



Foundation for Alcohol Research & Education

Annual Report 2017-2018

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Our vision ‘stopping harm caused by alcohol’ brings into sharp focus, the determination and tireless efforts of this organisation.

OUR ORGANISATION

The Foundation for Alcohol Research and Education (FARE) is an independent, not-for-profit organisation working to stop the harm caused by alcohol.

For more than a decade, FARE has been working with communities, governments, health professionals and police across the country to take action that works to reduce the toll, raising public awareness, building the case for alcohol policy reform and countering false alcohol industry claims.

OUR CHALLENGE

Alcohol harm in Australia is significant. More than 5,500 lives are lost every year and more than 150,000 people are hospitalised, making alcohol one of our nation’s greatest preventive health challenges.

But the devastation doesn’t stop there; the high personal and financial tolls extend well beyond the drinker. Each year nearly 400 people die and 70,000 Australians are victims of alcohol-related assaults, including 24,000 victims of alcohol-related domestic violence.

All these harms costs the nation an estimated \$36 billion annually.

Against this alarming backdrop of rising harms, alcohol has never been cheaper, more readily available nor more aggressively promoted.

OUR WORK

Since 2001 FARE has supported communities, contributed to building evidence and driven efforts to prevent alcohol harms. FARE has assisted more than 750 communities and organisations, and backed over 1,400 projects around Australia.

FARE works collaboratively, because we know that together, we can reverse the trend and see fewer children and families negatively affected by alcohol.

We raise funds to build the knowledge base about alcohol, to better understand what works to address the complex problems caused by alcohol, and to support Australian communities responding to alcohol misuse.

We are guided by the World Health Organization's (WHO) Global Strategy to Reduce the Harmful Use of Alcohol for tackling alcohol harms through population-based strategies, problem directed policies, and direct interventions.

OUR STRATEGIC FOCUS

- 1. Lead change**
- 2. Strategic policy and advocacy**
- 3. Defend the public interest**
- 4. World-leading research**
- 5. Invest in our future**



MESSAGE FROM THE CHAIRMAN AND CEO Andrew Fairley and Michael Thorn

FARE is an independent, noisy and effective public-interest body in Australia successfully working to stop the harm caused by alcohol. Through collaborative research, FARE builds on the world's scientific body of knowledge about alcohol and leverages that evidence to advocate public policy and foster programs to reduce the devastation of people's misuse of alcohol.

We have a duty and a responsibility to carefully conserve resources, but at the same time make effective use of these resources to meet our aim to stop the harm caused by alcohol. For a public health promotion charity with 'skin in the game', which does more than simply donate funds to support service delivery, this calls for a new, more ambitious and courageous approach.

Consequently, FARE has become increasingly engaged in identifying how it should realise its vision of 'stopping harm caused by alcohol'. The board is taking a more activist approach towards realising change. This is being executed in a considered fashion with regard to the legislative limitations and to the organisation's constitution and resource constraints.

The toll of alcohol harm in Australia is too high. There are nearly 6,000 deaths annually, 160,000 hospitalisations and many other cases of harm. The direct cost to Australian governments is more

than \$10 billion a year. Each week there are new research reports pointing to the range of both short- and long-term harm caused by alcohol. During the past year, French research showed the very significant contribution drinking has on the prevalence of dementia, and a study by the World Cancer Research Fund showed strong evidence that the risk of mouth, pharynx, larynx, oesophagus and breast cancers increases with any amount of alcohol, and continues to rise with every drink.

One recent study, Alcohol use and burden for 195 countries and territories, 1990–2016: a systematic analysis for the Global Burden of Disease Study 2016, funded by the Bill & Melinda Gates Foundation and published in the Lancet, showed there is no safe level of alcohol consumption.

ADVOCACY

FARE's duty is to continue its advocacy leadership to reinforce a growing body of evidence that exposes the true magnitude of alcohol harm. We are assisted to achieve this both through direct collaboration with the world-class Centre for Alcohol Policy Research (CAPR) at La Trobe University, which FARE supports financially, as well as through relationships with the international alcohol research fraternity.

