement**

The sum of DrinkWise's work over the long-term is designed to achieve the Mission of DrinkWise—namely to contribute to the development of a drinking culture in Australia which minimises the harms and thereby, maximises the benefits from the moderate consumption of alcohol.

DrinkWise's goal is:

- To develop a culture in which all people living in Australia experience less harm from alcohol use, their own and others;
- To enable Australians to drink in a way that shows it is never OK to get drunk; and
- To create a 'linked up' industry to support the Vision of DrinkWise.

Data identify that the greatest harm occurs from those drinking patterns where people are intoxicated or drunk and that Australia has a culture that accepts this behaviour as a social norm.

The major outcome that DrinkWise is seeking to achieve in the medium to longer term is a change in Australia's drinking culture ultimately leading to a reduction of alcohol-related harms in Australia. In order to change Australia's drinking culture outcome indicators will need to be measured.

By 2017 DrinkWise expects to see:

- A reduction in the levels of alcohol consumption considered 'risky' or 'high risk' for short-term harm for males;
- A reduction in the levels of alcohol consumption considered 'risky' or 'high risk' for short-term harm for females;
- An increase in the proportion of males and females who 'reduced amount drunk per session' ;
- A reduction in public and private violence associated with alcohol;
- An increase in attitudes and beliefs of Australians that intoxication and drunkenness is unacceptable behaviour; and
- An increase in awareness by Australians that there is a relationship between intoxication and potential harm.

**What DrinkWise is Not:**

- An organisation that speaks on behalf of the alcohol industry;
- An organisation that defends or applauds the alcohol industry behaviour;
- An organisation which will engage in debates that may be divisive to the alcohol industry ie taxation, pricing etc; and
- Drinkwise will not become involved in areas of treatment.

**Why Not??**

- Drinkwise must be seen to be at 'arms length' from the alcohol industry to have any credibility;
- DrinkWise must be viewed by the community as a balanced and evidence-based organisation;
- Drinkwise should be judged on what it does to make a difference not on what it says; and
- Drinkwise may well choose to criticize aspects of the alcohol industry which it believes may undermine its Objects and Vision.

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## Executive Summary

This Strategic Plan outlines the DrinkWise Mission, Vision, Values and what we hope to achieve over the next 10 years.

This document is entirely in keeping with the direction the Commonwealth, State and Territory governments have determined in the *National Alcohol Strategy 2006-2009*. The important issue is determining the role of DrinkWise within this direction, where it can add value and implement new approaches and complement and support existing strategies rather than duplicate.

The Plan focuses on efforts, in keeping with its name, 'drinking wisely' and will be around promoting and supporting strategies which influence the drinking culture, the patterns of drinking within that culture which cause acute harms and the factors which support excessive drinking patterns and inappropriate supply.

