

2013
2014

ANNUAL REPORT



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DIRECTORS' DECLARATIONS

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.

ABOUT US

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. World-leading research

Undertake and communicate strategic research.

2. Strategic policy and advocacy

Develop and advocate for policies and programs that work.

3. Working together

Mobilise communities and organisations to work collectively.

4. Defending the public interest

Promote open decision making and hold the alcohol industry to account.

5. Leading change

Build an enduring world-class organisation that affects health and social change.



MESSAGE FROM THE CHAIR

Andrew Fairley

The Foundation for Alcohol Research and Education (FARE) has been working with communities, governments, health professionals and police across the country for more than 13 years to promote work to reduce alcohol harms.

During my first year as Chair, the Foundation produced a landmark report revealing alcohol's burden of disease in Australia, firmly focussing the nation's attention on the disturbing extent of alcohol harms in this country.

If ever there were findings to terminate our national denial, to jolt us from our complacency, to inform and warn about the dangers of alcohol and demonstrably show that Australia does indeed have a problem with alcohol, they are in this report.

We have come a long way in both raising awareness of the immense impact that alcohol misuse has on so

many Australians, and in advocating for evidence based policy measures to address the harms. However a great deal of work remains to be done if we are to tackle one of the nation's greatest preventive health challenges.

FARE does not shy away from that challenge.

Indeed, our bold new vision, stopping harm caused by alcohol (FARE Strategic Plan 2014-17) compellingly describes the sharp focus, the determination and commitment of this organisation.

It is our light on the hill.

It will leave no doubt in the minds of industry, government and the community about our unwavering determination to prevent alcohol-related deaths, disease, and violence through building a safer and healthier drinking culture in Australia.

FARE will continue to undertake and communicate world-leading research.

We will continue to develop and advocate for policies and programs that work.

FARE will continue to mobilise communities and organisations across the country to work together to stop harm caused by alcohol.

And we will continue to defend the public interest and hold the alcohol industry to account.

FARE has taken a strong leadership position in the past and we will continue to do so going forward.

We also recognise that stopping alcohol harms is a tough battle that must be fought with the combined and coordinated efforts of all those working in the public health arena.



A great deal of work remains to be done if we are to tackle one of the nation's greatest preventive health challenges."

MESSAGE FROM THE CEO

Michael Thorn



The events in Sydney last summer, which culminated in the NSW Government winding back 100 years of the gradual liberalisation of trading hour regulation for premises selling alcohol, showed that communities can be heard over the noisy self-interest of the alcohol industry.

Outrage at the callousness of the deaths of two young men was palpable, and change would not have been possible without the support of communities affected by acute levels of alcohol harms harm.

Those events also demonstrated the value of concerted campaigning and the importance of advocates investing in planning, research and strategising as a precursor to achieving population-wide reform that will improve the public's health.

A similar investment to support program development, service improvement and advocacy was reflected in the success of efforts to tackle Fetal Alcohol Spectrum Disorders (FASD) in this country.

The establishment of Australia's first national FASD Plan, the launch of the Women Want to Know program which supports health professionals to talk to pregnant women about alcohol consumption, and the Pregnant Pause campaign encouraging Australians to give

up drinking to support loved ones during their pregnancy were all part of FARE's strategic approach to behaviour change and public health reform.

But communities need support too. The Alcohol Community Action Project (ACAP), a pilot partly funded by the Australian Rechabite Foundation, demonstrated that for communities to combat the impact of more and more alcohol outlets in their neighbourhoods, they sometimes need professional help. ACAP successfully tested the idea that assistance makes a significant difference to efforts to stop the proliferation of alcohol outlets.

FARE's challenge for 2014-15 is to use the evidence collected from the ACAP pilot to establish a permanent service that will be available to mobilise communities and defend public interests against the power of the alcohol industry.

FARE's professional team, with the backing of a determined Board, will inject energy and provide strong leadership in these efforts to stop alcohol's harms.

We will continue to be innovative in our advocacy to combat an alcohol industry that has deep pockets, wields extraordinary power over our political leaders and never hesitates to bully and intimidate. The span

of our work will be wide and our research inquiry will continue to delve into areas where deficiencies in knowledge provide paltry excuses for Government inaction.

The absence of a National Alcohol Plan on alcohol is an embarrassment, especially given research shows that the magnitude of alcohol harms continues to rise, as starkly seen in FARE's Alcohol's Burden of Disease report. Our resources will be focused on holding the new Abbott Government to account and pressuring the Opposition to develop strong public health policy to reduce death, disease and injury caused by alcohol.

Rebalancing the scales in favour of the public interest over vested private interests will take on increasing importance. Families also deserve better and FARE will be there on the frontline demanding that governments take action to reduce tragic levels of domestic violence and intolerable levels of alcohol-related child abuse.

Self-interest and an entitlement mentality is contaminating the public discourse at the detriment of the public good and FARE will be acting in the tradition of more than 150 years of public health accomplishments. We will be there for all Australians.

