Healthy people. Strong communities.
We are 100% committed to creating a healthier drinking culture in Australia.

Our mission
Healthy people. Strong communities.

We have remained true to our mission – working together to prevent alcohol and other drug problems in our community – for over 50 years. Today, we are very proud of the positive role we play in Australian society.

Since our creation in 1959, we have advocated for change. Change that has minimised harm and saved lives.

As Australians become increasingly concerned about excessive drinking and its impact on both individuals and the wider community, we are committed to creating a healthier drinking culture in Australia. We also aim to prevent the harm caused by other drugs in our society.

We do this by:
• Extending our reach in sporting communities
• Expanding our impact in workplaces
• Supporting parents, young people and others to create healthy communities.

Furthermore, we are a leading “go to” source of evidence-based information and resources. We continually invest in this area, so that people can access the information they need to make informed decisions relating to their alcohol and other drug use.

Beyond 2012, we are working to a strategic plan that will ensure our programs, support services, advocacy work and resources keep on getting better, to further reduce the harm caused by alcohol and other drugs.
Chairman’s statement

Following the successful implementation of our previous strategic plan – which we delivered with remarkable efficacy in four years instead of five – we have now developed a strong focus for our new three-year strategic plan.

This forward vision is incredibly important in terms of defining our goals, our strategies and our resourcing for the coming years.

We will have a strong focus on supporting the community in developing a healthier drinking culture. In doing so, we are striving to rewrite many of the sobering statistics around alcohol-related harm. Our energy will be channelled into three key settings – sport, workplaces and the home environment – in order to reach out to as many Australians as we possibly can.

Our success lies in our ability to deliver highly targeted prevention programs to key community groups. Our community program Good Sports is a great example. We will continue the great work being done through this program, ensuring that players, administrators and supporters at all levels of sport receive strong support and practical advice.

At the same time, we will build on the strong partnerships we have developed with the Australian National Preventive Health Agency and organisations like the National Rugby League and work hard to secure more government funding to deliver our services to sporting clubs around Australia.

Within the workplace, we will continue to build upon our Good Hosts program and really refine our commercial service to secure a strong revenue stream for the organisation. It is great to reflect on the positive role we have played in organisations like the Australian Defence Force and Rio Tinto, and to see such large organisations taking the health, wellbeing and safety of their employees so seriously.

We will also continue to support parents, young people and others in the community through community seminars, alcohol and drug education programs, and information services such as our online youth forum and drug information line.

Then there is our advocacy work. It is so encouraging to see governments listen to the Australian Drug Foundation, and use our evidence-based research to instigate much-needed change.

Such work takes time and energy. I would like to take this opportunity to congratulate John, the fantastic team and the Board for living the organisation’s values, demonstrating such sensational commitment and achieving such positive results.

Michael Doery
Chairman
Australian Drug Foundation
For over 50 years, we have proudly been a voice for change.
CEO review

There are many ways that we can help Australians prevent alcohol and other drug problems. From supporting communities with evidenced-based programs and services to advocating for national legislative reform, we work tirelessly to make a difference in our society.

For over 50 years, we have proudly been a voice for change. Now, more than ever, we are recognised in the community as a true leader when it comes to fostering a healthier drinking culture and in helping build strategies around illicit and legal drugs.

Here, I would like to celebrate some of the work we’ve done this year to earn such great recognition.

One area in which we have really made a difference is within sports clubs. We have, for a long time, been passionate about reducing the harm caused by excessive drinking in these venues. Our community-based Good Sports program is really making a difference by equipping sports clubs with tools and strategies to change their culture of drinking. We know Good Sports works – our research shows that Good Sports clubs have less risky drinking and drink drivers, more females and young people involved in the life of the clubs, and are more financially viable than non-Good Sports clubs.

In 2012, we celebrated our 5,000th Good Sports club and recorded a 20% growth in 12 months – an outstanding achievement. And it’s only going to get better. The Australian National Preventive Health Agency recently provided $8.9 million in funding over two years, to help us expand the program nationally and in remote communities, and enhance our current service. We also appointed our first Good Sports State Manager in WA, which means we now have national coverage for the program. This is certainly something to celebrate and I congratulate Maree Sidey, Head of Community Programs and her team.

But our work extends far beyond the sporting field. We know that, to effect change, we need to educate and inspire people. We need to find the right channels for disseminating the evidence-based research that we collect from around the world. This year’s appointment of Julie Rae as Head of Information and Research has made a remarkable difference to how we do this. We are using technology – from e-libraries to social media – to proactively deliver the latest research to people in ways they can easily understand and take action upon.

We also know that change comes about through campaigning and advocacy work. Our role in getting secondary supply legislation – which means that young people under the age of 18 cannot be provided with or served alcohol in private residences without the consent of their parent – passed through the Victorian Government must be acknowledged and celebrated. Geoff Munro, Head of Advocacy at the Australian Drug Foundation, has pushed hard for many years for this important legislation to be passed.

Then there are our services to reduce alcohol-related harm in the workplace and in professional sport. We help organisations to create a healthier drinking culture, which not only helps the many staff in these organisations, but also diversifies our revenue stream as well.

I want to acknowledge the contribution of Richard Colbran, the inaugural Head of Workplace Services who after eight years of strong leadership at the Australian Drug Foundation has taken the opportunity to continue his career in the not-for-profit sector. Without his expertise and vision for this new area of business we would not be in a position to offer this service.

