



Foundation for Alcohol
Research & Education

Annual Report 2016-2017

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Our vision ‘stopping harm caused by alcohol’ brings into sharp focus, the determination and tireless efforts of this organisation.

OUR ORGANISATION

The Foundation for Alcohol Research and Education (FARE) is an independent, not-for-profit organisation working to stop the harm caused by alcohol.

For more than a decade, FARE has been working with communities, governments, health professionals and police across the country to take action that works to reduce the toll, raising public awareness, building the case for alcohol policy reform and countering false alcohol industry claims.

OUR CHALLENGE

Alcohol harm in Australia is significant. More than 5,500 lives are lost every year and more than 150,000 people are hospitalised, making alcohol one of our nation’s greatest preventive health challenges.

But the devastation doesn’t stop there; the high personal and financial tolls extend well beyond the drinker. Each year nearly 400 people die and 70,000 Australians are victims of alcohol-related assaults, including 24,000 victims of alcohol-related domestic violence.

All these harms costs the nation an estimated \$36 billion annually.

Against this alarming backdrop of rising harms, alcohol has never been cheaper, more readily available nor more aggressively promoted.

OUR WORK

Since 2001 FARE has supported communities, contributed to building evidence and driven efforts to prevent alcohol harms. FARE has assisted more than 750 communities and organisations, and backed over 1,400 projects around Australia.

FARE works collaboratively, because we know that together, we can reverse the trend and see fewer children and families negatively affected by alcohol.

We raise funds to build the knowledge base about alcohol, to better understand what works to address the complex problems caused by alcohol, and to support Australian communities responding to alcohol misuse.

We are guided by the World Health Organization's (WHO) Global Strategy to Reduce the Harmful Use of Alcohol for tackling alcohol harms through population-based strategies, problem directed policies, and direct interventions.

OUR STRATEGIC FOCUS

- 1. Lead change**
- 2. Strategic policy and advocacy**
- 3. Defend the public interest**
- 4. World-leading research**
- 5. Invest in our future**



MESSAGE FROM THE CHAIRMAN AND CEO Andrew Fairley and Michael Thorn

This year's 2017 FARE Annual Alcohol Poll revealed that more than 81 per cent of Australians believe more needs to be done to reduce the harm caused by alcohol. This is the eighth consecutive year that the poll has registered community concern of this magnitude.

Doing something about this has become FARE's vision - to stop harm caused by alcohol. This vision is manifest in the 2014-2017 Strategic Plan, which the Board unhesitatingly reaffirmed in thoroughly reviewing FARE's strategic direction earlier this year. It is the clearest possible representation of FARE's purpose.

More than 15 years since its establishment, FARE has become a resilient health promotion charity. We have sustained the funds bestowed to us by the Parliament on behalf of all Australians, and through sound stewardship built a world-class organisation. This year's financial statements show a strong financial position with the corpus value preserved and revenues from other sources increased.

Our duty is to steward these resources responsibly and to employ them strategically in pursuit of our vision and the realisation of our strategic goals.

This year has been intense. FARE has actively engaged in elections conducted nationally and in the Northern Territory, the Australian Capital Territory and Western Australia, and successfully campaigned for the strengthening of alcohol policy.

Significant effort has also been invested in protecting the 'last drinks' policies in Sydney and Queensland. The New South Wales Government commissioned former High Court Justice Ian Callinan to review the lockdown laws, which resulted in only minor relaxations of the 2014 availability restrictions imposed by the O'Farrell Government.

The frightening availability of alcohol (trading hours and outlets numbers) continues to be a concern for public health. While the last drinks

policies in Sydney and Queensland have been protected for now, it has become clear that supply-side policy interventions remain the hardest to implement and even harder to protect. This is despite the growing recognition that packaged liquor outlets are a vector for rising rates of family violence and the increasing burden of disease.