The translation of this research into strong policy continues to be an organisational strength. In all forums FARE argues strongly for policy responses to meet this growing body of evidence.

However, this is a tough policy environment. Corporate vested interests are powerful, the behaviour of politicians repeatedly fall short of community expectations, and merchandising by the alcohol industry of community doubt about the science is rampant.

Confronted by this failure of governments to prioritise the health of the community over the interests of the alcohol industry, progress on significant public health policy takes time, but it can be achieved. In a jurisdiction with Australia's heaviest drinkers, Michael Gunner's Northern Territory Government (NTG) is arguably leading the world's most progressive reform agenda on alcohol policy.

FARE's contribution to this agenda has been significant and demonstrates that careful investment in strategic policy development, focused campaigning and strong stakeholder relations can and does deliver results. The vehicle for these reforms was the NTG's commissioning of a comprehensive review of alcohol policies by former FARE director and former Chief Justice Trevor Riley QC.

SIGNIFICANT REFORM

Riley reported in October 2017, and the government immediately adopted 219 of the 220 recommendations, heralding the prospect of sustained change. Among the most significant recommendations for change were plans to introduce risk-based licencing, a re-write the Liquor Act, and a floor price for alcohol.

Given the magnitude of harm in the Territory, the successful implementation of Riley's reform program will require a long-term commitment from a determined government to see them through. FARE is here to help.

The significance of the NT's reform – the first jurisdiction to introduce a floor price – has reverberated around Australia. It constitutes the first major attack on the problem of cheap booze by any Australian administration since World War II.

However, it has become clear that a fundamental change of policy focus is required because supply-side interventions (price and availability), while powerful, are met with fierce resistance from vested interests. Demand-side interventions are required.

ALCOHOL IN SPORT

Forty years ago (1977) a Senate committee chaired by Dr Peter Baume tabled its report Drug problems in Australia – an intoxicated society? which acknowledged for the first time that alcohol was the major drug of abuse. Baume said, "We now see the use of leading sports people – for instance, members of the Australian Test Cricket Team – in the promotion and advertising of alcohol. It is perhaps a pity that sportsmen and sportswomen lend their prestige to the promotion of products which, when used to excess, are so demonstrably harmful to so many

Australians," and went on to call for a ban on alcohol advertising in sport.

The repeated failure by any government to heed those recommendations, has led FARE to establish its national End Alcohol Advertising in Sport campaign. The campaign's purpose is to mobilise the widespread community concern about the targeting of children by the alcohol industry through its associations with major sports. Nine out of 10 Australians want the unfair exemption that allows the display of alcohol ads on television during sports broadcasts to be scrapped. FARE and its partners, including the Country Women's Association, the colleges of Surgeons and Physicians, and The Uniting Church of Australia, are increasing their calls for change.

OTHER FOCUS AREAS

Throughout the year, important work continued on a range of core issues such as Fetal Alcohol Spectrum Disorder and the development of a National Alcohol Strategy. We also achieved significant outcomes, including agreement by the Forum on Food Regulation to move to mandate pregnancy warning labels on all alcohol containers, after seven years of prevarication.

A highlight was the 2017 Global Alcohol Policy Conference in Melbourne. FARE was a joint host and a major contributor to this very successful conference. More than 100 international delegates attended and joined with the large contingent of Australians to participate in a festival of alcohol policy ideas.

INVESTMENTS

We are pleased to report that FARE's resilient corporate governance and operational performance continues. This year's financial statements again show a strong financial position with the corpus value preserved and revenues from other sources

increased.

In unpredictable investment markets, the decision was made to diversify the investment portfolio to reduce the overall volatility and reduce the drawdown of capital in times of stressed financial markets. The outcome has been a more efficient portfolio measured by the return relative to the level of risk.

During the 2017-18 financial year FARE went to market to ensure that its investments management requirements were being met. After testing the market, FARE remained with its current provider, with the board applying a social screen to its portfolio to enhance the most appropriate way to deliver FARE's investment solutions.

