Healthy people
Strong communities
From the Chairman

I’m excited to see how well the Australian Drug Foundation has worked over the past year to prevent alcohol and other drug-related harm across our community.

Although we still have a long way to go, the Foundation’s strategic plan is making a significant impact. As our mission says, healthy people and strong communities are our focus and we are proud to bring our services, education and programs to so many Australians.

As a recognised leader in alcohol and other drug prevention, the Foundation is continuing to engage with a range of organisations and community groups. Our pioneering work with the Australian Defence Force and National Rugby League is leading the way for other large organisations concerned about alcohol or other drug misuse.

Over the next year the Foundation will have a major focus on the workplace. Our new divisional unit, Commercial Programs, will focus on engaging people in workplaces, creating safe hospitality and corporate events for workers and, supporting management and staff to provide healthy working environments. It is very exciting that the Foundation is reaching this section of the community.

Good Sports continues to grow and I am thrilled that another 600 clubs across Australia have joined the program over the past year. We are expanding our presence in regional and remote communities and over the next few years we hope to have helped change the drinking culture in many more sporting clubs across the country.

Through our work with sporting clubs, the Australian Drug Foundation has also been able to deliver other programs such as Build Your Game, which is helping to prevent mental health issues within regional communities.

I am truly impressed by the dedication and commitment of all staff at the Foundation. Their knowledge and ability to make a real difference is seen through some great achievements this year such as DrugInfo Mobile, the 6th International Drugs and Young People Conference and the growth of our Community and Commercial programs.

I look forward to watching the organisation grow over the next year, especially our new Commercial Programs. I know there will be many challenges ahead as we continue working towards reducing harm from alcohol and other drugs, but I also know it will be rewarding.

Michael Doery
Chairman
Australian Drug Foundation
The Foundation is now a leading authority on alcohol misuse and is increasingly being sought by media and health bodies to educate the public.

From the CEO

The Australian Drug Foundation has been working hard over the past year to provide services and programs for a diverse range of Australian communities. We are proud of the way we continue to educate, engage and support people from all walks of life to change Australia’s drinking culture and illicit drug use.

The Foundation is now a leading authority on alcohol misuse and is increasingly being sought by media and health bodies to educate the public.

A major focus over the next year will be engaging workplaces, which are an integral section of the community.

Alcohol is Australia’s second highest cause of preventable death and illness after tobacco. We know that Australian workplaces are particularly vulnerable to alcohol-related problems - an estimated $3.6 billion in productivity is lost every year due to alcohol misuse. This liability, most importantly to workers’ health, is too great a problem not to act.

Many workers are drinking in ways that place themselves, and others, at risk of short and long term harm. Employers are telling us it is a growing concern, not just for their corporate image, but for their duty of care, occupational health and safety and the general health of their employees.

Harm from alcohol cuts across all workplace settings, including government, service providers, employers, employees, carers and families, and the social and financial costs are borne across the whole community. But the positive news is, that it is preventable.

The Commercial Programs Unit will assist businesses to manage alcohol and other drug challenges in the workplace by supporting management and staff. The Foundation’s suite of workplace services and programs includes Good Hosts, which targets corporate events and hospitality.

We believe that increasing workplace safety, particularly when alcohol is involved, is paramount and there is great opportunity to assist Australian businesses in safeguarding against potential incidents or long-term harm.

As part of this new workplace commitment, we have been engaged by the Australian Defence Force to assist them with an effective alcohol strategy for the Army, Navy and Air Force. Over the past year the Foundation has been undertaking comprehensive research working on an alcohol strategy that we hope will inform harm prevention activity in the coming years.

These are exciting new frontiers for the Australian Drug Foundation and I look forward to continuing to build on these relationships and further our work in the community. Our dedicated staff are making a difference to the lives of Australians and the organisation will continue striving to reach new communities as we head into 2012 and beyond.

John Rogerson
Chief Executive Officer
Australian Drug Foundation
Who we are

Our aim is to create a culture in Australia that supports people to live healthy, safe and satisfying lives, unaffected by drug and alcohol problems.

We are proudly independent and not-for-profit.

