



08 / 09
**ANNUAL
REPORT**

changing the way we drink

WWW.AERF.COM.AU

unique & independent

rehabilitate collaborate

your community research

health & wellbeing

innovative educate

changing the way we drink

CONTENTS

MESSAGE FROM THE CHAIRMAN	4
MESSAGE FROM THE ACTING CHIEF EXECUTIVE OFFICER	6
WHO WE ARE	8
OUR GOVERNANCE	10
OUR BOARD	12
RESEARCH & POLICY	18
OUR GOVERNMENT PARTNERSHIPS	22
SUPPORTING OUR COMMUNITY	26
INNOVATIVE GRANTS	27
FINANCIALS	28
THANK YOU FOR YOUR SUPPORT	30

message from the Chairman

I am pleased to report that 2009 has been a very productive year for the Alcohol Education and Rehabilitation Foundation (AER). Alcohol remains a key policy issue for the Federal Government and there have been many valuable opportunities this year for our organisation to promote the safe and responsible use of alcohol.

Firstly, I would like to acknowledge Emeritus Professor Ian Webster AO, who stepped down earlier this year as AER Chairman. Professor Webster proudly served as Foundation Chairman for seven years, steering the organisation from its inception. Under Professor Webster's leadership, AER successfully funded and supported more than 950 significant community initiatives, across 700 organisations around Australia. He continues to serve on the Board and provides expert counsel on various topics.

AER remains committed to building capacity in the alcohol and other drugs sector and has provided a framework for significant development and funding in this area. We continue to work closely with Government, non-Government and community groups to ensure the knowledge, experience and resources in the Alcohol and Other Drugs Sector are harnessed and leveraged to improve our national health outcomes.

As we move into the third year of our business plan, our key objectives remain: the prevention of alcohol and other licit substance abuse; support of evidence-based treatment, rehabilitation and prevention programs; and promoting community education to encourage the responsible consumption of alcohol and highlighting the dangers of licit substance abuse.

During the past twelve months, AER has taken a leadership position on the following key issues:

Australian attitudes to drinking – AER conducted research which revealed a shift in community attitude towards the misuse of alcohol, indicating that the vast majority of Australians admit that we have a drinking problem and most want to see more action to address this issue. Released during an important time in the national alcohol debate, this report sparked spirited conversation amongst industry, health, community and government representatives and was regularly cited in Hansard.

Alcohol taxation – AER in collaboration with 19 other organisations in the Alcohol and Other Drug (AOD) Sector, have been leading the charge for an overhaul of the tax system for alcohol in 2008-09. AER consulted with taxation experts on determining an ideal tax scenario to inform their submission to the Henry Inquiry into Australia's Future Taxation system. AER supports a fair taxation system, which would reduce consumption, increase tax revenue and encourage the manufacturing and consumption of lower alcohol products.

Excise on RTDs – After more than a year of support for increased taxation on ready-to-drink, (also known as alcopop) beverages, AER looks forward to welcoming the passing of the increased RTD excise on the road towards a fair and equitable alcohol taxation system. AER has recommended revenue be used to address the \$15.3 billion cost of alcohol misuse.

Youth drinking – AER was an early advocate for addressing the problem of youth binge drinking. AER has been supportive of Prime Minister Rudd's initiative to tackle this problem, and looks forward to the government's efforts in the coming year.

Indigenous programs – AER has long been a strong supporter of the education and prevention of alcohol consumption in these high-risk communities. Our funding of Indigenous organisations and programs has resulted in some amazing initiatives that cover a range of alcohol abuse issues, including the release of the internationally successful Australian feature film *Samson and Delilah*.

As we move into 2010, a key policy focus for AER is youth drinking and a continued focus on addressing substance abuse among the Indigenous community, in particular the areas of volatile substance abuse. Another focus for AER in the coming year will be on child and maternal health, including Fetal Alcohol Spectrum Disorder (FASD). It was encouraging to see that the recently released National Health and Medical Research Council (NHMRC) Standard Drinking Guidelines now recommend zero alcohol consumption for pregnant and breastfeeding women.