All of this great work is backed up by our Culture and Services team, who support and free us to get on with the job. This year in particular stands out with the move of our Melbourne office. A significant achievement after 17 years in the North Melbourne office, lead by Di Morgan, Head of Culture and Services, contributing further to our positive cultural transformation and new direction.

We are steadily growing and increasing our impact. With 65 employees across Australia – basing their work around our values of respect, integrity, innovation and accountability – I am sure the future will be even brighter than our present state.

John Rogerson
Chief Executive Officer
Australian Drug Foundation
Strong communities
Australia’s drug and alcohol culture

Australians love a drink. Regrettably, far too many drink too much too often. For example between 2007 and 2010: 1

• 1.3 million Australians (7.2%) drank alcohol on a daily basis and almost 40% drank alcohol on a weekly basis.
• 1 in 5 people aged 14 years or older consumed alcohol at a level that put them at risk of harm from alcohol-related disease or injury over their lifetime.
• About 2 in 5 (39.7%) people aged 14 years or older drank in a pattern that placed them at risk of an alcohol-related injury from a single drinking occasion including about 5% who did so at least daily, 11% at least weekly, 12% at least monthly and 11% at least yearly.

Significantly, the percentage of Australians drinking at risky levels (short and long term) have remained much the same for the last decade. In other words, there has been little improvement.

In the same period illicit drug use was also found to be a major issue:

• Around 7.3 million people in Australia (39.8%) reported having used an illicit drug at some point in their lifetime and almost 3 million had used an illicit drug in the 12 months before the survey.
• Recent illicit drug use (use in the previous 12 months) rose from 13.4% of the population aged 14 and over in 2007 to 14.7% in 2010. 1

Understanding the harms

Excessive alcohol consumption poses huge risks to individuals’ health and wellbeing (see Figure 1). Excess alcohol use has been causally linked to more than 60 different medical conditions including alcohol dependence, liver cirrhosis, alcoholic cardiomyopathy, brain damage and cancers. Not only does alcohol adversely affect many systems in the body, it also increases the likelihood of risky sexual activity and personal injuries. 2, 3, 4

Furthermore, excessive alcohol consumption affects the people around the drinker – family, friends and the wider community. Drinkers are more likely to be rowdy, litter and exhibit offensive behaviour. Alcohol is often linked with crimes including assault, domestic violence, child abuse and driving. 5, 6

Figure 1: extract from poster Facts about binge drinking, produced by the Australian Drug Foundation in 2011.
Despite the fact that risky use of alcohol has serious personal, social and economic consequences, it is very much linked to our culture in Australia – at home, at work and within our sports.

**In the home**
Many young people have their first drink well before the age of 18 years. For example, by the age of 14, around 86% of Australian secondary school students had tried alcohol and by the age of 17 many young people were consuming alcohol on a regular basis.

Binge drinking is also common. The percentage of students who consumed alcohol at levels exceeding NH&MRC guidelines on short-term risky drinking in the week before the survey ranged from 2% of 13-year-olds to 21% of 17-year-olds.

Drinking often begins at home:
- 30.7% of young people aged 12–17 reported that they were supplied with their first glass of alcohol by their parents.
- 35.1% of 12 to 15-year-olds and 36.1% of 16 to 17-year-olds report that their home is their usual place of alcohol consumption.

Almost half a million children live in homes where they are at risk of exposure to binge drinking by at least one adult.

**In the workplace**
Alcohol and other drug abuse, together with illegal drugs, are costly to business in a number of ways. One of their biggest impacts is on workplace health and safety as alcohol and other drugs affect a worker’s ability to exercise clear judgment and concentrate on their task. They also contribute to absenteeism. These undesirable behaviours have an adverse impact on the bottom line:
- The direct cost to business of alcohol and other drug is approximately $3.6 billion annually.
- A total of $12 billion is lost in indirect costs.
- 2.7 million days are lost each year in productivity.
- Approximately 5% of workplace deaths each year are attributable to alcohol.
- Approximately 9% of workers admit to consuming alcohol at work.
- Almost 7% of workers report attending work under the influence of alcohol or other drugs.

**In sport**
Alcohol and sport are inextricably linked within Australian culture. It is difficult to be involved in sport in Australia and not be exposed to drinking or the promotion of drinking. The ubiquity of alcohol extends from the elite professional level right down to grass roots sport.

In five studies of the drinking culture within community sporting clubs undertaken over six years, the Australian Drug Foundation has found that, on average, 35.7% of players and members drink at levels likely to place them at risk of short-term harm from injury or accidents.

In one particular study involving a survey of 213 community sports clubs across all Australia the researchers found that:
- 1 in 5 people consumed 7 or more drinks in a night.
- 45% of men and 41% of women aged 18–30 drink at levels known to harm long-term health.
- 27% of club members aged 18–30 were driving home after 5 or more drinks.

**Some harms**
The table below shows just some of the ways that alcohol harms individuals, their families, communities and broader society.

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We are working hard to develop healthier attitudes to alcohol in the home, the workplace and in sport.
Our services

We have four key units responsible for delivering on our goals of effecting change. Below is a summary of each unit’s work, including some of their key achievements over the past 12 months.

**Policy and Advocacy**

In order to effect change we manage a range of policies and positions, generate policy papers, get involved in policy development, form close associations with politicians and other government officials, and actively participate in conferences.

- After 10 years of lobbying, secondary supply legislation was passed in Victoria.
- Research was conducted into the impact of alcohol advertising and sponsorship of sport.
- We informed senior policy makers in local, state and federal governments through PolicyTalk about important and emerging issues.