Reviews of Liquor Acts were instigated in a number of jurisdictions including Victoria, South Australia and the Northern Territory. FARE developed its own submissions and encouraged like-minded organisation to make their own. Responding to these reviews as well as to the frequent Parliamentary inquiries is demanding, but mostly results in small public health wins and in some instances larger ones.

Community sentiment for change is clearest in the area of alcohol marketing. The Annual Alcohol Poll shows this.

The Booze Free Sport campaign is tapping into and mobilising



A greater truth must be told about alcohol through the introduction of evidence based measures that make Australians question the normalcy of consuming alcohol."

this community concern. The campaign is an initiative to phase out the commercial sponsorship of professional sport by alcohol brands and bring to an end the exemption that allows alcohol advertisements to be broadcast during children's viewing times. Booze Free Sport has expanded over the year and become the focus of our public campaign efforts. FARE and its coalition of supporters will steadily ramp up efforts in 2018.

Governments have done some good things during the year. Notably, the Commonwealth has taken important steps towards addressing the tragedy of Fetal Alcohol Spectrum Disorder, funding new diagnostic, clinical and preventive programs and services. FARE was the beneficiary of a modest amount of this funding, which has allowed us to widen the scope of our innovative public awareness campaigns, Pregnant Pause and Women Want to Know.

We have also stretched our wings in a collaboration with the United Kingdom-based Institute of Alcohol Studies to produce Anytime Anyplace, Anywhere?, a comparative analysis of interventions to control alcohol's availability. This project successfully tested the value of international collaborations by demonstrating the common interest and shared experience in alcohol control.

In February, Professor Emmanuel Kuntsche was announced as the new director of the Centre for Alcohol Policy Research (CAPR) to replace Professor Robin Room. CAPR is FARE's partnership with La Trobe University, and recruiting the Swiss-based Professor Kuntsche will strengthen this partnership and ensure the Centre's future. Emmanuel took up his position in August 2017.

The impending expiry of the 2014-2017 Strategic Plan meant a thorough strategic review and resulted in the adoption of a new strategic plan with effect from 1 July 2017. We have refined our strategic goals and given new emphasis to FARE's leadership role in the public health sector. Leading change becomes our first strategic priority. This will place greater weight on making a difference and is our response to the high level of community discontent about the magnitude of alcohol harm in Australia.

Necessarily, the strategic policy and research goals remain at the heart of what we do. Research underpins policy development and feeds FARE's advocacy for policy change.

The 'merchandising of doubt', or the denying of science, has become the 'go-to tactic' for the world's addictive industries - alcohol, tobacco and gambling. These

tactics are hard to combat without sustained and diligent work by defenders of the public interest. Thus, in the age of fake news and alternative facts, FARE must redouble its efforts to combat the perpetuation of mistruths.

Consequently, defending the public interest takes on even greater importance in our challenge to bring about change.

We commend our 2017-2022 Strategic Plan.

This year the Board has welcomed two new directors - Associate Professor Nadine Ezard and Teresa Dyson - and seen the retirement of Justice Trevor Riley QC and Professor Kate Conigrave. We thank Kate and Trevor for their contributions to FARE's work. Kate spent nearly seven years as a director providing input from her work as a frontline medical practitioner.

Our small but extremely dedicated team of directors and staff is responsible for delivering these outcomes and meeting the challenges to come. On behalf of all Australians, we pledge to strive to stop alcohol harm in Australia.

LEAD CHANGE



INNOVATIVE CAMPAIGN HELPS MUMS-TO-BE ACHIEVE A BOOZE FREE PREGNANCY

Pregnant Pause, the innovative health promotion campaign that asks participants to take a break from alcohol during their pregnancy or the pregnancy of a loved one, has continued to expand, boosted in August 2016 by new television advertising campaign in the Australian Capital Territory (ACT).

The campaign takes a novel approach in promoting Australia's alcohol guidelines, raising awareness of this important health message that for women who are pregnant or planning a pregnancy, no alcohol is the safest option. Pregnant Pause has become a trusted campaign in the ACT, providing a strong support system to help women achieve an alcohol-free

pregnancy.

