



MEDIA RELEASE

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DrinkWise calls on Australians to drink responsibly leading into Australia Day weekend

John Scott, CEO of DrinkWise Australia has sought to remind adults of the importance of drinking in moderation over the Australia Day weekend.

“Australia Day should be a time of celebration and reflection and, above all, it should instil a sense of belonging and community for the nation as a whole”, John said.

“What we are seeing both in the media and through health statistics is a substantial binge drinking culture amongst 18-24 year olds and one that is having serious and significant impact on the safety, health and wellbeing of our young adults”.

“Promotions encouraging irresponsible drinking practices and rituals including drinking games as a part of an Australia Day ritual need to be called out as working against a safer drinking culture.”

“DrinkWise Australia is a not-for-profit social change organisation dedicated to promoting a healthier and safer drinking culture in Australia. As the CEO of DrinkWise, it concerns me to see some recent promotions encouraging binge drinking particularly as our organisation is focussed on educating young people about the dangers of drinking at risky levels.”

DrinkWise aims to support positive generational change in the way Australians consume alcohol. In order to achieve generational and cultural change a range of factors must work together. Above all, a whole of community approach is needed to draw on partnerships between government, industry and the community as this will have the greatest impact in changing Australia’s drinking culture.

DrinkWise Australia is a not-for-profit social change organisation dedicated to promoting a healthier and safer drinking culture in Australia. It does this through national information and education campaigns, partnerships with community leaders and organisations, and the development of practical strategies and resources that better support the community in relation to the responsible use of alcohol. DrinkWise Australia is funded through voluntary industry contributions across the alcohol sector, and has been in receipt of funding from both Coalition and Labor governments.

For media enquiries please contact Mark Williams, 0401 147 558.