On behalf of the AER Directors, I would like to thank our acting CEO Tracey Purdam and the AER staff for all their support throughout the year, particularly in this transitional period for the Foundation. As always, we welcome your thoughts and recommendations on how we can continue to be a leading advocate for responsible alcohol use in Australia.

Best regards,



Scott Wilson
AER Chairman

message from the CEO

This year has been one of significant transition for AER, with a changeover of both Chairman and Chief Executive Officer. I would like to extend my warm thanks to both Daryl Smeaton and Emeritus Professor Ian Webster for their valuable contribution to the work of AER. I am honoured to be Acting as CEO and am excited about the prospects for the year ahead.

I would also like to acknowledge the hard work of the Board of Directors and staff this year, in particular the Project Coordinators, who have worked tirelessly to ensure the seamless management of our national grants program. Without the collective effort of our team, we would not have reached many of the milestones we have to date.

Emerging issues we have focused on this year include the alcopops debate, Australian attitudes towards alcohol and drinking, alcohol in sport and alcohol taxation. Looking forward, AER will focus on building upon its achievements and further strengthen its relationship with all levels of government, the Private Sector as well as community organisations around the country.

Since our inception in 2001, AER has funded more than a 1000 innovative projects intended to reduce the burden of harm arising from alcohol abuse. During this time we have built comprehensive corporate knowledge and established an extensive communication and information network across the not-for-profit sector.

There is limited evidence regarding the effectiveness and sustainability of projects delivered by the Alcohol and Other Drugs (AOD) sector in Australia. As an initial first step, AER has developed comprehensive information about specific enablers and barriers to project success within this specialised field. Utilising AER's extensive databases, we commissioned research to synthesise and analyse our project data. This culminated in the "Building the Evidence Base from AER Funded Projects" report.

With the report now complete, our attention has been turned to the development of a set of strategic policy areas. AER will draw on its new-found knowledge and extensive intellectual property (IP) to inform our positioning.

AER's focus will continue to be on changing attitudes and behavior towards alcohol, particularly amongst young and Indigenous Australians. To achieve our goals, AER will continue to adopt a multi-layered approach that includes the shared responsibility across governments, the alcohol industry, the health industry and ultimately the broader community.

To our stakeholders, partners and friends, from Researchers and Project Managers, to families and young people participating in our programs, to Benefactors and Volunteers, to Social Workers and Community Leaders, we thank you for your support and contribution.

I am confident that we can positively shape attitudes towards alcohol in Australia, to make this country a healthier, safer place for all.

Kind regards,

A handwritten signature in black ink, appearing to read 'Tracey Purdam'. The signature is stylized with several loops and a long horizontal stroke at the end.

Tracey Purdam
AER Acting Chief Executive Officer



WHO WE ARE

unique & independent



AER is an independent, not-for-profit organisation with a goal to change the way we drink.

AER partners with grass-roots community organisations, all levels of government, police, researchers and the private sector to turn evidence-based research on alcohol and solvent misuse into practical, real-life solutions.

AER's core objectives are to:

Prevent alcohol and other licit substance misuse, including petrol sniffing, particularly among vulnerable population groups such as Indigenous Australians and youth;

Support evidence-based alcohol and other licit substance misuse treatment, rehabilitation, research and prevention programs;

Promote community education encouraging low risk consumption of alcohol and highlighting the dangers of licit substance misuse;

AER will continue to focus on fundraising strategies to maintain the sustainability and financial viability of the Foundation.

strategic policy areas

Changing the way we drink requires a multi-level approach, with shared responsibility across governments, the alcohol industry, the health industry and the broader community. AER has commenced an analysis of its evidence based projects to inform future strategic direction. As a result, the AER Board is currently focussing on five key policy areas:

- *Alcohol taxation*
- *Liquor licensing*
- *Alcohol's harm to others*
- *Child and maternal health*
- *Marketing and promotion of alcohol*



risk management

AER takes a proactive approach to risk management. The Board is responsible for ensuring that risks and opportunities are identified on a timely basis and that AER's objectives are aligned accordingly.



OUR GOVERNANCE

the board



The Board of Directors of AER are responsible for the corporate governance of AER. The Board also monitors the business and affairs of the organisation.

