

Question 1

What is DrinkWise's view about marketing strategies that target women and are designed to encourage them to drink, or to drink particular brands or types of beverages?

Response:

DrinkWise promotes a healthier and safer drinking culture in Australia using evidenced-based social marketing practices to significantly reduce alcohol-related harms.

DrinkWise develops and implements campaigns for women (and the broader community) that highlight the risks of consuming alcohol when planning a pregnancy, while pregnant and breastfeeding, specifically promoting an enduring message of abstinence from alcohol when pregnant. DrinkWise continues a sustained focus of abstinence for minors, supporting parents to be good role models and to delay the introduction of alcohol to their children until they are at least 18 years of age.

<https://drinkwise.org.au/our-work/drinkwise-fasd-awareness-program/#>
<https://drinkwise.org.au/our-work/parents-campaign/#>.

We continue to develop materials for young adult women, advocating that those who choose to consume alcohol, should do so in moderation. We continually evolve our approach to ensure integration of moderation messaging is consistent, delivering information that is timely, engaging and relevant to the lived experience of young women. <https://drinkwise.org.au/our-work/drinking-do-it-properly/#>

To support adult women who choose to consume alcohol we provide information that enables informed and healthy decisions and practices in relation to consumption. The DrinkWise website provides an accessible standard drink and calorie calculator, body health tool and a range of information and advice to help support women and men who choose to drink, to do so in moderation.

<https://drinkwise.org.au/standard-drinks-calculator/#>
<https://drinkwise.org.au/drinking-and-you/the-effects-of-alcohol-on-your-body/#>
<https://drinkwise.org.au/#q=facts%20about%20drinking&r=true>

Question 2

Drinkwise is funded by an industry that deliberately targets young women in its marketing. Does Drinkwise have any role in advising industry about ways to minimise marketing that deliberately encourages women to drink? (eg “drink pink” campaigns and pink cocktail promotions etc). If not, should you?

Response:

DrinkWise is an independent not-for-profit organisation that delivers a range of programs to contribute to a healthier and safer drinking culture and the subsequent reduction of alcohol-related harm in the community. DrinkWise has worked closely with a number of Governments to extend delivery of those programs.

The structure of DrinkWise brings together the preventive health sector, community and industry. The organisation is governed by a board of eight community and six industry representatives, who are unified in their support of the organisation's mission and programs. DrinkWise is primarily funded from voluntary contributions by alcohol producers and retailers.

DrinkWise advocated for age-gating on alcohol websites and supports the application of the Alcohol Beverages Advertising Code Scheme. Many producers, via their products and websites, point consumers to the DrinkWise website for information on moderating their alcohol consumption, accessing the body health tool and to understand (and track) their consumption.

Question 3

What changes has/will Drinkwise make to its website, or the consumer material it provides in the wake of the decision to implement the FSANZ mandatory labelling proposal?

Response:

Notification of the Food Minister's Forum decision, the timeframe for transition and access to the specifications and suite of labels was placed on the DrinkWise website, with a link to direct producers to the relevant area of the Food Standards Australia New Zealand (FSANZ) website. In addition, DrinkWise has communicated with all 1,200 contributors and subscribers to the DrinkWise voluntary pregnancy labelling portal about the Food Minister's Forum decision and provided details to access the labels from the FSANZ website.

The DrinkWise alcohol and pregnancy consumer material that is available on the DrinkWise website is consistent with the current National Health and Medical Research Council's (NHMRC) advice regarding the alcohol guidelines, including the guideline related to pregnancy. Content will be revised following finalisation and release of the updated NHMRC alcohol guidelines, anticipated later this year. DrinkWise will continue to follow and promote the NHMRC advice as contained in the alcohol guidelines, referring to FSANZ information if referencing messaging that appears on alcohol products and packaging.