Deploying these resources for good in this area of preventive health does bring challenges. Agitation by some political actors to curtail the activities of charities engaged in advocacy continues and poses a threat to FARE's ability to actively campaign for policy change.

FARE's submissions to Parliament in defence of its work have been extensively reported in the media and our work mentioned in the final report of the Senate inquiry into political donations. FARE also worked closely with the Community Council of Australia in these efforts to stop the imposition of politically motivated constraints on civil society organisations.

Finally, there were some changes of directors. Mark Addy retired from the Board and we welcomed Queensland University's Dr Nic Carrah (March 2018) and Curtin University's Professor Simone Pettigrew (September 2018). Chief Executive Michael Thorn was reappointed for a further period.

We would like to thank the directors and staff for their respective contributions to this power of work towards an Australia free from alcohol harm.

LEAD CHANGE

1



WORKING TO END ALCOHOL ADVERTISING IN SPORT

Did you know that nine in ten Australian parents are opposed to the high volume of alcohol advertising their children are exposed to during TV coverage of Australia's favourite sports?

And for good reason.

Extensive evidence shows that embedding alcohol advertising in sport normalises alcohol consumption among children. This can lead kids to drink earlier, and at dangerous levels.

The End Alcohol Advertising in Sport (EAAiS) campaign – formerly Booze Free Sport – calls for alcohol advertising to be phased out of professional sports.

It is an initiative managed by FARE and proudly supported by leading health organisations

across Australia.

EAAiS encourages Australia's professional sporting codes to give up alcohol advertising; calls on governments to assist offending codes to break their addiction of alcohol industry dollars; and aims to inspire and ignite change across all professional sporting codes to build a better future for our kids.

The campaign will continue to galvanise the community and increase the already strong levels of support for the issue through major events and ongoing activities, and ultimately bring an end to alcohol advertising in sport.

SUPPORTING MUMS- TO-BE IN AN ALCOHOL- FREE PREGNANCY

What does your "village" look like as a mum-to-be in the 21st century?

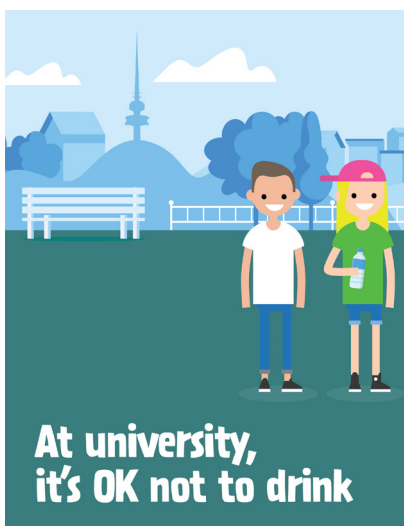
Pregnant Pause aims to make it easier on mums-to-be by encouraging Australians to make the pledge to go alcohol free during their pregnancy, or the pregnancy of a loved one. Pregnant Pause believes building

a strong support system will help women achieve alcohol-free pregnancies, giving the 300,000 babies born in Australia each year the best possible start in life.

Now in its fifth year, the campaign has continued to expand, including this year hosting an event in Canberra, How does she do it? A luncheon for Canberra mums and mums-to-be, providing an opportunity for women to come together in a safe, supportive environment. The event saw over 70 Canberra mums and mums-to-be, a panel of high profile Canberra women (and many cute babies) combine to discuss the challenges and rewards of juggling motherhood and work-life balance.

Pregnant Pause this year was boosted by Commonwealth Department of Health funding, and through joint backing from FARE and the Commonwealth and ACT governments, the campaign was featured on a billboard at Canberra's international airport.

With thanks to ongoing funding from the ACT Government's ACT Health Promotion Grants Program, we were also able to develop a new TV commercial, which was broadcast across the ACT region.



REDUCE RISKY DRINKING: CREATING A NEW NORM FOR UNDERGRADUATE STUDENTS

Reduce Risky Drinking is a FARE project that applies a social norms-based approach to tackling harmful drinking among university students in the Australian Capital Territory.