**Information and Research**

We are committed to providing up-to-date research and information to people working in the field of alcohol and other drugs, as well as students, other researchers and the general public. With our strictly evidence-based approach, the resources we produce are highly respected and frequently referred to in broader discussions around alcohol and other drugs.

- Over 4,000 questions were answered via our 1300 85 85 84 telephone service, DrugInfo website and email service.
- We kept over 6,000 subscribers informed on the latest alcohol and drug issues.
- We introduced new ways of engaging our audiences with social media Facebook, Twitter and LinkedIn.

**Community Programs**

We strive to create an environment that reduces alcohol and other drug-related harm. We implement initiatives to educate, support and empower communities to address issues specifically related to the use and/or misuse of alcohol and other drugs. Good Sports is our key national program, reaching over a million people across the nation.

- We signed our 5,000th Good Sports club in May 2012.
- We accredited the 1000th club at Level 3 (the highest level of accreditation) in April 2012.
- An $8.9 million funding agreement over 2 years was received from the Australian National Preventive Health Agency.
- We launched Good Sports in Western Australia.

**Workplace Services**

We deliver a range of services and programs to organisations seeking to manage the often hidden risks of alcohol and other drugs in the workplace. From policy reviews and risk assessments to the creation and delivery of tailored strategies to effect change, we partner with organisations in the corporate, sport and government sectors.

- 24 venues across Australia hosted accredited hospitality management strategies – Good Hosts functions and events.
- National Rugby League committed to a whole-of-league program of cultural change.
- The Australian Defence Force committed to a comprehensive alcohol management strategy.
- We delivered staff awareness sessions to Rio Tinto.
## Our performance

Our performance is not measured by the bottom line, or by funds raised. Rather, it is measured in the ways we have made a difference in Australian society.

In the past four years, we worked exceptionally hard to deliver on all of the goals of our 2008–2013 strategic plan. We worked so hard, in fact, that we delivered on these goals in four years instead of five.

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| 2009     | Good Sports is rolled out in the Northern Territory. |
|          | Our Thinking Drinking conference series 3, *Action for Change*, is held in Brisbane. |
|          | We secure ongoing funding from the Victorian Government to provide an online and print drug information service. |
|          | We secure ongoing funding from the Federal Department of Health and Ageing for our online search directory, ADIN. |
|          | We lead the alcohol and other drug sector in supporting the Australian Government’s Bill to increase taxation on alcopops. |
|          | We produce three Prevention Research Quarterly publications: Alcohol and community sporting clubs; Prevention of alcohol-related harm in the workplace, Australian alcohol guidelines: from research to practice; and Prevention of alcohol-related harms in Victoria’s Koori communities. |
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|          | We continue to support and are a beneficiary of Febfast. |
|          | Two research partnerships are formed with Deakin University and Hunter New England Population Health.
We become a member of the Expert Advisory Council on alcohol and other drugs for the Victoria Government.

We play a lead role in the formation of the National Alliance for Action on Alcohol (NAAA).

The nation's first National Preventive Agency Bill 2010 is passed through Federal Parliament.

We advocate to regulate alcohol advertising as an important part of a comprehensive strategy to minimise alcohol-related harm.

We partner with BHP Billiton Mitsubishi Alliance, Queensland Health and the Office of Liquor, Gaming, Racing and Regulation to roll out Good Sports to the central highlands and Bowen Basin regions.

We partner with beyondblue to pilot Good Sports Good Mental Health across Southern NSW and Northern Victoria, and later Tasmania.

Good Sports is rolled out in the ACT.

The Eastern Football League in Victoria is the first sporting league in Australia to have all 43 clubs registered with Good Sports.

We launch the ‘Your Shout’ DVD – an Australian first for alcohol education – to schools around the nation.

We partner with beyondblue and the Tasmanian Government to launch Good Sports.

Thurgoona Football Netball Club wins the first National Good Sports Program Award.

5,000 sporting clubs are now registered nationally with Good Sports.

We publish ‘Impact of alcohol harm reduction strategies in community sporting clubs’ pilot evaluation of Good Sports Program.

The Victorian Government awards us the responsibility of developing the cannabis awareness campaign targeted at 13 to 18-year-olds.

We establish our workplace services unit to deal with the hidden risks of alcohol and drugs in the workplace.

The National Rugby League Alcohol Management Strategy is completed.

Secondary supply legislation is introduced in Victoria after more than 10 years of lobbying.

We hold the 6th International Conference on Drugs and Young People in Melbourne.

The Australian Defence Force Alcohol Management Strategy is completed and we submit a major report with recommendations to the Australian Defence Force.

We publish two Prevention Research Quarterly publications: Culturally and linguistically diverse communities; and Drugs and driving.

Sales Tennis Club wins the National Good Sports Award for the responsible management of alcohol and for providing a safe and healthy environment.

We produce three Prevention Research Quarterly publications: Heroin and other opioids; Older people, alcohol and other drugs; and Information and communication technologies in reducing alcohol and other drug-related harm.

We launch our DrugInfo website and a mobile version.

We relocate to our new home at 607 Bourke Street, Melbourne.

We receive Commonwealth Government funding of $8.9 million over two years through the Australian National Preventive Health Agency to support the national expansion of Good Sports.

We produce three Prevention Research Quarterly publications: Culturally and linguistically diverse communities; and Drugs and driving.

We trial the alcohol hospitality management strategy Good Hosts in the workplace in NSW.

We produce two Prevention Research Quarterly publications: Culturally and linguistically diverse communities; and Drugs and driving.