AER's corporate governance is structured with reference to the AER Values which are as follows:

1. Sustainability

The Australian alcohol and other drugs field has a long history of 'one-off' funding of innovative projects that can become effective catalysts for change, but which disappear as soon as funding stops or priorities shift. Adopting a principle of sustainability has required AER to ensure any commitment of support is informed by a longer term view of how change can be prolonged beyond the provision of initial funding.

2. Collaborative Approach

To work with governments, business, non-government organisations and local communities to identify responses to key issues that are supported by those who will be directly involved, and where appropriate, join with others in funding or supporting such collaborative responses.

3. Capacity Building and Community Engagement

To actively seek ways to support greater community engagement and capacity building within local organisations as a way of increasing the effectiveness of current activities and promoting awareness and ownership of problems within local communities. This commitment to engagement may require innovative approaches to funding and grant processes.

4. Transparency and Accountability

To be transparent in its decision-making processes, and accountable for the outcomes achieved through such decision-making processes.

5. Cultural Responsiveness

AER acknowledges that patterns of alcohol use and misuse are often associated with different cultural beliefs and behaviour. All funded AER initiatives will need to demonstrate awareness of cultural values and ensure cultural sensitivities are identified and appropriately addressed.

6. Social Justice

The effects of alcohol and licit substance misuse are especially damaging amongst disadvantaged and marginalised groups in Australian society. In some cases, addressing social disadvantage may be a core component in addressing the level of alcohol related harm. AER recognises that social equity factors will need to be acknowledged if AER supported initiatives are to be effective.

7. Independence

AER believes that independence from the political process and vested interests is a fundamental requirement if broader community support is to be gained and sustained. Independence of AER from the direct influence of government is crucial to ensuring AER value adds rather than simply replaces current government strategies.





SCOTT WILSON
Chairman, AER

Scott Wilson was appointed as one of the Directors of the AER board on 17 October 2001. Mr Wilson is the State Director of the Aboriginal Drug and Alcohol Council South Australia (ADAC) Inc, which is the only Indigenous organisation of its kind in Australia. Mr Wilson has presented a number of papers on behalf of ADAC at both national and international conferences on indigenous drug and alcohol issues and was awarded the Alcohol and other Drugs Council of Australia (ADCA) Australia Day Achievement Medallion in 1997. In 2003, Mr Wilson was awarded the Centenary Medal for service to Indigenous substance misuse issues. Presently, he is the AER Chairman and also serves on the Audit, Executive and Remuneration committees.

Mr Wilson is also currently the Chairperson of the National Indigenous Substance Misuse Council (NISMIC), Deputy Chairperson National Indigenous Drug and Alcohol Committee (formerly the National Drug Strategy Reference Group for Aboriginal and Torres Strait Islander Peoples 1997 -), (Ministerial appointment) Member National Illicit Drug Strategy Media Campaign Reference Committee 1998 -Member Indigenous Strategies Working Group (Suicide and Mental Health Branch DoHA) 1998 - Ministerial appointment National Dementia Advisory Committee 2008 -Expert Advisory Committee (Child Health and Wellbeing Subcommittee) 2008 -Member Reference Group NDS Aboriginal and Torres Strait Islander Peoples Complimentary Action Plan 2003 - 2009 - Member South Australian Aboriginal Advisory Committee 2008 - and a variety of other national and state committees. During the past year Mr Wilson has also served as a director of the Wine Foundation



CHERYL SARAH BART AO Deputy Chairperson and Chairperson Audit Committee, BCom/LLB

Cheryl Bart was appointed a Director on the AER Board on 17 October 2001. Cheryl Bart is a lawyer and company director. She is the Chairperson of the South Australian Film Corporation and also Chairs the Adelaide Film Festival and the Environment Protection Authority. Presently, she is the AER Deputy Chairperson, Audit Chairperson and also serves on the Remuneration committee.