## Strategic Plan 2007-2017

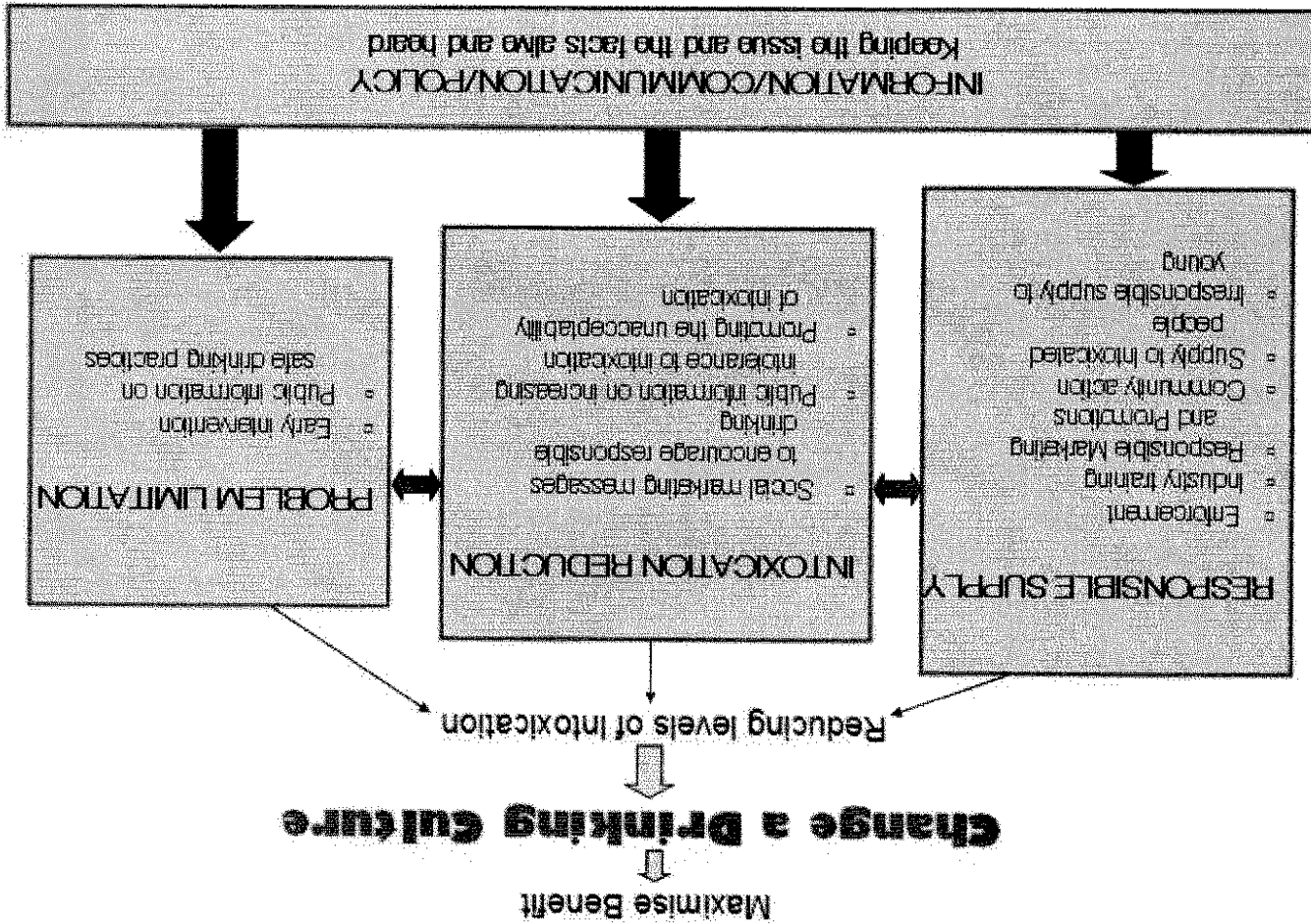
### Organisational History

DrinkWise was born out of an industry-inspired initiative called *Action on Alcohol*. Following the NSW Summit on Alcohol Abuse in 2003, several companies and associations in the alcohol beverage sector recognized that public and political concern over alcohol-related harm was escalating, as were demands for remedies. In spite of very significant commitments to programs to reduce alcohol harm and to educate the community about the benefits of moderate consumption, it was clear that a more unified approach was required.

Industry leaders agreed that growing community disquiet around alcohol misuse had to be addressed by pursuing dual and linked objectives of social well-being and business sustainability.

It was accepted by the early participants that:

- Abuse and misuse of alcohol are real and very significant social problems;
- The alcohol industry and related sectors have to face up to these problems constructively and cooperatively;
- Taking action is not just about being socially responsible because the industry's 'social license' to operate and grow is being challenged. Value is at stake for shareholders and for society.



### **Priority Populations**

DrinkWise's Mission provides a whole of population approach but some strategies will, of necessity, be demographic-specific, including:

- Reducing risky drinking resulting in intoxication by 14 to 25-year olds and the people who influence their behaviour;
- Reducing risky drinking resulting in intoxication of those aged 25 and over and the people who influence their behaviour;
- Implementing options around positive life style changes that may reduce risky drinking among young Indigenous Australians.

### **Elements in Achieving the Aims**

Information, communication and policy are all important issues to consider when aiming to change Australia's drinking culture and must be supported by three key elements to changing drinking culture; intoxication reduction, responsible supply and problem limitation.

#### **Intoxication Reduction**

Intoxication reduction strategies are designed to ensure that those people who choose to drink do so in a safe manner and that the incidences of intoxication or drunkenness are reduced.

#### **Responsible Supply**

DrinkWise is committed to ensuring that alcohol should be promoted, produced, marketed, served and consumed in an enjoyable and safe manner, which minimises the negative consequences of alcohol misuse for individuals, families, communities and society.

#### **Problem Limitation**

Problem limitation strategies reduce on-going 'risky' and 'high risk' drinking practices by providing support and assisting 'high risk' or dependent drinkers to stop or reduce their drinking. DrinkWise will not be involved in the provision of treatment of dependent consumers.

### **Financial Structure**

The operation of the organisation is dependent on receipt of income from a pre-set funding formula from its industry sponsors (and the Australian Government for the next two and a half years).