Vision
Healthy People, Strong Communities

Mission
Working together to prevent alcohol and other drug problems in communities.

What we stand for
We aim to prevent harm caused by alcohol and other drugs. We believe it’s important that drug use is treated as a health issue and people who use drugs are not stigmatised to ensure that they receive the help and support needed.

Our work is based on sound research-based evidence. We seek and work with like-minded organisations to help us minimise harm from alcohol and other drugs.

Our perspective on alcohol and drug use in Australia

Alcohol and drug use across Australia is widespread. Drug use includes legal, prescribed and illicit drugs. Australia’s harmful drinking culture is well entrenched, with alcohol hospitalising over 78,000 and killing more than 3000 Australians every year – more than car accidents or skin cancer.

All mood altering drugs, whether they are legal or not, can be addictive. The more a person takes, the more they need to get the same effect. Dependence can be psychological, physical or both.

The Foundation targets:
- Families - parents provide positive role models for children.
- Sports clubs - often a central part of and a major influence in a young person’s life, they are involved in health promotion.
- Workplaces - alcohol and other drug use impacts on the workplace and the safety of workers.
- Health Professionals - work with people affected by alcohol and drug problems and promote health and harm minimisation.

We work to inform and educate Australians in communities where drug use can cause concern. Working within these communities allows us to reach a large and diverse group of people.

The Australian Drug Foundation does not condone or encourage drug use. All drugs have the potential to create health concerns, including mental health problems. However, we recognise drugs will always play a role in society, therefore it’s important to manage drug use and help communities become better informed in order to prevent and reduce harm.

We believe that all policies and measures to prevent or reduce drug problems must be evidence based, respectful of a person’s human rights and must not increase the harm associated with drug use.
Healthy Strong people
Our Work

In the Community

**Good Sports**
Now in its tenth year, this fully funded national program is working with 4500 community sporting clubs across Australia to help make them safer, healthier and family-friendly through responsible management of alcohol.

**Good Sports, Good Mental Health – Build Your Game**
*Build Your Game* encourages and supports sporting clubs to identify and help their members deal with depression and anxiety disorders related to alcohol and other drug use.

**Good Sports: Healthy Eating**
Canteen managers in more than 375 sporting clubs in NSW are being supported to provide healthy eating options and learn about food handling and nutrition.

**Community Alcohol Action Network (CAAN)**
The Community Alcohol Action Network aims to raise awareness of alcohol issues in the community. With more than 1300 subscribers to the weekly email, CAAN is helping to mobilise the community to take action against alcohol related harms and change the cultural status of alcohol in Australia.

In the Workplace

**The Australian Drug Foundation’s Workplace Services program aims to reduce alcohol and other drug-related harm by giving businesses the right tools to manage these issues in a sustainable and evidence-based way.**

Our Workplace Services include Good Hosts, workforce development, and best practice alcohol and other drug policy review and development.

**Good Hosts**
Good Hosts helps organisations to better manage their events and hospitality, to provide a safe, inclusive environment with responsible management of alcohol.

**Professional Sport**
The Australian Drug Foundation continues to work in partnership with the National Rugby League in leading a cultural change in alcohol management for players, officials and fans.

**Australian Defence Force**
The Australian Drug Foundation has been assisting the Australian Defence Force with a strategy to effectively manage alcohol, enhance operational capability and reduce alcohol-related harm.

Keeping People Informed

**Somazone**
Designed for young people aged 14–18 years, the Somazone website provides fast, free and anonymous access to quality-assured health information on a range of topics including sexual health, alcohol and other drugs, body image, mental health and relationships.

**Australian Drug Information Network (ADIN)**
Aimed at health professionals, the ADIN’s powerful search engine brings together essential, professionally-reviewed websites relating to alcohol and other drugs.

**Australian Drug Foundation Shop**
The ADF’s online Shop has more than 150 books, DVDs, pamphlets, CD-roms, posters and postcards suitable for professional development, students, parents or anyone needing access to reliable drug and alcohol information.

**DrugInfo**
DrugInfo provides easy access to information about alcohol and other drugs and drug prevention through our website, publications and resource centre. Information is accessed by professionals, students and members of the general public.