During the past year Cheryl has also served as a Board Member of the following other companies:

- Spark Infrastructure Ltd
- ANZ Trustees Limited
- ETSA Utilities
- South Australian Film Corporation
- Adelaide Film Festival
- Adelaide Film Festival Investment Fund
- Environment Protection Authority
- Shaw of Australia
- Growth Properties Ltd





EMERITUS PROFESSOR IAN WILLIAM WEBSTER AO

Professor. Webster was appointed a director of AER on 17 October 2001. Professor Webster is a physician and Emeritus Professor of Public Health and Community Medicine of the University of New South Wales. He is Patron of the Alcohol and other Drugs Council of Australia, Chair of the National Advisory Council on Suicide Prevention, Chair of the NSW Expert Advisory Committee on Alcohol and Drugs and President, Governing Council of The Ted Noffs Foundation.

He has chaired a number of Commonwealth and State Government inquiries and reviews in disability, health, mental health and alcohol and other drug problems. He is in clinical practice in the Drug and Alcohol Services in the South Western Sydney Area Health Service and the Shoalhaven Health Services, NSW. He was honorary visiting physician to the Matthew Talbot Hostel for the homeless in Sydney from 1976 to 2006 and now visits the Exodus Foundation in Ashfield, Sydney. He has conducted research and published in medicine, community and public health, alcohol and other drug problems, mental health and social issues. He is the past AER Chairman and also serves on the Small Grants committee.

During the past year Professor Webster has also served as a Board Member of the following other companies:

- The Ted Noffs Foundation
- AW Tyree Foundation
- Webster Associates Pty Ltd



ELIZABETH ANNE MOSEY

Elizabeth Mosey (known as Anne) was appointed a director of AER on 17 October 2001. Elizabeth Mosey has worked with remote Aboriginal communities for over 20 years in the Northern Territory, Queensland, South Australia and Western Australia to assist them in the development of strategies concerning alcohol abuse and petrol sniffing. She is currently working as a consultant providing training, resource development and community development support to government and non-government agencies in the areas of

alcohol, community night patrols and inhalant substance misuse. Presently, Anne serves on the AER Audit and Small Grants committees.



DR BERNADETTE TOBIN
MA (Melb) Med (Melb) PhD (Cantab)

Dr Tobin was appointed a director of AER on 17 October 2001. Dr Tobin is Director of the Plunkett Centre for Ethics at St Vincent's Hospital in Sydney and Reader in Philosophy at Australian Catholic University. Presently, she also serves on the Audit and Remuneration committees of AER. During the past year Dr Tobin has also served as a Board Member of the following other companies:

- Kincoppal (Rose Bay) School Pty Ltd
- Garvan Institute for Medical Research



DAVID WILLIAM CROSBIE

David Crosbie was appointed a director of AER on 17 October 2001. David Crosbie is currently CEO of the Mental Health Council of Australia, the national peak body for the mental health field. He was previously CEO of Odyssey House Victoria, one of Australia's leading alcohol and drug treatment agencies and is the former CEO of the Alcohol and other Drugs Council of Australia. David has extensive experience in developing and implementing policies and programs to reduce the level of alcohol related harm in Australia. Presently, he also serves on the Executive

and Remuneration committees of AER. During the past year Mr Crosbie has also served as a Board Member of the following other companies:

- Crosbie and Associates Pty Ltd
- National Drugs Partnership
- Non Profit Australia



OUR BOARD



PROFESSOR PETER HARALD NILSEN D'ABBS

Professor d'Abbs was appointed a director of AER on 17 October 2001. He holds a position as Professor of Substance Misuse Studies at the Menzies School of Health Research, Darwin, and adjunct appointments with James Cook University, Queensland, and the National Drug Research Institute, Curtin University of Technology, Perth. He has conducted extensive policy - related research and evaluation in the areas of alcohol problems, volatile substance misuse, and community-based interventions, particularly in Indigenous and rural/remote settings. Presently, he is Chair of the AER Small Grants committee and also serves on the AER Audit and Executive committees.



TIMOTHY EWEN COSTELLO AO

Tim Costello was appointed a director of AER on 17 October 2001. Tim Costello has a lifelong commitment to social justice. He is Chief Executive Officer of World Vision Australia. Presently, he also serves on the AER Small Grants committee.

structure of the board

The skills, experience and expertise relevant to the position of director, held by each director in office at the date of the annual report is included in the Financial Statements.