We collaborate with the Alcohol Tobacco and Other Drug Association in ACT to review alcohol, tobacco and other drugs information for young people.

We release ‘Changing the drinking culture in community sport 2000–2010’ research.

4,000 sporting clubs are now registered nationally with Good Sports.
Our policy and advocacy work

We work hard to develop sound, innovative and responsive views across the range of alcohol and drug issues, with special attention to prevention. In doing so, we seek to guide a range of audiences, including government and non-government policy makers, specific target groups and the public as a whole.

As part of our work, we advocate for change and disseminate our views through a range of mediums including meetings, conferences, publications and media statements. In doing so, we assist in the formation and delivery of effective alcohol and other drug prevention policy and programs.

Our policy work has supported the efforts of two policy groups, the Victorian-based Alcohol Policy Coalition, and the National Alliance for Action on Alcohol (NAAA) which comprises over 70 organisations that seek legislative and policy change.

In the past 12 months, we have recorded some significant policy wins that will help shape a healthier future for all Australians.

Secondary supply law
Following 10 years of lobbying with the help of allies, the Victorian Government introduced secondary supply law in 2011 to protect young people from early and unsupervised drinking. Under the new law, adults face fines of $7,000 or more if they supply alcohol to a minor without consent of the child’s parent.

Local government harm minimisation programs
We supported councils on the fast growing fringes of metropolitan Melbourne to pilot innovative alcohol harm reduction programs for young people.

Major research into alcohol advertising
We successfully completed major research projects into alcohol advertising and alcohol sponsorship of community sport, which will be used to support legislative and policy change in the near future.

Alcopops tax
We published a peer reviewed paper in Drug and Alcohol Review on the process of passing the alcopops tax titled ‘Why the Distilled Spirits Industry Council of Australia is not a credible partner for the Australian government in making alcohol policy’.
We tirelessly advocate for change. Change that promotes healthy people, strong communities.
Informing communities through alcohol and drug information and services

Information is one of the greatest weapons in the fight against excessive consumption of alcohol and other drugs. We are committed to collecting and disseminating evidence-based information and resources, and making sure that our various target audiences can easily utilise the information we provide.

For teenagers, this is a website where they can safely ask difficult questions. For sporting clubs, it is a brochure detailing compelling statistics about the harmful drinking culture amongst young men. For community groups concerned about drug use, this involves holding seminars and community forums to educate and motivate people to take action.

We have worked incredibly hard to get strong messages out into the community, and to provide the evidence-based facts to support people making informed decisions.

Here are some of the achievements from the past 12 months:

**Helping parents**
- 9 community forums
- 3 webinars
- 4 podcasts.

Through our work, we have presented to over 1,200 people. In particular, we worked in partnership with VicHealth to raise awareness about the new secondary supply legislation in Victoria, which states that it is illegal to supply a child with alcohol without consent from the child’s parent. As part of this, we provided support and information for parents to help them negotiate issues arising from alcohol.

**Resources for sporting clubs**
- 2,000 copies of a new publication titled A new game plan: changing the focus in Australian sport.

To illustrate how sporting clubs can help build communities and combat the problem of excessive drinking, we published a comprehensive publication about the harmful effects of alcohol, and what sporting clubs can do to turn this culture around. This is now added to our comprehensive catalogue of alcohol and drug information where we distribute over 30,000 brochures each year.

**Reaching a national audience**
- Over 1 million people

Online, our offering includes a search directory, youth forum and support services, alcohol and drug information, and an online store as well as the Good Sports website and our corporate site. Via all of these sites, we reach a wide audience and support many different groups’ needs. We now also engage through Twitter, Facebook and LinkedIn.

Providing up-to-date information on a range of issues involving alcohol and drugs is a key service. Over 4,000 questions were answered via our 1300 85 85 84 telephone service, DrugInfo website and email service.

**New ways of informing people**
- 50% of our library is now digitised.

Accessing alcohol and drug information is becoming easier because we have worked hard to ensure all materials are available online and in a format suitable to their intended audience. Over the past 12 months we have digitised over 50% of our library collection plus added over 287 digital journal titles. We have also produced two infographs and posters on binge drinking and substance abuse.

**DrugInfo website goes mobile**
- Mobile-friendly version
- RSS feeds set up

To keep pace with the latest ways that people seek and read information about alcohol and other drugs, we made significant updates to the DrugInfo website. We released a new mobile version, which attracted up to 100,000 visits, added an RSS feed, and achieved certification to show the reliability of our published information.
Information underpins all of our work.
We are equipping community groups with the skills and resources to make lasting positive changes.

A Good Sports AFL game between NT Thunder and Port Melbourne at Marrara Stadium, Darwin, capped off a great year. Good Sports is now operating in more than 50 clubs in the Northern Territory, spread across Darwin, Alice Springs, and Katherine.

Of the 487 accredited clubs in South Australia, 36% are progressing through to Level 2 and 3.

We now have over 650 clubs in Qld.

Over 1550 clubs reap the benefits of Good Sports in NSW and ACT.

Good Sports is valued by over 1950 clubs.

Good Sports launched in partnership with Healthway and the Western Australia Drug & Alcohol Office.

We reached 200 clubs this year.
We received $550,000 each year for 3 years in renewed funding from Transport for NSW.

“By fully embracing the Good Sports program we have successfully changed the culture and attitude toward alcohol at the club. This has transformed us into a more welcoming and inclusive club which in turn has seen us benefit both financially and as a member of the local community. These changes are now part of our club DNA. We are a very active advocate of the Good Sports program to other sporting clubs for this reason.”