Australian studies have shown that overall alcohol consumption among young people aged 18-24 years is declining. However, those in this age group who are drinkers consume alcohol at very risky levels, placing them at risk of short and long-term harm.

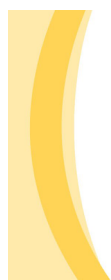
Social norms surrounding drinking are commonly misperceived among university students, with international studies revealing students:

- tend to overestimate the frequency and amount of drinking among their peers, and

- generally believe that their peers are more permissive in their personal attitudes about substance use than is actually the case.

Social norms interventions challenge misperceptions by providing information about the true prevalence of the behaviour – in this case, drinking alcohol.

The Reduce Risky Drinking project is a collaboration between FARE, the Department of Health, the Australian National University (ANU) and the University of Canberra (UC) and has been well received by students on both campuses.



Information you might not know about

pregnancy & alcohol

WOMEN WANT TO KNOW

FARE's Women Want to Know (WWtK) project encourages health professionals to routinely discuss alcohol and pregnancy with women and provide advice

consistent with the National Health and Medical Research Council's Australian Guidelines to reduce the health risks from drinking alcohol (the guidelines).

Developed in collaboration with leading health professional bodies across Australia and launched by FARE in 2014, the project provides online training and resources to support health professionals and women who are pregnant, planning pregnancy or breastfeeding, access important information about the guidelines.

Over this year WWtK has responded to 2016 evaluation recommendations by reviewing, updating and distributing nationally its health information leaflet for women about alcohol and pregnancy. The WWtK online training courses hosted by three health professional colleges have also been reviewed, updated and re-released.

These activities consolidate the value of WWtK in reducing the incidence of alcohol exposed pregnancies in Australia.

STRATEGIC POLICY AND ADVOCACY

2



THE PRICE IS RIGHT: Setting a floor price for alcohol in the Northern Territory

EVIDENCE PREVAILS: NT INTRODUCING LIFESAVING ALCOHOL FLOOR PRICE

The Northern Territory (NT) Government is introducing a minimum unit price (MUP) on alcohol – a world-recognised intervention for reducing alcohol harm and saving lives.

FARE was instrumental in building the evidence-based case for Australia's first floor price to take effect from 1 October 2018.

In August 2017, FARE launched the research paper *The price is right: Setting a floor price for alcohol in the Northern Territory* which was a foundation piece of research considered by the government's Alcohol Policies and Legislation Review chaired by former NT Chief Justice and former FARE director, Trevor Riley QC.

The review recommended a floor price, which was subsequently included as a central piece of the Territory Labor Government's suite of alcohol reforms, announced in February 2018.

Alcohol is almost twice as affordable in the NT as it was 20 years ago, with the Territory also recording dangerous per capita levels of alcohol consumption, placing it among the top ten drinking nations in the world.

The Territory pays a high toll with the number of alcohol-attributed deaths around three times the national average, and with alcohol involved in more than half of all assaults.

FARE's paper highlighted international evidence that shows establishing a MUP not only targets cheap alcohol products, but also results in a dramatic reduction in alcohol attributable hospitalisations and deaths.

AUSTRALIA, AN INTOXICATED SOCIETY: 40 YEARS ON FROM THE BAUME REPORT

Forty years ago, a progressive and prescient Senate Committee

report, *Drug Problems in Australia – an intoxicated society?* identified alcohol and its associated harm as a problem of epidemic proportions.

Often referred to as the Baume Report after then Committee chair Peter Baume, a physician and then Senator for New South Wales, the report made 37 recommendations to reduce alcohol harm in Australia.

Last financial year FARE undertook a progress report study against the Baume report, titled *Australia, an intoxicated society: 40 Years on from the Baume Report*, providing a high-level overview of progress made against the report's recommendations.