Directors of AER are considered to be independent when they are independent from management and free from and business or other relationship that could materially interfere with, or could reasonably be perceived to materially interfere with, the exercise of their unfettered and independent judgement.





Our research and policy achievements have enhanced the ability of the Australian community and government to positively shape attitudes towards alcohol consumption, ultimately changing the way we drink.

research & policy achievements

Linking Project

Policy partnership with NSW Police to train over 9000 police officers to reduce alcohol-related harm through enforcement of liquor licensing laws at high-risk premises in NSW.

Assessing the Cost Effectiveness of Interventions to Reduce Alcohol-Related Harm

A comprehensive analysis of the cost-effectiveness of interventions to reduce the burden of harm associated with alcohol misuse in Australia.

Child & Family Services

Reducing risk factors within communities that have been identified showing predictors to later uptake and misuse of legal substances, such as alcohol and solvents (petrol, paint, glue).

Telethon Institute for Child Health Research

Building community capacity to deliver sustained and continuing improvements in the health and well-being of Indigenous children and families in Queensland, Western Australian and Northern Territory.



OUR PARTNERSHIPS

Since 2001, AER has allocated over one third of its funds to projects within the Indigenous community, working in partnership with hundreds of dedicated community organisations across Australia.

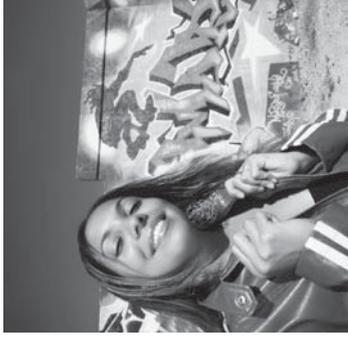
AER has worked closely with its stakeholders, as well as committees, statutory bodies, research and development corporations and like-minded organisations to develop national alcohol and other drug health policies, strategies and projects.

Through our policy and practice, AER has established a significant national profile across the alcohol and other drug sector. Through successive funding rounds AER has boosted the capacity of the alcohol and other drugs sector to address and reduce alcohol-related harms.

AER has facilitated a greater acceptance of, and enthusiasm for, partnerships between the alcohol and other drug organisations and the local communities in which they operate.

AER have strengthened the national and regional alcohol and other drug networks by providing an effective vehicle for information sharing on alcohol-related issues. AER has been able to utilise its alcohol and other drug networks and local knowledge to identify, assess and respond to specific needs.





AER believes that new and effective solutions require collaboration on a local, state and federal level with a clear common purpose and an active dialogue with the wider community.

Over the past 7 years, AER has coordinated, brokered and managed over 1000 projects of varying size and reach across Australia.

This work has enhanced the ability of the Australian community and government to effectively respond to risky patterns of drinking & licit substance abuse.



OUR GOVERNMENT PARTNERSHIPS

partnership with SA Government

AER + SOUTH AUSTRALIAN GOVERNMENT =
'Anangu Pitjantjatjara Yankunytjatjara (APY)
Lands: Celebrating Healthy Communities' initiative
and the 'Wiltanendi...Becoming Stronger' Program



In 2006 Carclew Youth Arts received funding from AER in partnership with the Department of Premier and Cabinet's Social Inclusion Unit and Arts SA to deliver the APY Lands Project:

"Working Towards Celebrating Healthy Communities"



The APY Lands Project was designed to:

- Address substance misuse and other contemporary social issues
- Encourage the highest level of creative endeavour & artistic expression
- Enable positive and sustainable changes in the lives of young people and broader communities within the APY Lands



Key elements contributing to the success of the project:

- Design and leadership of the project by an Aboriginal director
- Intensive cultural awareness training for the project team prior to commencement
- Close consultation with the community
- Culture and the arts at the heart of project programming



OUR GOVERNMENT PARTNERSHIPS

partnership with SA Government

AER + NEW SOUTH WALES GOVERNMENT = Policy Partnership on Preventing Alcohol Misuse

- Strengthen efforts in metropolitan and regional areas of NSW;
- Evaluate the social and policy impact of harm minimisation initiatives;
- Establish and promote strategic policy frameworks

Projects:

- Community Alcohol Education Program
- Substance Use in Pregnancy and Parenting Services
- Your Choice and Supply Means Supply
- Alcohol and Other Drugs Mental Health
- School and Aboriginal Community Alcohol Project
- Responsible Service of Alcohol
- Liquor Accord Capacity Building Project



partnership with VIC Government



AER + VICTORIAN GOVERNMENT = Victorian Koori Treatment Facility

A treatment and rehabilitation facility for Koori Youth Alcohol and Drug Healing Service in partnership with the Youth Substance Abuse Service (YSAS)

- Best care and access to treatment for Indigenous youth with drug and alcohol dependency;
- Culturally appropriate interventions within a spiritual healing framework to help Koori youth continue the recovery process and develop the skills and confidence to enable them to live independently within the community;
- Evaluation methodology that will include an assessment of the social/attitudinal change as a result of the project;
- The knowledge and learnings from this project have informed policy makers at all levels of government.



SUPPORTING OUR COMMUNITY

national workshops

Over the past two years, AER ran highly successful grant report writing, financial management and governance workshops to enhance the capacity of the AOD Sector.

In 2009 AER delivered project management workshops around Australia, benefiting community based organisations with limited access to professional development opportunities.

Feedback gained through the 2009 workshops informed AER's strategic direction and how we can form effective partnerships with our stakeholders and constituents at a local community level.

"It was refreshing and inspiring to learn how to put our ideas into perspective and have an organised approach, so they can become effective realities."

Marg Egan, Larrakia Nation Aboriginal Corp
Alice Springs Workshop



Innovative Grants



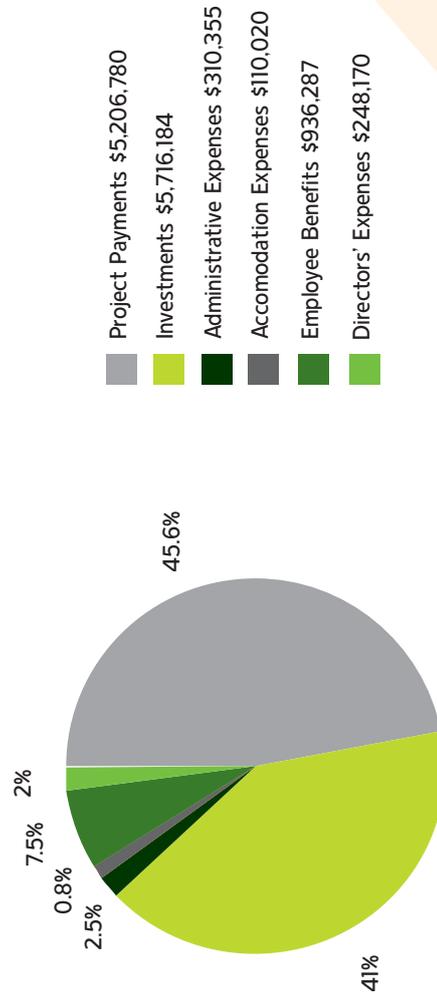
In partnership with all levels of government, grass-roots community organisations, the private sector, police and researchers, AER has brokered programs, developed policy and managed over 950 projects of varying size and reach across Australia.

This financial year, AER have up-skilled 23 workers in the AOD sector through new professional development grants. AER also supported 39 community organisations to run innovative projects.