**DrugInfo Mobile**
Our DrugInfo website is now accessible on Smartphones and mobile devices, providing quick and easy drug and alcohol information.
The Australian Drug Foundation has been working for more than 50 years to prevent alcohol and drug-related harm in Australia. Part of our core work is to communicate issues and possible solutions to key decision makers, the general public and diverse communities throughout Australia. We drive debate and strategy to reduce impact of alcohol and other drug use.

Alcohol is still Australia’s most harmful drug after tobacco, and as such we have devoted much of our resources to changing Australia’s binge drinking culture.

We liaise with and inform politicians and policy advisors, both state and federal, about issues such as alcohol pricing, safe injecting facilities, underage drinking, alcohol marketing and alcohol related violence.

The Foundation demands ethical behaviour from the alcohol industry. We monitor advertising, sponsorship and pricing of alcohol.
Where we are

The Australian Drug Foundation has offices throughout the country. To find an office near you, roll over the town names on the map or for more about our programs and services visit www.adf.org.au
Reaching people in Regional and Remote Communities

Reaching communities in regional and remote Australia is a major focus for the Australian Drug Foundation to ensure equal access to our programs and health messages across the nation.

We now have seven regional Good Sports and Build Your Game offices, with 75 Project Officers working on the ground across Australia to help local sporting clubs create healthy and positive lifestyles.

Good Sports recently expanded into far north Queensland and the Northern Territory.

North Queensland

Good Sports has expanded into the Atherton Tablelands and Charters Towers regions, with the support of Queensland Health.

Across Northern Queensland there are now more than 180 sporting club volunteers trained in Responsible Service of Alcohol.

Winton Rugby League was the first Northern Queensland club to reach the highest level of our Good Sports program.

Once known for their drinking culture, Winton Rugby League have now hosted and won the Central West Rugby League grand final for the first time in seven years. Through the help of Good Sports, the event was a more family-friendly affair than previous years.

Five players from the winning team were also selected for the Queensland Outback Under 20s team and two made the Queensland A Grade Outback team – a fantastic result for such a small club.

Servicing remote areas such as Winton requires a dedicated team of Project Officers who cover thousands of kilometres visiting and engaging clubs. Their dedication to implementing positive and healthy changes to sporting clubs and their local knowledge is key to making inroads into regional communities.

Northern Territory

It’s been an exciting year in the Northern Territory for Good Sports. A new State Manager was appointed last year and has been working closely with sporting leagues to help pave the way for grassroots clubs. More than 30 clubs are registered with the program through the Darwin office.

In a national first, the Northern Territory Rugby League introduced monetary incentives for their clubs to move through the Good Sports program.

It is exciting to see such an influential league show leadership and take a proactive approach to changing the culture of alcohol in sport.

In June last year, AFL Central Australia showed their commitment to tackling alcohol-related issues and promoting family-friendly clubs by hosting a Good Sports Family Round. The league used the round to highlight the important role sporting clubs play in the lives of young people.
Good Sports, Good Mental Health – Build Your Game was introduced into Tasmania in 2010. Twenty clubs across the state have completed their Mental Health Awareness Training, with 130 Tasmanian clubs expected to come on board over the next two years.

In a move to prevent alcohol-related problems in Tasmanian community football clubs, the Australian Drug Foundation has also partnered with the State Government and AFL Tasmania to roll out Good Sports as part of the Government’s new Sporting Club Alcohol Strategy.

Good Sports works with over 4500 sporting clubs across Australia to manage alcohol and ensure sport and family come first.
Highlights from 2011

Community Partnerships

Good Sports kicking goals for Australian clubs
With more than 4500 clubs now involved across Australia, Good Sports is continuing to expand at a rapid rate. More than 640 new clubs signed up to the program in the past year – a growth rate of around 15 per cent. Good Sports also saw 179 clubs achieve Level 3 accreditation, the highest level of the program, showing a great willingness from communities to change.

The biggest growth was in NSW – an increase of 28 per cent over the past year – where more than 1300 sporting clubs are now participating in the program. Good Sports is also rapidly expanding into new regions in Queensland, with more than 500 clubs on board – an increase of around 25 per cent during the past year.