Grouping the recommendations into eight policy intervention areas: Price and economic cost of alcohol; Alcohol and the workforce; Alcohol and Aboriginal and Torres Strait Islander communities; Enforcement; Physical availability; Advertising and sponsorship; Drink-driving counter measures; and National leadership and governance; the study found despite the Baume Report's release 40 years ago, progress was made only in one of the eight key policy areas – drink driving.

Among the progress report's recommendations were calls to introduce a Wine Equalisation Tax (WET), and an appeal to sportsmen and sportswomen not to lend their name and prestige to the promotion of alcoholic beverages.



PREVENTING CHRONIC DISEASE: HOW DOES AUSTRALIA SCORE?

FARE's national Prevention 1st campaign continues to keep preventive health policy on the political agenda.

Prevention 1st is backed by like-minded public health organisations, not-for-profits, and research and advocacy bodies, to put pressure on all Australian governments and political parties to commit to a strong preventive health agenda.

On 19 June 2018, the Prevention 1st campaign released a national scorecard report to assess the Commonwealth Government's progress in addressing chronic disease. The scorecard found that while government anti-smoking policies are 'good', efforts to address alcohol consumption, physical activity and nutrition all rate poorly,

The Prevention 1st scorecard recommended the implementation of a number of simple, evidence-based measures to address tobacco use, alcohol consumption, nutrition and physical inactivity.

DEFEND THE PUBLIC INTEREST

3



THIS IS WHAT AN ALCOHOL PREGNANCY WARNING LABEL SHOULD LOOK LIKE

FARE launched a campaign calling on Australian and New Zealand members of Parliament to support mandatory pregnancy warning Labels on all alcohol products.

After more than six years the voluntary scheme operated by the alcohol industry has served only to confuse and mislead consumers.

FARE commissioned focus group testing on the effectiveness of the current system, which found alcohol industry warning labels are hidden, misleading, small or often missing entirely.

Alcohol consumption during pregnancy is associated with a range of adverse consequences, including miscarriage, stillbirth, low birth weights and Fetal Alcohol Spectrum Disorder.

This harm is preventable, and warning labels on alcohol products are a cost-effective method of informing consumers about the risks.

FARE called on the Australian and New Zealand Ministerial Forum on Food Regulation (the Forum) to mandate pregnancy warning labels on all alcohol products and put an end to the failed alcohol industry scheme.

The campaign advocated that 2018 was the deadline to put people

before profits and vote in mandatory labelling.