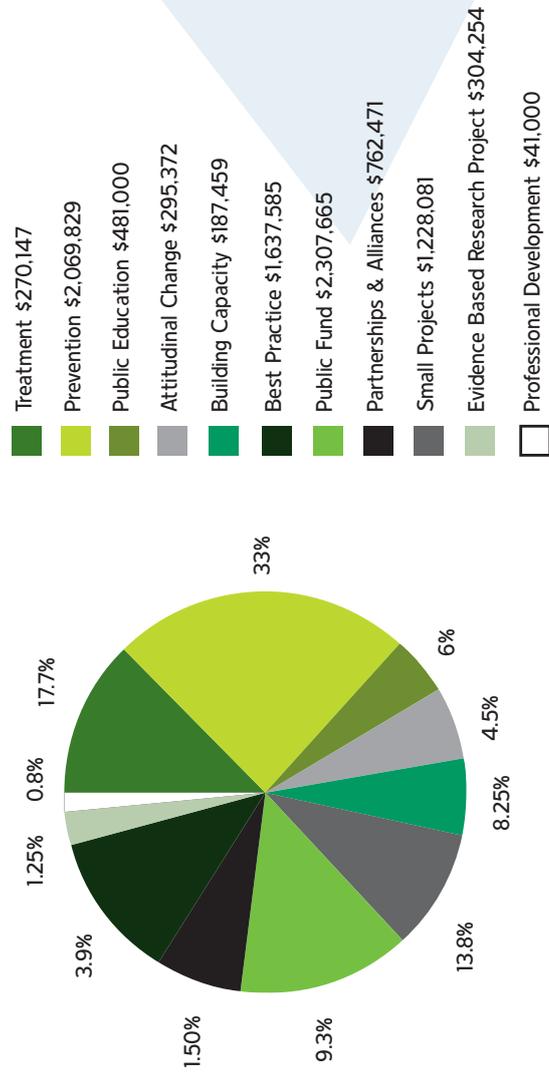
The 2009 financial year continued to see AER sustain a strong financial position through sound management.

In a changing environment AER has made significant progress across all strategic areas. 2009 cost saving initiatives have reduced accommodation and administrative expenses by over 25%.

TOTAL EXPENDITURE 2009 \$12.53 MILLION



FINANCIAL COMMITMENT BEYOND 2009 \$9.585 MILLION



FINANCIAL RISK & AUDIT

AER is committed to accountable and transparent business and financial management. We follow strict procedures to ensure funds are used as intended, including quarterly internal and annual external audits.

The AER Board is responsible for ensuring that risks, and also opportunities, are identified on a timely basis and taken into account when establishing AER objectives.

THANK YOU FOR YOUR SUPPORT



We would like to thank Bowls Australia and those that competed in the National AER Mixed Pairs Challenge.

More than 206 bowls clubs around Australia participated in the event, raising over \$45,000 to assist AER in positively shaping attitudes towards alcohol.



support us at your next event!

It's time to change the way we drink. Alcohol misuse costs our economy more than \$ 15 billion each year – and is one of Australia's leading health challenges, second only to smoking. The social and community cost of alcohol misuse goes well beyond any dollar value.

Make AER a beneficiary at your next event, raise awareness around this important issue and help us create a healthier, safer Australia for all.





partnerships that make a difference

Whether your organisation is large or small, corporate or not-for-profit, AER can work with you to develop a mutually beneficial partnership, social initiative or event.



bequest program

By leaving a gift to AER in your will, you can help Australians to change the way they drink. Through grants, policy, research and education programs, AER continues to support pioneering work in this important field. We are happy to discuss your particular interests and preferences for your bequest.

raising money for a worthy cause

Make a difference to the lives of those affected by alcohol and licit substance abuse by making a tax-deductable donation to the AER.

Donations can be made by cheque, direct deposit, by credit card or over the phone.

thank you!



Changing the way we drink

Alcohol Education & Rehabilitation Foundation
Level 1, Suite 8
Arralumna House
8 Phipps Close
Deakin ACT 2600

Po Box 19
Deakin West
ACT 2600

P: 02 6122 8600

F: 02 6232 4400

E: aerf@aerf.com.au

www.aerf.com.au

*Emeritus Professor Ian Webster AO
AER Board Chairman
2001-2009*



AER would like to thank Emeritus Professor Ian Webster AO for his outstanding contributions to the AER Foundation during his Chairmanship from 2001 - 2009.

We are pleased that Ian remains on the AER Board as a Director and member of the AER Small Grants Committee. Under his leadership and guidance, AER have achieved outstanding results and we look forward to continuing this good work well into the future.

your community

innovative collaborate

research

changing the way we drink

unique & independent

rehabilitate

educate

health & wellbeing



AER
Foundation Ltd

Level 1, Suite 8 Arralumna House
8 Phipps Close Deakin ACT 2600

Po Box 19

Deakin West ACT 2600

P: 02 6122 8600

F: 02 6232 4400

www.aerf.com.au

ABN 91 096 854 385

changing the way we drink