As part of our commitment to measure the work we do, a national Good Sports club member survey was recently undertaken. With 1100 responses, we were pleased to see so many club members contributing feedback on the program.

Rugby League Tackling Alcohol
The Australian Drug Foundation is working in partnership with the National Rugby League (NRL) on their Alcohol Management Strategy to build the capacity of players, staff and Board members to reduce alcohol related harm.

Since 2009 the Australian Drug Foundation has led a three-staged approach to changing alcohol-related behaviour across the game.

A major highlight for the year was the Dally M Medal event which was run as a Good Hosts accredited event. By managing alcohol safely through the Good Hosts program, the NRL was able to provide a safe environment that reflected their responsible approach to alcohol.

This year all NRL clubs are working towards Good Hosts accreditation for club events. Board members, CEOs, coaches, events staff, welfare managers and players are working together to enable a coordinated whole-of-club approach to alcohol management.

All NRL clubs have established Welfare and Education Committees, while staff and board members have participated in alcohol awareness sessions that have traditionally been provided only to players.

The Australian Drug Foundation is proud to work with such a committed organisation and will continue to expand the partnership throughout the 2012 season.

Healthier Defence Forces
The Australian Defence Force engaged the Australian Drug Foundation in November 2010 to produce an Alcohol Management Strategy (ADFAMS), based on Foundation gathered evidence and research.

The program aims to build the capacity of the Defence Force to effectively manage alcohol, enhance operational capability and reduce alcohol related harm.

Earlier this year, the Foundation presented a midway report of findings to Joint Health Command which has resulted in a commitment to implement the Alcohol Management Strategy.

The whole of Defence Alcohol Management Strategy, including Army, Navy and Air Force, has been presented to Joint Health Command and is based on extensive consultations by the Foundation’s engagement team with 15 service bases across Australia.
After 10 years of campaigning, the Victorian Secondary Supply law came into effect on 1 November 2011, making it an offence to supply alcohol to a minor on private premises without the permission of their parents or guardian.

**New Drug Laws & Policy Advocacy**

**Teenage Drinking – Secondary Supply becomes law**
A major milestone for the Australian Drug Foundation this year was the introduction of a new law governing the supply of alcohol to people under the age of 18. After 10 years of campaigning, the Victorian Secondary Supply law came into effect on 1 November 2011, making it an offence to supply alcohol to a minor on private premises without the permission of their parents or guardian. The campaign was inspired by Bruce Clark, who lost his 15-year-old son in 1999 after he was supplied with alcohol by a friend’s parent. His tireless fight to ensure no other parents endured the same heartache now means parents have greater control over when, where and whether their children drink alcohol.

A joint $1 million education campaign by the Victorian Government, the Australian Drug Foundation and VicHealth will be rolled out over the coming year to inform parents and teenagers about the new law and alcohol-related harm. People flouting the law face fines of up to $7000.

**National Alliance for Action on Alcohol (NAAA) Take on Tax Reform**
The Australian Drug Foundation has joined a national coalition tackling Australia’s drinking problem, with a focus on federal policy initiatives such as alcohol tax reform.

Bringing alcohol tax reform to the attention of major decision makers was the priority in 2011 for the National Alliance for Action on Alcohol (NAAA), which represents 44 major health and community organisations.

Taxation is one of the most effective policy interventions to reduce harmful alcohol consumption and related problems, including mortality rates, crime and traffic accidents. The NAAA held a national summit in Canberra, where the issue was tabled for discussion at the Government’s recent Federal Tax Summit.

**Coming Together For Change**
The Australian Drug Foundation continues to work towards changing Australia’s harmful drinking culture through powerful partnerships such as the Alcohol Policy Coalition.

The Alcohol Policy Coalition is a collaboration of health agencies – Australian Drug Foundation, Cancer Council Victoria, Heart Foundation (Victoria), Turning Point Alcohol and Drug Centre and VicHealth – with shared concerns relating to the misuse of alcohol and its health and social impact on the Victorian community.