Robin Lowe, President, Sale Tennis Club

“Good Sports is the key strategy for Australian Rules football clubs to comply with the Tasmanian Government’s Sporting Club Alcohol Strategy by April 2013.”

Chris Pilat, Club Secretary, Albany Creek Crushers JRLFC

Bringing about change through community sporting clubs

Sport is central to Australian culture. Across the country, there are around 38,000 sporting clubs – yet for too long, at too many of these clubs, alcohol has played a prominent role. It is a problem common for many community clubs and groups, and it is our goal to help these community groups to reduce the harm caused by alcohol. We aim to do this by reducing risky and harmful drinking in sporting clubs.

Good Sports is one of the programs we run to help counter the entrenched culture of excessive drinking in sporting clubs. It equips sports leaders, administrators and volunteers with the skills and resources to make positive changes around alcohol service to create safer, healthier clubs.

In 2012, we received an $8.9 million funding commitment from the Australian Government for our Good Sports program. The funding, from the Australian National Preventive Health Agency, will be used to help us reach our goal of signing on 6,500 clubs by 2014 and, in doing so, to reduce risky drinking and alcohol-related harm at sporting clubs around Australia.

Good Sports delivers great results

The three levels of Good Sports accreditation deliver measurable benefits to clubs.

Extensive research demonstrates that Good Sports is well implemented, responds to participating clubs’ needs and is well regarded by club committees and members. It is shown to:

- reduce alcohol consumption and risky drinking
- help prevent drink-driving and anti-social behaviours
- improve club results as clubs move up the Good Sports accreditation ladder

- create a more family friendly environment, with Good Sports clubs reporting an increased sense of ‘trust’, ‘safety’ and feeling ‘valued’ among members; increased club membership (players and non-players); increases in junior and female involvement; improved public image; and better connectedness to their community
- achieve positive results without compromising clubs’ financial sustainability, with clubs less reliant on alcohol sponsorship and sales for revenue, while still reporting increases in overall revenue.

Good Sports innovations

Today, Good Sports is one of the most well-established and effective prevention programs in Australia, reaching over 1 million people. And the program continues to evolve and improve.

Good Sports recently broadened its focus to include other health risk behaviours and health issues. The long-standing emphases on alcohol and tobacco are now complemented by:

- Good Sports Healthy Eating
- Good Sports Healthy Minds

Over the next two years Good Sports will also be developing, piloting and evaluating:

- an age appropriate model in junior sport
- a culturally appropriate Good Sports model relevant to remote Indigenous communities
- ways to increase our online options for sporting clubs.
Bringing about change in the workplace

Alcohol and other drugs are a costly problem in the workplace. A recent study found that their direct cost is approximately $3.6 billion annually, with $12 billion lost in indirect costs.10 We deliver fee-based workplace services to corporate, professional sport and government organisations – to assess alcohol and other drug risks that they may be exposed to, and then provide sustainable solutions that reduce the risks of alcohol-related harm.

Our range of services include:
• organisational risk assessment and management
• alcohol and drug policy review and development
• workforce education program
• hospitality management program, Good Hosts
• whole-of-sport alcohol management strategies.

Throughout 2012, we worked with some of the nation’s largest organisations, helping to manage the hidden workplace risks caused by alcohol and other drugs at:
• Rio Tinto
• Australian Catholic University
• National Rugby League
• Australian Defence Force
• Comcare.

Additionally, we place great importance in developing relationships with organisations to further support our workplace initiatives. We have worked with:
• Clubs NSW
• Hunter New England Health/University of Newcastle
• Australia Industry Group
• WorkSafe Victoria.

The following are some of the milestones we recorded.

Corporate
Our Good Hosts program is helping businesses to better manage their corporate hospitality safely, inclusively and in an environment that reinforces the organisation’s responsible values. In 2012, for example we:
• reached more than 9,000 people who attended corporate functions and events
• accredited Good Hosts functions at 24 individual venues on the eastern seaboard
• presented to more than 100 organisations who attended seminars in conjunction with Australia Industry Group and the NSW Office of Liquor, Gaming and Racing.

“The Australian Drug Foundation's professional, thorough approach to awareness & information gave Rio Tinto’s staff the confidence to achieve the goals in our Alcohol and Other Drug Policy changes.”
Peter Napolitano, Manager HSE & Facility Services, Technology and Innovation, Rio Tinto

Professional sport
We are contributing to a marked shift in attitude towards alcohol in a wide variety of sporting codes, and are helping them shape their alcohol management initiatives.

With the National Rugby League (NRL), a whole-of-league alcohol management strategy has been designed to cascade cultural change down through all levels of the code.

Key milestones:
• full commitment from 16 NRL clubs and NRL headquarters.
• 1,700 players and staff participated in workshops.
• 100 staff, players and board members joined welfare committees.
• 7,500 guests attended 17 social functions accredited by our Good Hosts program.
• The Dally M Awards – NRL’s ‘night of nights’ was accredited by Good Hosts.

“Wherever you go in rugby league – from an under 6 match to a corporate function – you will get consistent messages around expected alcohol behaviours.”
Paul Heptonstall, Senior Welfare & Education Manager, NRL

Australian Defence Force
We have worked closely with the Australian Defence Force since 2010, developing alcohol management strategies for Navy, Army and Air Force.

After consultations with about 1,000 Defence members from the highest to the lowest ranks from 15 sites across Australia, we submitted a major report in November 2011 with our recommendations.