Supported by the ACT Government under the ACT Health Promotion Grants Program, Pregnant Pause and local partners have joined to encourage Canberrans to give the gift that truly lasts a lifetime. The campaign features an extensive digital and social media component coupled with television and radio advertisements, community activities, and local events, and will continue working with partners to generate meaningful discussions about alcohol and pregnancy at a local and national level.

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PREVENTION 1ST

PREVENTIVE HEALTH: HOW MUCH DOES AUSTRALIA SPEND AND IS IT ENOUGH

FARE's national Prevention 1st campaign continues to keep the preventive health policy on the political agenda.

On 14 June 2017, the economic report, Preventive health: How much does Australia spend and is it enough? by La Trobe University's Professor Alan Shiell, was launched at a forum at Parliament House in Canberra.

The report examined the investment in preventive health, and found Australia ranks poorly on the world stage and that governments must spend more wisely to contain our burgeoning healthcare budget.

The report also examined trends in preventive health spending, comparing Australia's record, as well as the funding models used, against selected Organisation for Economic Co-operation and Development countries.

Produced by La Trobe University's Department of Public Health, the report was co-funded by the Heart Foundation, Kidney Australia, Alzheimer's Australia, the Australian Health Promotion Association and FARE.



BOOZE FREE SPORT – GIVING ALCOHOL SPONSORSHIP AND ADVERTISING IN SPORT THE BOOT

FARE has long advocated for an end to alcohol sponsorship in sport. Our Booze Free Sport campaign has been bold and unambiguous in calling on the National Rugby League, Australian Football League and Cricket Australia to protect our children and stop promoting alcohol and inappropriate messages to its young fans.

In early 2017, the campaign called on Australian cricket team captain Steve Smith to demonstrate much-needed leadership and support efforts to phase out alcohol sponsors from professional cricket.

Booze Free Sport has quickly gained visibility as a health promotion campaign that exposes the alcohol industry's aggressive marketing and sponsorship activities, and the urgent need for government action.

The Booze Free Sport campaign aspires to be a catalyst for change, and will continue encouraging Australia's professional sporting codes to give up alcohol sponsorship and respond to community concerns

STRATEGIC POLICY AND ADVOCACY

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BOTTLE SHOP BLUES

Victoria has one of the highest rates of liquor outlets per capita in Australia, and the state is now reaping the negative consequences of a Liquor Act that for too long has elevated business interests ahead of harm minimisation.

FARE continues to lead discussions on alcohol policy and prevention strategies across Australia in an effort to contribute to a reduction in alcohol-related harms.

FARE's submission to the review of the Victorian Liquor Control Reform Act 1998 in February 2017 called the government to protect Victorian kids from alcohol harm, beginning with removing the outdated provision that allows children to legally drink alcohol in pubs and clubs. The submission included key recommendations that would

address alcohol's availability and reduce associated family violence.

COAG DOMESTIC VIOLENCE SUMMIT DEAF TO ALCOHOL HARM

In October 2016, FARE and other alcohol and domestic violence experts met for the Council of Australian Governments (COAG) National Summit on reducing violence against women and their children.

FARE discussed the need to include alcohol's role in family violence when considering strategies to address the issue, arguing that interventions can be introduced swiftly and inexpensively, and would save lives.

The signatories to a Statement of Concern - including FARE, the Royal Australian College of Surgeons, St Vincent's Hospital Sydney, and Telethon Kids Institute - warned that until governments give thoughtful consideration to the factors such as alcohol that contribute to family violence, the prevention discourse will remain incomplete.

PROTECTING CANBERRA KIDS FROM ALCOHOL HARM

Alcohol advertising would be banned from ACT sporting grounds and on all ACT Government property, and the Liquor Advisory Board expanded to include parent representatives, under a bold plan designed to protect Canberran children from alcohol harm.