In the past year, the Coalition has provided both the state and federal governments with advice relating to the reduction of alcohol related harm through policy reform, including participation in the Federal Government’s labelling review and the Victorian Government’s Alcohol and Drug Strategy development.

The Coalition was pleased to see the Victorian Government make changes to liquor licensing planning laws to control the number of bottle shops within local council areas and also introduce the secondary supply law that will reduce harm to underage drinkers.
Highlights from 2011

Awards & Events

National Good Sports Club of the Year

Thurgoona Football Netball Club won the inaugural 2010 National Good Sports ‘Club of the Year’ award for their outstanding commitment to providing responsible management of alcohol.

Before joining Good Sports in 2006, the NSW club was plagued by a heavy drinking culture that contributed to low membership, a poor reputation, and poor sporting performance.

By removing the focus on alcohol, Thurgoona has worked hard towards providing a healthier and safer environment for players, families and spectators.

In the past five years, Thurgoona has increased their club membership and annual turnover, secured new non-alcohol related sponsorship and won a number of premierships.

More spectators are attending games and the club has gained a reputation as a family-friendly place, hosting luncheons and fundraisers for charities and the broader community.

Thurgoona is a shining example of the positive impact of the Good Sports initiative and the potential of sporting clubs to be welcoming local community hubs.

Recognising Community Action

In June 2011, the National Alcohol and Drug Awards were hosted in Sydney by the Alcohol and other Drug Council of Australia, in conjunction with Australian Drug Foundation, the Ted Noffs Foundation and the Australian National Council on Drugs.

Nine awards were given to organisations, people and community groups making a difference in preventing and reducing alcohol and other drug use harm.

We were particularly impressed with the Eastern Football League (EFL), which won the award for Excellence in Creating Healthy Sporting Communities. The EFL - which operates 48 clubs, and a total of 440 teams in the eastern suburbs of Melbourne - were the first non-professional sporting body in Australia to have all their teams accredited under the Good Sports initiative. We applaud them for their proactive approach to alcohol management.

The Australian Drug Foundation will host the Awards in Melbourne next year.

Young People Weigh In On Debate

The Australian Drug Foundation was extremely proud to host the 6th International Conference on Drugs & Young People. Our theme, ‘Making Connections’, focused on bringing together practitioners, researchers, policy makers, young people and workers from across Australia and other parts of the world.

More than 400 delegates attended presentations across the three-day conference at the Melbourne Convention Centre. The event attracted key international speakers including Aram Barra, the Youth R.I.S.E member from Mexico, and Dr. Kimberly Schonert-Reichl, Associate Professor for the Faculty of Education at the University of British Columbia in Canada.

The use of Twitter and other social media across the three days was a clear indication of how social networking is a powerful way of reaching young people.

The conference also showed us that young people want to be actively engaged in alcohol and other drug issues and that we need to learn from those who don’t misuse substances.

Taking a Break

FebFast runs a yearly national health and charity initiative to raise funds towards reducing the impact of alcohol and other drugs. Participants join the fundraising effort by signing up to abstain from alcohol for 28 days in February.

FebFast is making a significant difference to a range of organisations working with young people, and is one of the Australian Drug Foundation’s biggest fundraisers.
In the past year, DrugInfo has provided 105,075 pamphlets, fact sheets, wallet cards and pens.
This financial review reflects another successful year for the Australian Drug Foundation.

Key income & expenditure 2011

Expenditure 2011
- Employee Benefits Expenses $3,811,068
- Occupancy Costs $281,476
- Communication Costs $96,807
- Depreciation Expenses $44,405
- Computer Rental Maintenance & Programs Software $90,275
- Travel and Accommodation $333,078
- Marketing and Promotion $515,951
- Professional Fees $443,790
- Community Partners & Project Officers $612,466
- Cost of Sales $184,742
- Other Expenses $920,886

Income 2011
- Federal govt $1,779,833
- State govt $3,751,584
- Bookshop sales $373,368
- Corporate sector $661,621
- Donations & Trusts $75,887
- Workshops & Conferences $272,622
- Sundry income $147,917
Responsible economic, financial and strategic management strategies have been adopted successfully and these have resulted in a solid surplus for the year, which has continued to put the Foundation on a sound financial footing.

