



MEDIA RELEASE

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DrinkWise urges Schoolies to “stay classy”

DrinkWise will build on the success of its award-winning *How to Drink Properly* campaign by reminding young Australians around the country to “stay classy” and drink responsibly during Schoolies and the holiday season.

First launched in February, the ground-breaking social marketing program challenges the often harmful drinking culture among many young Australians by reframing moderation as a socially-acceptable behaviour. The campaign targeted 18 to 24 year-olds and challenged them to “stay classy” by moderating the intensity and frequency of their drinking.

The second phase will introduce a series of new animations and promotional materials across television, digital, on-premise and at point of sale in Schoolies hotspots (including Gold Coast, Byron Bay, Lorne, Victor Harbour and Dunsborough) and social media.

DrinkWise will also host ‘All Class’ activations at Melbourne and Sydney Airports prior to Schoolies on the Gold Coast, providing school-leavers with gift packs and tips to “stay classy” on their travels.

DrinkWise chief executive John Scott said the campaign had already shown early positive behavioural shifts among young Australians in relation to responsible alcohol consumption.

“*How to Drink Properly* allows DrinkWise and its contributors to work closely and effectively to reinforce moderate drinking behaviour and promote a safer, healthier drinking culture in Australia,” Mr Scott said.

“One-third of 18 to 24 year-olds who experienced the first phase of the campaign reported they subsequently drank less on a night out and 80 per cent considered the benefits of responsible drinking.

“DrinkWise is using a combination of poignant and targeted messaging and practical tips and resources to remind Schoolies visitors to enjoy themselves, but also to be aware of the risks of excessive alcohol consumption.

“This second phase is talking to them at a critical stage of the drinking cycle: before the partying gets into full swing and to arm them with information and incentives to moderate excessive drinking

DrinkWise ambassador Dr Andrew Rochford has added weight to the program with advice for parents and support materials to help parents set realistic expectations for their kids, while ensuring lines of communication remain open, which is available online at www.drinkwise.org.au.

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About DrinkWise Australia

DrinkWise Australia is an evidence-based social change organisation dedicated to changing the Australian drinking culture to one that is safer and healthier. We do 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 previously been in receipt of funding from both Coalition and Labor governments. For more information, visit www.drinkwise.org.au.