Ahead of the ACT's 2016 Legislative Assembly election, FARE called on all political parties and candidates in the ACT election to deliberate alcohol's impact on children by committing to its 2016 election platform, Protecting Canberra kids from alcohol harm.

The FARE election platform called for action across four areas that would empower individuals, give communities a greater voice in liquor licensing decisions, create a healthy environment and enforce greater industry accountability.



ANYTIME, ANYPLACE, ANYWHERE? ADDRESSING PHYSICAL AVAILABILITY OF ALCOHOL IN AUSTRALIA AND THE UK

Did you know that Australia and the United Kingdom (UK) have similar drinking cultures and patterns of alcohol harm, particularly in relation to crime and violence?

In May 2017, the report, Anytime, Anyplace, Anywhere? Addressing physical availability of alcohol in Australia and the UK, produced by the FARE and the London-based Institute of Alcohol Studies compared and assessed the policies that regulate the physical availability of alcohol in Australia and the United Kingdom.

The report also highlighted the strengths of alcohol policy measures across the

two countries, but most importantly, highlighted the wealth of effective and proven policy measures available to governments to stop alcohol harm.

RIGOROUS INDEPENDENT EVALUATION FOR QUEENSLAND LAST DRINKS

FARE is committed introducing evidence-based measures to reduce alcohol harm. The policies have proven time and again to be most effective in reducing alcohol's heavy toll and keeping Australians safe.

That commitment extends to ensuring that such measures, when implemented, are fully evaluated.

The Queensland Alcohol-related violence and Night Time Economy Monitoring project, funded by the Queensland and Commonwealth Government, FARE and other project partners, is a case in point and one that capitalises on a unique opportunity to evaluate the effect of the state-wide alcohol policies.

The project examined the effectiveness of all of the policy measures introduced in July 2016 as part of Queensland's legislation - including late-night trading hours, targeted policing initiatives, education campaigns, liquor licensing and compliance, precinct management, and police and court powers - identifying areas for improvement.

To help keep the Government from backing away from its commitment, Galaxy Research conducted a poll in February 2017, commissioned by FARE, that showed that Queenslanders overwhelmingly recognised Australia's problem with alcohol and demand that more needs be done to.

DEFEND THE PUBLIC INTEREST



DAN MURPHY'S CAMPAIGNING IN THE NORTHERN TERRITORY

There is a horrendous cost to cheap booze, with alcohol chains contributing to more assaults and injuries than independent outlets.

In March 2017, FARE and leading public health experts slammed Woolworths over its decision to take legal action against the Northern Territory (NT) Government in an effort to establish a Dan Murphy's big box liquor outlet in Darwin. The Australian jurisdiction is already the most impacted by alcohol harm, and the people of the NT are already paying too high a price.

While Dan Murphy's subsequently announced the withdrawal of its legal action against the NT Government, FARE's efforts to stop alcohol harm in the Territory and protect the public from an aggressive alcohol industry continue.

Those efforts include FARE's submissions to the Northern Territory review into the NT Alcohol Policies and Legislation, announced on 26 April 2017.

POKIES COMMUNITY FUND RIGGED IN ACT CLUBS' FAVOUR

A 2017 FARE study exploded a myth perpetuated by licenced clubs that local communities benefit greatly from their financial generosity.

The FARE-funded study, Community benefits claimed by licenced clubs operating poker machines in the ACT, was carried out by the School of Public Health and Preventive Medicine at Monash University.

The study examined the nature and value of contributions made to community organisations, charities and sporting organisations by all clubs and hotels operating in the ACT.

Community contributions from poker machine (electronic gaming machine) venues fail to offset the harm caused by poker machine gambling in the ACT, according to the study which recommended a complete overhaul of the existing community contributions scheme and an immediate review of the current taxation arrangements.