Question 4

What is the total amount of funding Drinkwise has received to date (all time) from the Federal Government for FASD and pregnancy-related campaigns?

a. **What KPIs were attached to each instance of this funding? Were they achieved?**

Response:

DrinkWise has received \$856,000 in funding from the Australian Government for FASD and pregnancy related activities. We have been diligent in reporting to Government of activities funded under its grants programs and we have been able to achieve significant additional value for the Government's investment, through various extensions of delivery. The Australian Government has been satisfied with the program outcome data provided and additional value achieved from its investment in DrinkWise activities.

The table below provides a summary of the deliverables and results of each grant awarded to DrinkWise under standard funding agreements with the Department of Health.

Year	Amount	Description	Deliverables	Results
2012	\$600,000	To promote messaging and information in licensed venues and retail settings that support the NHMRC alcohol guideline related to alcohol and pregnancy.	<p>Development of materials and resources for consumers (including but not limited to posters, pamphlets, and or other information) and for retailers (guidelines, advice, communication) to support promotion of messages, with a focus on materials to be provided at point of sale.</p> <p>Dissemination and implementation of messages through both direct distribution at point of sale, clubs and pubs, and distribution through conferences, publications, and internet based materials.</p> <p>Consideration to the development of guidelines to facilitate promotion of responsible information at point of sale.</p> <p>Develop a range of marketing assets to be used in a multifaceted campaign incorporating a range of digital and traditional channels. Various assets will include collateral, radio and digital ads, and retail point of sale and in-venue point-of-consumption ads.</p>	<p>1,134,000 brochures produced and distributed to 3,537 retail stores nationally. Supplementary instructions were provided to each store to support display and distribution.</p> <p>Gender specific pregnancy messaging was displayed and available for collection in 456 venues, including 54 shopping centres. 38,545 mini brochures were taken by consumers from convenience settings.</p> <p>Radio news package developed and downloaded by 48 newsrooms for use in 210 unique markets.</p> <p>29 radio interviews conducted by DrinkWise spokespeople, broadcast 116 times in 101 unique markets.</p> <p>Five 30 second community service announcements produced and played over 1,500 times.</p> <p>Video assets produced for the DrinkWise website</p>

Year	Amount	Description	Deliverables	Results
2018	\$256,000	<p>Promote information on FASD in line with clinical evidence in regional and remote primary care settings.</p> <p>Development and delivery of FASD education material in line with clinical evidence to school-based, primary care and Indigenous programs using well-known Indigenous Australians.</p>	<p>Two 30 second FASD videos featuring Deborah Mailman and Aaron Pedersen.</p> <p>Messaging for GPs to supplement video messaging for visitors to medical centres.</p> <p>Two three minute videos featuring Deborah Mailman and Aaron Pederson for use in school based and Indigenous community programs.</p>	<p>Videos delivered in 271 rural and remote general practice waiting rooms.</p> <p>Videos played over 4,800,000 times and were exposed to over 6,300,000 visitors.</p> <p>Digital screen messaging for GPs and practice staff was delivered across 114 rural and remote general practice staff rooms, shown over 1,900,000 times and exposed to 3,890 practice staff.</p> <p>Incorporation of the video materials into the Red Dust Strong Young Women and Strong Young Men's programs delivered in remote communities in Central Australia.</p> <p>440 young men and women reached in school, supported accommodation and community settings.</p>

Question 5

In designing and implementing any of these FASD/pregnancy programs, did the alcohol industry including its marketing arms, have any involvement or were they included at any stage in the tender, design, approach, implementation or otherwise of any program, materials produced or wording of messaging?

Response:

The alcohol industry was not involved in the tender, design or approach of the DrinkWise FASD Awareness Program. Industry did promote several of the produced FASD messages through their own channels in an effort to support abstinence during pregnancy messaging and increase exposure of that messaging.

DrinkWise applies best practice social marketing that reflect factors which shape behaviours and are designed to resonate via multiple channels in order to maximise engagement and audience reach.