OUR BOARD



Andrew Fairley
CHAIRMAN
LL.B

Andrew is an equity lawyer with Hall & Wilcox, and has specialised in the area of superannuation for over 30 years. Andrew has a long association with the philanthropic sector, and is Chairman of the Sir Andrew Fairley Foundation. He is Chairman of Equipsuper, an industry superannuation fund with assets under management of \$6.5 billion, and Chairman of Parks Victoria. Andrew also serves on the board of Tourism Victoria and Tourism Australia, and on the board of Applied International Pty Ltd.

Andrew serves on the Finance, Audit and Risk Management, Nominations and Remuneration and Funding Development Committees.



Jonathan Nicholas
DEPUTY CHAIRMAN
BA (HONS), MPH

Jono is the CEO of Inspire Foundation, the organisation behind the youth mental health service ReachOut.com. Jono was the Founding CEO of Inspire Ireland Foundation and was a human rights consultant for AusAid and UNICEF in Indonesia and Cambodia. He also serves on the Board of Mental Health Australia.

Jono serves on the Finance, Audit and Risk Management, and Funding Development Committees.



Peter Thomas

**CHAIR OF THE FINANCE AUDIT AND RISK
MANAGEMENT COMMITTEE**

B.COMM, FCA

Peter is a director of TFG International, a consulting and advisory firm. Peter sits on the boards of a number of government entities, and Indigenous Business Australia. He is also active in the not-for-profit sector.

Peter serves on the Nominations and Remuneration Committee.



Katherine Conigrave

DIRECTOR

FACHAM, FAFPHM, PHD

Kate is an Addiction Medicine Specialist and Public Health Physician based at Royal Prince Alfred Hospital. Kate cares for individuals with alcohol or other drug problems and has worked for many years on education of health professionals in this field, particularly as a Conjoint Professor at the University of Sydney.

Kate's research has spanned the health benefits of alcohol, and the early detection and intervention for alcohol problems. She has worked with several Aboriginal communities to assist their efforts to tackle substance misuse.

Kate serves on the Research Committee.



Antony Walker

DIRECTOR

**BA (POLITICS/ INTERNATIONAL
RELATIONS)**

Tony is the International Editor for the Australian Financial Review (AFR).

He is a former Political Editor for the AFR, and the Washington Correspondent. He has worked variously for the ABC, The Age and the Financial Times of London. His work as a correspondent covered postings in Beijing, the Middle East and North America. He is a dual Walkley Award winner for commentary.

Tony co-wrote Behind the Myth: Yasser Arafat and the Palestinian Revolution (W.H. Allen, 1990) with Andrew Gowers.

Tony is also a board member and convenor of the C.E.W. Bean Foundation. A graduate of The Australian National University, Tony now resides in Melbourne.

Tony serves on the Finance, Audit and Risk Management Committee.



Stephen Ella

DIRECTOR

MPHIL, GRAD DIP INDIG HP

Steve is currently the NSW Aboriginal Drug and Alcohol Traineeship Coordinator. He was inducted into the National Indigenous Drug and Alcohol Honour Roll in 2012 at the National Indigenous Drug and Alcohol conference in Fremantle, WA. Steve was also awarded the First Peoples award at the Australasian Professional Society on Alcohol and other Drugs (APSAD) conference in Brisbane in 2013.

Steve is a mentor for the NSW Aboriginal Drug and Alcohol Leadership group as well as lecturing at the NSW Aboriginal Health College and at Sydney University as an Adjunct lecturer. Steve has co-authored a handbook for Aboriginal Alcohol and Drug Work. Steve also serves on a variety of NSW Aboriginal drug and alcohol committees.

Steve serves on the Research and Nominations & Remuneration Committees.



Phillipa Grange

CHAIR OF THE RESEARCH COMMITTEE

DPSYCH

Pippa is a Doctor of Applied Psychology and Director of Bluestone Edge Pty Ltd, a consultancy business helping sports people and organisations thrive. She works primarily within elite sport, in the areas of culture, ethics and leadership.

Pippa provides strategic leadership and governance on culture change projects such as the responsible use of alcohol, illicit drugs, respectful relationships and social inclusion. Pippa was a Vincent Fairfax Fellow graduate (Ethics in Leadership) in 2010 through the St James Ethics Centre and is an international keynote speaker on the culture and ethics of sport.

Pippa serves on the Funding Committee.



Mark Addy

DIRECTOR

BA (GRAPHIC DESIGN)

Mark is the co-founder of 3TWINS, a creative content marketing agency that is part of the Atomic Group.

Mark is an advertising creative director for multiple platforms including screen, web, tablet, mobile and branded entertainment.

Mark's experience in advertising has included creating campaigns for Australian Defence Recruiting, Schweppes, Heinz, Air New Zealand, Vodafone, Nestle and Mars.

Mark was born in South Africa but is now a New Zealand citizen who resides in Sydney.

Mark serves on the Fundraising and Research Committees.

