

Thursday 14 December 2017

DrinkWise appoints new Chief Executive Simon Strahan

DrinkWise Chair Neil Comrie AO, APM today announced the appointment of Simon Strahan - an accomplished marketing strategist from Melbourne - as the organisation's new Chief Executive.

"On behalf of the DrinkWise Board, I am very pleased to announce Simon as the new Chief Executive of DrinkWise," Mr Comrie said.

"After an extensive search and interview process, the Board-appointed recruitment committee selected a candidate from within the organisation. Simon joined DrinkWise in 2014 as Marketing Director and has made a significant contribution to the organisation's strategy and marketing since that time, including the *You won't miss a moment if you DrinkWise* initiative and partnerships with Uber and sporting codes."

Simon's 20-year career has encompassed social marketing, strategy and innovation for high profile Australian and international brands, such as Cotton On and Australia Post, as well as government agencies, including the Transport Accident Commission.

Simon said he is looking forward to continuing DrinkWise's ground-breaking work to help bring about a healthier and safer drinking culture in Australia.

"I'm excited to lead the organisation at a time when its innovative approach to behavioural change is making a real difference in the community. The current trends showing more moderate consumption are encouraging, but we also recognise there's a continuing need to focus on those at risk of harm from alcohol."

Reflecting on the organisation's current work, Mr Comrie said:

"Through its ground-breaking work, DrinkWise has developed into the pre-eminent organisation effectively promoting moderation among Australians. Today, we are seeing a society much more attuned to drinking responsibly - and DrinkWise can proudly point to its contribution in effecting this change in a way that makes sense to Australians."

Mr Comrie also acknowledged the contribution of departing Chief Executive John Scott in elevating the organisation to its current status.

"John has left a significant and enduring legacy to this organisation. With over 10 years association with the organisation as a supplier, non-executive Community Board member, Chair of the Social Marketing Committee and as Chief Executive - I can speak for the entire Board, including our alcohol industry contributors, in acknowledging his leadership and commitment to bringing about a safer and healthier drinking culture. We wish John and his family all the best for the future."

-ends-

About DrinkWise:

DrinkWise 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 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, please contact: mjacobs@drinkwise.org.au