Five year growth in retained earnings

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Our people

Life Governors
Hon Sally Brown
Dr T M Chong
Mr John Crutch
Mr Geoff Donnelly
Mr David Edwards
Prof Maurice Ewing
Mr Kevin Gosper
Prof Margaret Hamilton
Mr Brian Hamley
Mr Ken Holder
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Ms Beverley O’Connor
Sir Arvi Parbo AC
Mr Ivor Reed
Mr Lionel Sharpe
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Mr Jack Thomas
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Senior Community Development Officer – VIC

Cameron Britt  
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Catherine Wignell  
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Chris Hanley  
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Debbie Simms  
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Genavene Radford  
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John Fitzgerald  
Regional Manager – Central Highlands

Lachlan Sherrington  
Regional Manager – South QLD

Lauren Yates  
Project Coordinator – NSW

Louisa Begley  
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Marc Glanville  
Regional Manager – Hunter New England

Mark Nash  
Tasmanian Manager – Good Sports

Murray MacAllister  
Northern Territory Manager – Good Sports

Rachel Heaton  
Good Sports Project Manager – VIC

Rod Glenn-Smith  
Victoria & South Australia Manager – Good Sports

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Regional Manager – Sydney

Sallee Cook  
National Program Administrator

Scott Edgecombe  
Regional Manager – South Australia

Tony Hewitt  
Regional Manager – North QLD

Commercial Programs

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Carmen Hunter  
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Clea Smith  
Professional Sport Manager

Nick Tolhurst  
Project Manager, Defence Force Alcohol Management Strategy

Phil Tangney  
Workplace Development Manager
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Policy & Advocacy Director

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Ian Crundall
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Judith Dillon
Reception/Administration Officer
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Web Content Editor—DrugInfo
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Vanessa Kennedy
Senior Research Officer

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Manly Drug Education & Counselling Centre
NSW Govt Education & Training
VAADA
Western Sydney Drug & Alcohol Centre

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Aitken Partners
Alcohol Advisory Council NZ
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Australian Catholic University
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Australian Sports Commission beyondblue
BHP Billiton
Brisbane City Council
City of Sydney
Clarence City Council
Conference Exhibition
Dept Education & Childhood Development
Dept Education Employment WP Canberra
Dept Justice NT
Dept of Health & Ageing
DHS Tasmania
DHS Victoria
Dungog Shire Council
Edith Cowan University
Fairfield City Council
Febfast
Fielding Family Foundation
General Practice NSW
Glenn Innes Severn Council
Gold Coast Football Club
Goulburn Mulwaree Council
Great Lakes Council
Gunnedah Shire Council
Gwydir Shire Council
Hawkesbury City Council
Hurstville Council
Ian Potter Foundation
Inverell Shire Council
Isaac Regional Council
Johnson & Johnson
Liverpool City Council
Magistrates Court
Marrickville Council
Melbourne Football Club
Melton Shire Council
Moree Plains Shire Council
Motor Accident Authority NSW
Myra Stoicesco
Nambucca Shire Council
Narranderra Shire Council
National Rugby League
NCPIC
Neil Andrews
Newcastle Knights Rugby League
Newcastle Permanent Building Society
North Sydney City Council
NSW Rugby League
Peninsula Health
Perpetual Ltd
Population Health Hunter New England
Port Macquarie Hastings Council
Qld Health Alcohol & Tobacco
Qld Police
Redback Conferencing
RTA NSW
Singleton Shire Council
St George Bank
Sutherland Shire Council
TAC
Ted Noffs Foundation
Tweed Shire Council
University of Newcastle
Vic Health
Vodafone Australia
Wagga Wagga City Council
Wincaribee Shire

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Mary T Simpson-Perpetual Trustees
Mrs Diana B Hardy
Mrs Diana B Hardy (Perpetual)
Perpetual Foundation
Redback Conferencing
The Ian Potter Foundation
The late Mr Neil Andrews
The Myra Stoicesco Charitable Foundation

Thank you to everyone involved with the Australian Drug Foundation for a successful 2011.