The current financial contributors are from a broad spectrum of the alcohol industry across beer, wine and spirits. These include:

- Brown-Forman
- Diageo Australia
- Fosters Group
- Hardy Wines
- Jim Beam Global
- Lion Nathan Australia
- Maxxium Australia
- Pernod Ricard Pacific
- Suntory

### **Board Structure and Membership**

The Board is comprised of 12 Directors—six from the alcohol industry and six non-industry/community. The Chairperson must be a community member.

Current Directors are:

- Australian Associated Brewers—Jamie Odell
- Australian Hotels Association—Brian Kearney
- Australian Liquor Stores Association—Mal Higgs
- Distilled Spirits Industry Council of Australia—Eleanor Craig
- Major producer—Lion Nathan—Andrew Reeves
- The Winemakers Federation of Australia—Phillip Laffer
- The Chairperson—Patricia Worth
- Representative with health related experience—Dr Leanne Rowe
- Representative with interests in youth welfare—Father Chris Riley
- Representative with law enforcement expertise—Neil Conrie AO APM
- Representative with social marketing expertise—Noel Turnbull
- Representative with alcohol expertise—Professor Ross Kalucy

All Directors have the right to be members of the Company.

## The Mission

DrinkWise Australia is a balanced and objective based organisation focused on promoting change towards a more responsible drinking culture in Australia. DrinkWise will contribute significantly to the development of a drinking culture in Australia that reduces alcohol-related harm and thereby, maximises the benefits from moderate alcohol consumption. Reducing alcohol abuse and the harm it causes, lies at the heart of the DrinkWise Mission for a healthy drinking culture.

The long-term aim is to see intoxication, 'risky' and 'high risk' drinking behaviour become socially unacceptable.

## The Vision

DrinkWise visualises a community development approach, which will involve working in partnership with a variety of communities (geographical/interest) on alcohol issues to achieve change in Australian's drinking culture. We will endeavor to undertake a variety of evidenced-based initiatives and to engage, inform and empower communities with an interest in alcohol misuse. In addition, we will support community work through networks, links with practitioners and collaboration with partner organisations. We also visualise undertaking research, evaluation, policy analysis and where necessary, advocacy on alcohol issues and provide advice and information on alcohol, through a variety of media.

DrinkWise's vision for Australia is a country in which:

- Australians drink in a manner which is enjoyable and safe;
- Australians drink in settings which are enjoyable and safe;
- Drunkenness or intoxication are unacceptable social behaviours;
- Producers, retailers and other vendors will continue to strengthen and maintain responsible marketing and promotion of alcohol; and
- Minors are no longer supplied alcohol in an irresponsible manner.

## The Values

DrinkWise will:

- Operate as an independent organisation;
- Ensure all policies are evidence-based and all activities undertaken are evaluated;
- Oppose the misuse and abuse of alcohol and factors which influence that behaviour;
- Hold the view that most people can enjoy alcohol as part of a healthy and balanced lifestyle; and
- Pursue long-term partnerships with government, community and other key stakeholders to identify and implement evidence-based approaches and best practice in resolving alcohol-related problems.

## Strategic Aims

The focus of DrinkWise will be on the patterns of drinking which lead to harm rather than on the harms that may arise. This is where DrinkWise can make a unique contribution. Hence the strategic aims are:

- To reduce the levels of intoxication and drunkenness in Australia;
- To increase the intolerance of intoxication and drunkenness in Australian society and culture.

To achieve these it is necessary that:

- Individuals and communities accept that they have a role to play in changing their attitudes towards and behaviour with alcohol;
- New approaches will be tried with an increased focus on acute problems, social harm and disability (and less emphasis on total consumption and chronic disease);
- The alcohol and hospitality industries (including retailers) will need to market their products in ways that do not encourage societal tolerance for intoxication and drunkenness; and
- The hospitality industry will need to continue to strengthen and maintain the responsible service of alcohol and look at innovative means to enhance responsible service of alcohol.

## Strategic Objectives

The strategic objectives which will lead to the reduction of alcohol-related harm and that will be undertaken in collaboration with other stakeholders are:

- To define and understand intoxication and drunkenness;
- To reduce the levels of intoxication and drunkenness;
- To increase the intolerance of intoxication and drunkenness by society;
- To support and add value to licensed premises in the responsible service of alcohol;
- To reduce the levels of alcohol related violence in public and private;
- To help Australian consumers to be well informed of both the benefits and risks associated with use of alcohol;
- To encourage consumers to make good rather than bad drinking choices;
- To promote to producers the need to market and promote their products responsibly; and
- To reduce the irresponsible supply of alcohol to minors.