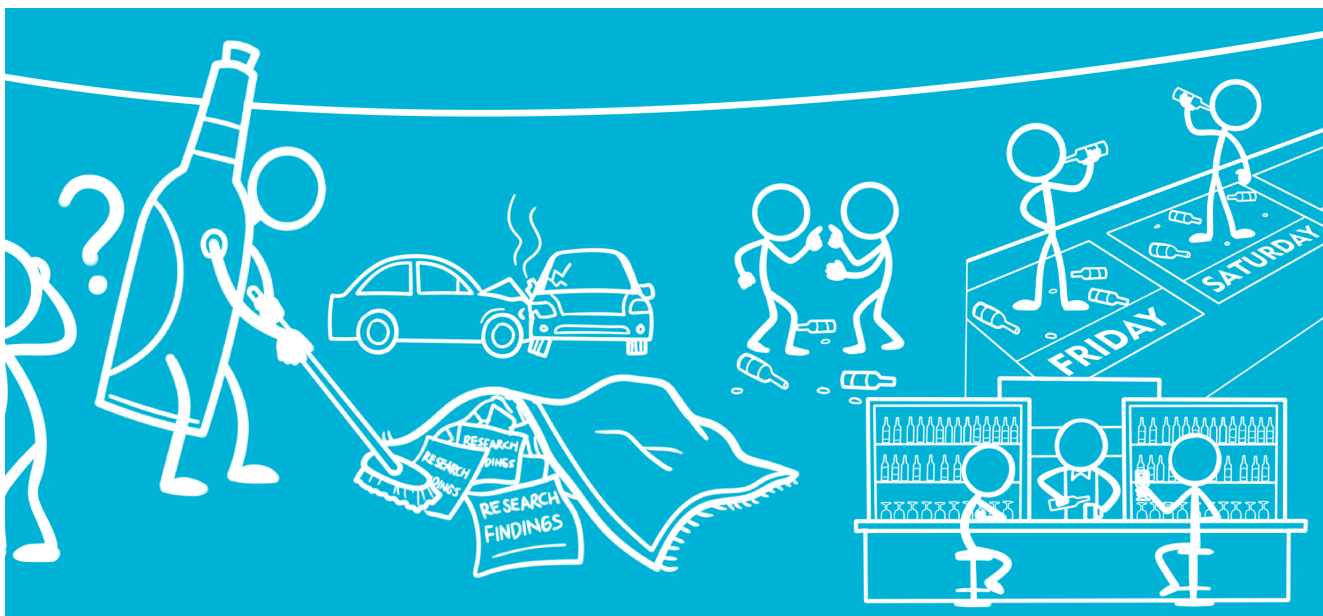
UNDER THE INFLUENCE

In a submission to the Senate Committee examining the political influence of donations, FARE identified and documented three case studies highlighting the alcohol industry's influence on policy decisions.

Using Australian Electoral Commission (AEC) data, FARE's analysis, spanning two decades of political donations, clearly revealed how the alcohol industry donates generously and strategically to political parties in its efforts to secure favourable policy outcomes.

In its submission to the Senate Select Committee into the political influence of Donations, FARE made the case that in light of these findings, and with the interests of the industry in direct conflict with the health and welfare of the general public, political donations from the alcohol industry should be banned as a matter of urgency.

This evidence strengthens FARE's position that the alcohol industry, at a collective level, is utterly shameless in buying influence in the political and policy agenda.



AUSSIERS UNINFORMED AND MISLED ON ALCOHOL-RELATED CANCER AND DISEASE

FARE's Annual Alcohol Poll 2018 revealed that Australians feel they are in the dark when it comes to an awareness of the association of long-term health risks and alcohol consumption, with the vast majority wanting to know more about the harm associated with regular alcohol use.

Now in its ninth year, the Annual alcohol poll 2018: Attitudes and behaviours examined in detail Australians' awareness of the links between alcohol and cancer and other disease, their understanding of the official drinking guidelines, and their desire as consumers to be fully informed of the risks associated with alcohol use and measures to reduce that harm.

The 2018 Poll found that fewer than half of Australians are aware of the link between alcohol misuse and disease, including stroke (38%); mouth and throat cancer (26%); breast cancer (16%); and 200 other disease and injury conditions. However, the vast majority of Australians agreed that they have a right to this information.

WORLD LEADING RESEARCH

4



The association between State of Origin and assaults in two Australian states

THE ORIGIN OF VIOLENCE

During the National Rugby League (NRL) season, FARE called on the NRL to acknowledge and address a dangerous spike in domestic violence against women and children linked to the annual State of Origin series.

An increase in domestic violence in the wake of a high profile sporting fixture is not a new phenomenon.

Alcohol's contribution to domestic violence is similarly well acknowledged and understood. It is involved in more than 50 per cent of all recorded incidents.

But the findings from a study examining the increase of domestic violence around the NRL State of Origin games between 2012-17, were particularly alarming.

The study by FARE's research institute, The Centre for Alcohol Policy Research (CAPR), examined newly released data from the New South Wales Bureau of Crime Statistics and Research, which revealed a 40.7 per cent average increase in domestic violence and 71.8 per cent in non-domestic assaults across New South Wales on State of Origin game days.

The release of this research attracted extensive media coverage raising awareness about this issue.

