

Drinkwise announces new partnership with NRL

New education program commits to educate players, clubs and fans about the importance of drinking in moderation.

DrinkWise is proud to announce a new partnership with the NRL for 2019 in an effort to promote responsible attitudes and behaviours towards alcohol consumption.

Central to the partnership will be a new education program designed to educate up to 4,000 players, as well as other officials within NRL clubs and fans about the importance of drinking in moderation.

The partnership also includes an advisory role where a senior DrinkWise representative will sit on one of the NRL's Wellbeing and Education advisory groups specifically focused on drug, alcohol and gambling issues.

The DrinkWise education sessions will be conducted with all 16 NRL clubs, 26 State Cup clubs and junior representatives. DrinkWise will also be offering presentations at rookie camps on an ongoing basis, ensuring players are supported at every stage of the elite pathway.

DrinkWise CEO, Simon Strahan said, "DrinkWise is all about driving behavioural change when it comes to consumption of alcohol and making healthy life choices and we see a huge opportunity with the NRL."

"Through education, the aim is for everyone to make better decisions, to celebrate and enjoy the game for what happens on field, rather than what happens off it," Mr Strahan said.

NRL CEO, Todd Greenberg said, "This is more than your standard partnership, as the DrinkWise education program will not just benefit the players, but the entire NRL community."

"We are committed as a game to ensuring all our players, whatever their age or stage of playing career, are supported in making better decisions and this partnership with DrinkWise is a key component of this process," Mr Greenberg said.

In addition to this, DrinkWise has also partnered with the Gold Coast Titans, where they will work with the club and NRL legend Mal Meninga to promote a responsible drinking culture with players and fans.

Gold Coast Titans CEO, Steve Mitchell said, "Being a successful club means many things, none more important than contributing to driving positive social change and influence".

DrinkWise.

“Like the appointment of Mal, the Titans’ partnership with DrinkWise is an acknowledgement of the work being done by the Titans in the area of social responsibility through our commitment to our values and culture,” Mr Mitchell said.

To launch the education program, DrinkWise has teamed up with NRL legend, Wally Lewis, as well as some of the leagues current stars, James Tedesco (Sydney Roosters) and Tepai Moeroa (Parramatta Eels), as custodians of their message and to feature in a TV advertisement that continues to communicate DrinkWise’s ‘You won’t miss a moment if you DrinkWise’ message when it comes to consuming alcohol and sport.

The TV advertisement follows a fan who wakes up in house after a big night and is surprised to find some of his idols in his house recapping memorable moments from the previous nights’ game. He seems unaware of what they are talking about, causing him to reflect on his drinking habits.

NRL Legend, Wally Lewis said, "As a young bloke, we thought we were being tough by getting on the drink but you pretty quickly found out you made a goose of yourself. It was only once I became a parent and saw what was enticing my own children, that I started to wake up.”

"It's a simple message - drink in moderation," Lewis said.

The TV advertisement airs on Channel 9 from Friday 24th May and online at www.drinkwise.org.au.

For more information about DrinkWise or its partnership with the NRL, visit: www.drinkwise.org.au

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For more information on the NRL partnership and program, safe drinking information, or interviews with DrinkWise CEO, Simon Strahan, contact:

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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 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.