We are now working on stage two of the Australian Defence Force’s Alcohol Management Strategy, implementing a range of interventions over the next year.

20
Helping to manage the hidden workplace risks.
Recognising those making a difference

We do not work in isolation. Recognising that there are many individuals and organisations around Australia that contribute to making a difference in our society, we actively seek out partnerships that will strengthen our collective voice and influence.

Our annual oration
Every year, we hold the Dame Elisabeth Murdoch Oration to honour our work and history. At the 2011 event, individuals from a wide range of community groups had the opportunity to connect with experts in the field of alcohol and other drugs, and engage with partners, guests and key stakeholders.

We were delighted to welcome Professor Christine Bennett, as our guest speaker. We also presented Sale Tennis Club with the 2011 National Good Sports Award for their great work in changing a culture of drinking at their sporting club.

National Drug and Alcohol Awards
In July we hosted the annual National Drug and Alcohol Awards. Through the collective efforts of the Ted Noffs Foundation, the Alcohol and other Drugs Council of Australia, the Australian Drug Foundation and the Australian National Council on Drugs, these awards celebrate the important work being done in the field of drug prevention and harm minimisation.

Professor Robin Room received the prestigious Prime Minister’s award for Excellence in Drug and Alcohol Endeavours. Now based in Melbourne, Professor Room was acknowledged for his research and contribution to alcohol policy. During his 45-year career, Professor Room, a world leader in alcohol research, has received many international honours.

Winners were also announced for excellence in law enforcement, media reporting, prevention, research, school drug education, sporting communities, treatment and young people.

febfast
We again supported febfast by getting our wide range of communities across Australia to participate. This national health and fundraising event encourages people to take a break from drinking alcohol during February, while raising funds to support organisations working in research, prevention and service delivery into alcohol and other drug use amongst young Australians.

In 2012, funds we received from febfast were directed towards our online youth oriented community program, Somazone, and projects to educate parents and communities about issues surrounding alcohol and other drugs.

We do not achieve success in isolation.
Our voice in the media

In order to effect change around alcohol and other drugs, we need to present a clear and trusted voice. We need to position ourselves as an organisation of authority and respect; one that people can rely upon to receive the latest evidence-based information and research from.

As such, we place great emphasis on working with the national media to disseminate our findings, to better inform the general public about the core issues surrounding alcohol and other drugs.

The hot topics
Based on the research and advocacy work that we have done in the past few years, a number of key topics have gained strong media attention. We are proud to have made an impact through the media on the following important issues:

1. Secondary supply
2. Alcoholic energy drinks
3. Red wine myth and tax
4. Alcohol labelling
5. Beer pricing
6. Alcohol in convenience stores
7. Drink-driving
8. Alcopops and tax

National coverage of our community program
In February and March 2012 we ran a series of targeted community service announcements promoting our community program Good Sports across television and radio spots, to the value of $200,000.
Behind the scenes, a very committed and passionate team of employees all work very hard towards the common goal of reducing harm caused by alcohol and other drugs in our society. The organisation has undergone an incredibly positive cultural transformation in recent years. Our employees are thriving in the professional, warm and welcoming work environment – where individual and team goals are actively supported.

We live by a number of core values that steer our daily activities, and it is refreshing to see these values in action in all areas of the business. Recently, in recognition of the new direction of the business under the 2012–2015 Strategic Plan, we have merged the values and are introducing two new value areas – innovation and accountability – into the organisation.

These new values acknowledge and support one of our key strengths – that is, the courage to look at new ways to influence change and achieve results (see table below).

**A new home**
As our numbers swell – we now have 65 employees across Australia – so does our physical presence.

In 2012, we relocated our head office to 607 Bourke St in the heart of Melbourne. This move was a huge event for the organisation, as we had been in our previous premises for 17 years. The new space symbolises a strong new direction, and is both professional and welcoming.

Within the workplace, we employed a Chief Financial Officer, introduced a Human Resources function and strengthened our communication through a new marketing and communications team.

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**Our Team is Steadfastly Committed to Our Core Values**

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<tbody>
<tr>
<td><strong>Encouragement</strong></td>
<td>We recognise our strengths</td>
<td>We recognise people for who they are and embrace diversity</td>
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<td></td>
<td>We celebrate our successes and achievements</td>
<td>We understand and value the skills and talents of others</td>
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<td>We support each other to be the best we can be</td>
<td>We contribute to a constructive working environment</td>
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<tr>
<td><strong>Respect</strong></td>
<td>We accept people for who they are</td>
<td>We do what we say we will do</td>
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<td>We understand, value and trust each other’s skills and talents</td>
<td>We value the Australian Drug Foundation’s independence</td>
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<td>We contribute to a harmonious working environment</td>
<td>We do high quality, evidence based work</td>
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<tr>
<td><strong>Integrity</strong></td>
<td>We do what we say we will do</td>
<td>We behave in a way consistent with our values</td>
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<td>We value our independence</td>
<td><strong>Accountability</strong></td>
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<td></td>
<td>We do high quality, evidence based work</td>
<td>We are accountable, individually and in teams, for our behaviours, action and results</td>
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<td>We speak openly and honestly</td>
<td>We recognise and celebrate achievement</td>
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<tr>
<td><strong>Inclusiveness</strong></td>
<td>We seek out and draw upon each other’s skills</td>
<td>We support effective partnerships with others</td>
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<td>We embrace cultural and geographic diversity</td>
<td><strong>Innovation</strong></td>
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<td>We value the views, participation and leadership of others</td>
<td>We strive for continuous improvement in all that we do</td>
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<td>We nurture and support creativity and the development of new ideas and capabilities</td>
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<tr>
<td></td>
<td></td>
<td>We recognise our strengths and we support each other to be the best we can</td>
</tr>
</tbody>
</table>
Our partners

We thank them all for their financial support in order for us to be able to work towards preventing alcohol and other drug problems in communities in Australia.