ALCOHOL CONSUMPTION KEY TO REDUCING CANCER DEATHS

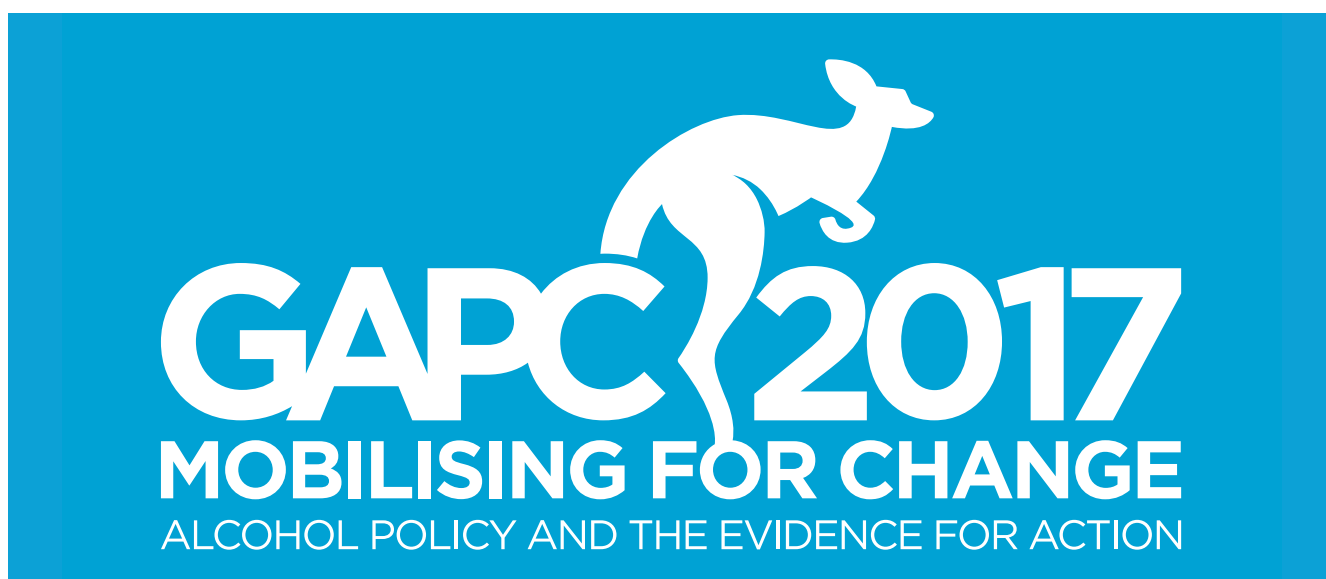
The long-term use of alcohol has long been recognised as a risk factor for cancer, and the relationship has been widely addressed in individual-level studies.

However, the relationship of alcohol consumption and cancer mortality at a population level have rarely been examined.

This year, FARE's research institute, the Centre for Alcohol Policy Research (CAPR) released Alcohol consumption and liver, pancreatic, head and neck cancers in Australia: Time-series analyses - research which found that reducing alcohol consumption at the population level would lead to a significant preventive effect on cancer deaths in Australia.

The study revealed that across a 20-year period, a one litre decrease in annual alcohol

consumption per capita was associated with reductions of 11.6 per cent in male and 7.3 per cent in female head and neck cancer mortality, and a 15 per cent reduction of male liver cancer mortality.



GLOBAL ALCOHOL POLICY CONFERENCE COMES TO AUSTRALIA FOR THE FIRST TIME

FARE was proud to co-host the Global Alcohol Policy Conference (GAPC) 2017, together with the Public Health Association of Australia.

A forum for policy-makers, practitioners and researchers, GAPC 2017 was the first of its kind to be held in Australia, and progressed the work of earlier conferences to translate evidence into action, while contributing to the increasing momentum around the world to stop harm caused by alcohol.

With the theme - Mobilising for change, alcohol policy and the evidence for action, FARE was proud to support GAPC's tradition in focusing on advocacy, overcoming vested interests in alcohol policy development, and encouraging international collaboration.

Local and international experts heard the latest evidence and case studies; engaged in a lively and provocative discussion about gender, alcohol and family violence, and alcohol and development; and discussed the challenges of cheap booze.



Foundation for Alcohol
Research & Education

STOPPING HARM CAUSED BY ALCOHOL

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