AUSTRALIANS DENIED MILLIONS BY ALCOHOL COMPANY TAX DODGE

Ahead of May 2017 Federal Budget, an analysis of 13 of the largest Australian and foreign-owned alcohol enterprises operating in Australia uncovered highly questionable tax avoidance practices by many of the companies, and revealed that five of the 13 companies examined, paid no company tax.

The research undertaken by the University of Technology Sydney and commissioned by FARE and the Uniting Church, analysed effective tax rates and book tax gaps using Australian Taxation data for years 2013-14 and 2014-15, comparing the companies' total Financial Statements across the period.

WORLD LEADING RESEARCH



DRIVING CHANGE FORUM – A FRONTLINE PERSPECTIVE

Where does alcohol harm occur and which alcohol outlets are responsible for the most harm?

Driving Change, a study launched in March 2017, is a collaborative study between hospital emergency departments and Australian universities aims to answer those questions, tracking that data in order to determine how best to target violence prevention efforts.

The Driving Change initiative is an important opportunity to identify high-risk venues and implement meaningful legislation to address alcohol-fuelled problem areas. Based on the successful ‘Cardiff model’ of violence prevention from the United Kingdom (UK), it is hoped that the results from the study will serve as a wakeup call to Government to the daily reality of Australia’s frontline emergency workers.

WORLD-LEADING ALCOHOL POLICY RESEARCH CENTRE APPOINTS NEW DIRECTOR

FARE’s research institute, the Centre for Alcohol Policy Research (CAPR) has a new Director.

In August 2017, world-leading alcohol cognition researchers Professor Emmanuel Kuntsche commenced his appointment as Director of the Centre for Alcohol Policy Research (CAPR) at La Trobe University in Melbourne. Professor Kuntsche takes over from the internationally renowned and award-winning founding Director Professor Robin Room.

CAPR, a joint initiative of the Foundation for Alcohol Research and Education (FARE) and La Trobe University, is a world-class research facility that contributes to the development of effective evidence-based alcohol policy on the national and global stage.



ANNUAL ALCOHOL POLL 2017: HARMED, DRUNK AND DANGEROUS

Aussies are growing increasingly worried about the negative impacts of alcohol, with the majority believing Australia has a problem with alcohol abuse.

Each year, FARE's 2017 Annual alcohol poll takes an in-depth look at Australian attitudes towards alcohol, our drinking behaviours, and perspectives on key alcohol policies.

This year, for the first time, the poll reveals Australians' strong attitudes to the relationship between alcohol and family and domestic violence, with a staggering majority of Australians (92 per cent) believing alcohol is linked to family and domestic violence.

Conducted by Galaxy Research, the 2017 poll reveals valuable trend data and provides insights into community perspectives on alcohol, highlighted the extent of alcohol harm in the Australian community.

INVEST IN OUR FUTURE

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ALCOHOL MEDIA LITERACY PROGRAM A GAME CHANGER FOR SCHOOLS

Research shows that children are exposed to a constant stream of alcohol advertising, and that their drinking attitudes and behaviours are strongly influenced by exposure to these messages.

Now a new FARE program aims to counter and challenge that influence.

Game Changer+ is an initiative designed for schools that takes a proactive and preventive approach to improving public health, by positively influencing, challenging and countering the social norms around alcohol and young people. The program aims to minimise risky drinking behaviour by using a curriculum designed to equip students with key media literacy skills so they can interpret and challenge the barrage of sophisticated and powerful alcohol industry messages targeted at young people.

The eight-lesson program, which complements schools' existing health education curriculum is an effective 'counter marketing' intervention, and has been piloted with Year 9 and 10 students at four Canberra schools. The initiative is empowering young Australians to think critically about what they're seeing and make informed choices regarding the consumption of alcohol.

Game Changer+ is based upon a successful New South Wales initiative developed by a team of researchers from the Australian Catholic University's Centre for Health and Social Research (CHaSR) in Melbourne.



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STOPPING HARM CAUSED BY ALCOHOL

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