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The figures reflect another successful year.

Key income and expenditure
July 2011 – June 2012

Expenditure
- Employee benefits expenses $3,905,284
- Project costs $1,825,538
- Marketing $469,127
- Information technology and web $361,419
- Occupancy $354,861
- Other expenses $318,831
- Cost of sales $224,619
- Communication $81,489
- Depreciation $34,100

Income
- State governments $4,645,248
- Federal government $1,397,530
- Corporate sector $881,384
- Bookshop sales $319,590
- Sundry income $227,109
- Workshops & conferences $148,469
- Donations & trusts $57,123

Six year growth in retained earnings

The figures reflect another successful year.
The figures reflect another successful year. Regional Manager Marc Glanville, Resource Centre Manager Anna Gifford, Vernon Fowler, Web Analyst Central Highlands Hayley Chalmers-Robinson, Stephen Carbone, Senior Program Advisor Sally Cameron, Programs Manager Lornia Begley, Information Officer Tara Bansal, State Manager – North Queensland Daniel Egan, Regional Manager – South Australia Scott Edgecombe, Regional Manager – Victoria Judith Dillon, Information Officer John Fitzgerald, Regional Manager Central Highlands Daniel Egan, Regional Manager – Northern NSW Rod Glenn-Smith, Victoria/South Australia Manager – Good Sports Russel Grimson, Regional Manager Sydney Amy Hagger, Information Officer Margaret Haines, Information Officer Chris Hanley, Community Development Officer – North Tasmania Rachael Heaton, Project Lead – Good Sports Graduate Program Anthony Hewitt, Regional Manager – Queensland Yvette Hooper, HR Business Partner Carmen Hunter, Project Officer Cory Iannucci, Finance Officer Sarah Jaggard, Project Officer – Secondary Supply Stephanie Juleff, Information Officer Bill Karamatos, Senior Community Development Officer – Victoria Petta Keckelsen, Marketing Advisor Vanessa Kennedy, Research Coordinator Amy Likoravec, HR Administrator Andrew Lock, Web Analyst Renee Lustman, Media Manager Murray MacAllister, Northern Territory Manager – Good Sports Annabel Makowski, Executive Assistant Anita Marevic, Shop Operations Coordinator Rebecca McLean, Communications Advisor Hayley McMahon, Information Officer Diane Morgan, Head of Culture & Services Geoff Munro, Head of Policy & Advocacy Alison Murnane, ADIN Quality Assurance Reviewer Allan Murphy, Development Manager – Preventive Health Mark Nash, Tasmania Manager – Good Sports David Paton, Finance Manager Brad Pickard, Regional Manager South Queensland Andrew Prentice, Senior Community Development Officer – Sydney Raewyn Quinn, Office & Network Coordinator Genavene Radford, Community Development Officer – North West Tasmania Julie Rae, Head of Information & Research Mariana Rapoport, HR Administrator Linda Rehill, Web Content Editor (DrugInfo) John Reid, New South Wales Manager – Good Sports John Rogerson, Chief Executive Officer Lachlan Sherrington, Regional Program Manager – Queensland Maree Sidey, Head of Community Programs Debbie Simms, Regional Manager ACT/NSW Clea Smith, Professional Sport Manager Alison Summervile, Senior Community Development Officer – Western Downs Phil Tangney, Corporate Alcohol & Drug Services Manager Nick Tolhurst, Workplace Services Consultant Cindy Van Rooy, Program Manager Richard Walsh, Information Officer Cath Wignell, Project Lead – Good Sports Remote Brad Wilkins, Information Officer Kimberley Williams, Information Officer Catherine Woods, Project Officer – Cannabis Campaign Lauren Yates, Project Co-ordinator NSW Natasha Zlada, Information Officer

Good Sports Project Officers
Phil Lovell, Northern Territory Michael Lloyd, Northern Territory Luke Adams, NSW Shane Alvisio, NSW Melanie Armitage, NSW Scott Attwood, NSW Daniel Barton, NSW Nathan Benney, NSW Greg Best, NSW Paula Brock, NSW Daniel Byron, NSW Nicole Carnegie, NSW Wayne Channell, NSW Shane Chatfield, NSW Matt Deans, NSW Bernie Delaney, NSW Yvette Downey, NSW Gary Dunbar, NSW Nicholas Fahey, NSW Leanne Fuelling, NSW Beth Fuller, NSW Ron Garvin, NSW Liz Gibson, NSW Rachel Godwin-Groves, NSW Peter Goodwin, NSW Angela Green, NSW Matthew Grice, NSW Paul Habel, NSW Raftery Jeffrey, NSW Bryan Lambert, NSW Peter Lee, NSW Hayley McMahon, NSW Tony Meldrum, NSW Dan Mitchell, NSW Shane Mott, NSW David Naylor, NSW Beau Newell, NSW Graeme Northey, NSW Liam O’Dulbihir, NSW Jennifer Pinczi, NSW Fiona Pitt, NSW Paul Reynolds, NSW Graham Richardson, NSW Sandra Robinson, NSW David Sales, NSW Scott Schweickle, NSW Peter Smart, NSW Mary Spora, NSW Paul Toshack, NSW Trent Waters, NSW Amanda Watkins, NSW Fiona Wendt, NSW Brian Wright, NSW Belinda Zipevski, NSW

