

The World's Leading Producers of Beer, Wine and Spirits have formed innovative partnerships with Australian organisations as part of their global effort to combat harmful drinking

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A report published today showcases efforts by leading alcohol producers to harness the power of partnership to tackle underage drinking, drunk driving and binge drinking in Australia.

Highlights include:

- **Pioneering alliances** via industry funded organisation DrinkWise Australia – these collaborations have provided significant opportunities to introduce moderation messaging to public events including Year 12 Schoolies, university orientation week events, and sporting events including Cricket Australia, the AFL, Surfing Australia and The Melbourne Spring (horse) Racing Carnival.
- **Effective social marketing campaigns** including DrinkWise's *How to Drink Properly* campaign which has reached more than two million young adults to date. Evaluation of this program has shown that most young people exposed to this groundbreaking campaign indicate that they now think about the benefits of moderation and reflect on their behavior with over four in 10 moderating how much they drink on a night out.
- **Outreach to diverse populations** including reaching thousands of indigenous young Australians and their families through collaborations with DrinkWise and the Red Dust Role Models - an NGO focused on the health and welfare of indigenous populations.

The 2016 Producers' Commitments progress report also includes key lessons and insights for future action and recognises that while progress has been made there is still much work to do.

Commenting on the report John Scott, CEO of DrinkWise said: "As a not-for-profit social change organisation dedicated to promoting a healthier and safer drinking culture in Australia we know that tackling harmful drinking takes a whole of community approach. Only by drawing on partnerships between government, industry and the community will we have the greatest impact in reducing alcohol related harm in Australia."

Bruno Rain, Chairman and CEO of Pernod Ricard Winemakers commented, "The commitment of Australian producers to undertake both their own community programs and support DrinkWise to tackle poor aspects of our drinking culture over the past 11 years is beginning to deliver positive outcomes. Recent Australian Government statistics show that Australia is now a culture more defined by moderation than excess and while there is more that we can do, the industry should be proud of their contribution to this trend."

Working with hundreds of organisations across the world, the leading beer, wine and spirits producers reached more than 100 million people with educational messages about tackling underage drinking in 2016; established campaigns to prevent drunk driving in 80% of markets where they are active; and demonstrated that alcohol producers can be effective partners in tackling harmful drinking, accelerating progress towards the UN's Sustainable Development Goals (SDGs).

These companies are now calling on others to join them in their global mission to combat the harmful use of alcohol, Henry Ashworth President of the International Alliance for Responsible Drinking (IARD) said: "The 2016 Producers' Commitments Progress Report demonstrates the determination of these leading global producers to be a force for good within their industries and society. Long term sustainable change and a reduction in harmful drinking can only happen when private, public and not-for-profit organisations work together locally, nationally and globally. We want to work with others to create new relationships and models of working that drive positive change through all our communities."

ENDS

DrinkWise.

Notes to Editors

- 1) A copy of the report can be downloaded at <http://www.producerscommitments.org/>
- 2) The 11 signatories to the [Beer, Wine and Spirits Producers' Commitments to Reduce Harmful Drinking](#) are Anheuser-Busch InBev; Asahi Group Holdings; Bacardi; Beam Suntory; Brown-Forman Corporation; Carlsberg; Diageo; Heineken; Kirin Holdings Company; Molson Coors; Pernod Ricard.
- 3) The Producers' Commitments:
 - Reducing under-age drinking
 - Strengthening and expanding marketing codes of practice
 - Providing consumer information and responsible product innovation
 - Reducing drinking and driving
 - Enlisting the support of retailers to reduce harmful drinking
- 4) IARD launched in January 2015, is a not-for-profit organization dedicated to addressing the global public health issue of harmful drinking and to promoting responsible drinking.

IARD's members are the leading global alcohol producing companies that are signatories to the Commitments. As Secretariat to the Commitments the signatories to the Commitments have delegated to IARD specific tasks that require coordination at global level.

As Secretariat, IARD:

- Coordinates reporting on the Commitments with KPMG and Accenture, manages pilot programs (particularly in drink driving)
- Coordinates with international partners (for example, World Federation of Advertisers)
- Commissions analysis of marketing compliance
- Convenes experts (for example, researchers) and partners (for example, retailers)
- Conducts analysis on policy and programs and produces policy tools and good practice guides (for example, the [Alcohol Education Guide](#))

Contact: DrinkWise Australia, 03 9682 8641, info@drinkwise.org.au

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.