Simeone Day, Queensland Janine Eean, Queensland Jacqui Mead, Queensland Elizabeth Handley, Queensland Patricia Issipi, Queensland Murray Button, Queensland Nick Hughes, Queensland Grant Brown, Queensland Cassie O’Hara, Queensland Leigh Couch, Queensland Janet Lee, Queensland Chris Poppell, Queensland Terri Gilbert, Queensland Tina Baron, Queensland Michael Connor, Queensland Jasmin Boschetti-Chapman, Queensland David Kerrigan, Queensland Daniel Fuallo, Queensland Julian Porter, Queensland Carolyn Posselt, Queensland Deborah White, Queensland Jenny Borlase, South Australia Eleisha Golding, South Australia Andrew Leske, South Australia Ruth Miller, South Australia Mary Spora, South Australia Robyn Rowlse, South Australia Tim Polegaj, Tasmania David Beach, Victoria Bob Currie, Victoria Damien Franklin, Victoria Gary Gilchrist, Victoria Bob Jenkins, Victoria Richard Jones, Victoria Stewart King, Victoria Colin Mann, Victoria Rod McFarlane, Victoria Joanne Rockwell, Victoria Peter Rosenthal, Victoria Norma Steeneveld, Victoria Mark Stone, Victoria Rick Wall, Victoria

Our people
Leading our organisation

Our Board
Our current Board comprises of eight nominated members. The board held six regular meetings and one extra ordinary teleconference meeting during 2011–2012.

Board of Directors
Michael Doery – Chair
Michael Doery joined the Board in 2003 and soon became the Treasurer. He became Chair in December 2009. Michael has been a chartered accountant for over 25 years with much of that time spent with KPMG and predecessor firms in Australia and overseas.

Philippa Kelly – Treasurer
Philippa Kelly joined the Board in 2009 and took on the role of Treasurer in 2010. Philippa has over 25 years experience in the corporate sector, with a background in law, and investment banking.

Patrizia Mercuri
Patrizia Mercuri joined the Board in 2004. She has extensive experience in workplace relations law having practised in the area for over 10 years.

John Perry
John Perry joined the Board in 2006. John’s involvement in the marketing services industry straddles both the professional and academic worlds and he is currently the Managing Director of The Melbourne Furnace.

Ron Steiner
Ron Steiner joined the board in 2006 and is the Group Executive, Customer and Public Relations for McMillan Shakespeare, a listed and innovative financial services company. He has over 30 years experience in management, sport and education, including extensive periods in senior executive roles with Australian cricket and rugby.

James Tomkins
James Tomkins OAM joined the Board in November 2004. He holds a Bachelor of Business in Economics and Finance and is currently working with Westpac Private Bank as a Business Development Manager. James is also one of Australia’s greatest rowers and one of the original Oarsome Foursome.

Tanya Chikritzhs
Dr Tanya Chikritzhs joined the board in 2006 and is an Associate Professor at the National Drug Research Institute, Curtin University where her role is to lead the Alcohol Policy Research team.

Ken Gillespie
Ken Gillespie AC, DSC, CSM retired as Chief of Army in 2011 after over 43 years of service in uniform. As a senior military commander, Ken provided strong commentary and leadership associated with the need to address alcohol abuse as a social and workplace issue in the armed services as well as more broadly in the Australian community. In civil life he established himself as a strategic leadership and cultural change consultant and adviser, a corporate speaker and member of several Boards in both the corporate and Not For Profit sectors. Ken Gillespie joined the Board in 2012.

Executive Management Team
John Rogerson – Chief Executive Officer
John Rogerson was appointed Chief Executive of the Australian Drug Foundation in 2008. John joined the Foundation in 1994 as General Manager of Operations and has been Deputy Chief Executive and Director of Good Sports.

Geoff Munro – Head of Policy and Advocacy
Geoff has worked in the alcohol and other drug field for over 25 years specialising in drug training, drug prevention and community development for government and non-government services.

Maree Sidey – Head of Community Programs
Maree has worked across health, education and youth sectors for the past 15 years and was until 2010 the Director of Communications and Public relations at headspace, Australia’s National Youth Mental Health Foundation.

Diane Morgan – Head of Culture and Services
Diane Morgan began her career in teaching. She moved into consulting and leadership roles in the education and welfare sectors before moving to Telstra in training & development roles. She joined the Australian Drug Foundation in 2008 from GlaxoSmithKline.

Julie Rae – Head of Information and Research
She has seven years’ private sector experience and 19 years’ experience in the local government arena. She joined the Australian Drug Foundation in 2011 expanding on her successes in utilising innovative technological solutions to improve and enhance services to the community.

Richard Colbran – former Head of Workplace Services
Richard commenced his career with the Australian Drug Foundation as the Good Sports NSW State Manager, and was appointed to the newly created national role of Head of Workplace Services in November 2008. Highlights of this work in recent years included the development and delivery of alcohol management strategies for the AFL and NRL. Richard left the organisation in April 2012.
Footnotes


4 National Health and Medical Research Council 2009, Australian guidelines to reduce health risks from drinking alcohol, Canberra: NHMRC.

5 Laslett AM et al 2010 The range and magnitude of alcohol’s harm to others, Melbourne: AER Centre for Alcohol Policy Research, Turning Point Alcohol and Drug Centre.