OUR BOARD



David Crosbie

FUNDING DEVELOPMENT CHAIRMAN
(RETIRED 25 OCTOBER 2013)

BA, DIP ED, GRAD DIP SPEC ED

David is the CEO of the Community Council of Australia and was previously the CEO of the Mental Health Council of Australia the national mental health peak body, the CEO of Odyssey House Victoria one of Australia's leading alcohol and drug treatment agencies, and the CEO of the Alcohol and other Drugs Council of Australia.

David also served on the Nominations and Remuneration, Research and Small Grants Committees.



Bernadette Tobin

NOMINATIONS AND REMUNERATION
COMMITTEE CHAIRMAN
(RETIRED 25 OCTOBER 2013)

MA, MED, PHD

Bernadette is the Director of the Plunkett Centre for Ethics at St Vincent's Hospital in Sydney and Reader in Philosophy at Australian Catholic University.

Bernadette also served on the Finance Audit and Risk Management, and Research Committees.



Sharrin Wells

CHIEF FINANCIAL OFFICER
COMPANY SECRETARY

BBUS (ACC), CPA, MBA

Sharrin joined the FARE team on 20 May 2013. She brings with her 25 years' experience in all key aspects of commercial business and public and private sector management.

Sharrin's career is characterised by a series of demanding roles and projects, seeing her implement ground-breaking, innovative solutions.

Sharrin has developed a depth of understanding of a wide range of organisations while living and working in remote Aboriginal communities for more than 10 years.

OUR STAFF



EXECUTIVE

Michael Thorn CHIEF EXECUTIVE

Michael is responsible for leading the Foundation's efforts to reduce alcohol harms in Australia. He sets the direction of and provides leadership to our small team of dedicated staff.

Sharrin Wells CHIEF FINANCIAL OFFICER COMPANY SECRETARY

Sharrin is responsible for the financial and fiscal management of our operations. As Company Secretary, Sharrin also provides administrative support to the Board and Chief Executive Officer.



POLICY & RESEARCH

Caterina Giorgi DIRECTOR, POLICY AND RESEARCH

Caterina works with the team and CEO to develop strategic policy and research directions. She is responsible for overseeing the development of policy positions and the implementation of reform strategies and development of research. The policy team work to develop policy positions and advocacy strategies on a range of alcohol related issues.

Sarah Ward SENIOR POLICY OFFICER

Amy Ferguson SENIOR POLICY OFFICER

Meredythe Crane SENIOR POLICY OFFICER

Michele Kosasih POLICY OFFICER



RESOURCES & PARTNERSHIPS

Rosemary White SENIOR PROJECT COORDINATOR

Rosemary oversees our national grants program and project team. She is also responsible for the management of our research projects.

Helen Cannon PROJECT OFFICER

Emily Carroll PROJECT OFFICER



COMMUNICATIONS

Jeremy Henderson
MEDIA & COMMUNICATIONS MANAGER

Jeremy is responsible for building and managing our relationship with the media. He oversees the communications team, ensuring that FARE's comprehensive efforts towards reducing alcohol harms receive maximum media attention and exposure.

Amy Smith
COMMUNICATIONS OFFICER

Karlo Aliling
DIGITAL MARKETING OFFICER



FUNDING DEVELOPMENT

Frances Ann
DEVELOPMENT MANAGER

Frances is responsible for building and managing key relationships and partnerships to support FARE's philanthropic and sponsorship objectives; ensuring we are all working together to foster and promote wellbeing in our communities by changing the way we think about drinking alcohol.

Kamara Buchanan
PROJECT OFFICER



ADMINISTRATION

Peyman Jeyhani
INFORMATION TECHNOLOGY MANAGER

Peyman is responsible for the administration, management, and maintenance of our IT infrastructure.

Sarah Maloney
SENIOR FINANCE
ADMINISTRATION OFFICER

Glenis Thomas
ADMINISTRATION OFFICER

ADDRESSING ALCOHOL-RELATED VIOLENCE IN NSW

1

FARE continues to lead discussions on alcohol policy and prevention strategies across Australia. As the only not-for-profit organisation focusing solely on preventing alcohol harms, FARE works collaboratively to advocate for evidence-based policies to reduce alcohol harms. FARE has had a significant impact on Australian policy this past year, most notably in advocating for action to prevent alcohol-related violence in New South Wales (NSW).

ADVOCATING FOR MEANINGFUL ACTION TO PREVENT ALCOHOL-RELATED VIOLENCE

In January 2014 the then NSW Premier, the Hon Barry O'Farrell, announced a range of policy measures to prevent alcohol harms.

These measures included:

The establishment of a Sydney CBD precinct with 3am last drinks and a 1:30am lockout;

10pm close for all take-away alcohol premises across NSW;

A risk-based licensing fee scheme requiring liquor licensees to pay an ongoing fee for the first time in NSW;

Controlled purchase operations to test the compliance of laws which stop the sale of alcohol to young people under the legal age of purchase; and

A social marketing campaign on alcohol-related violence.

This announcement followed an 18 month campaign by FARE and the NSW ACT Alcohol Policy Alliance (NAAPA) calling for greater alcohol harm reduction measures.

NAAPA is an alliance of 44 health, community, law enforcement, emergency services and research organisations working to promote evidence-based actions to prevent alcohol harms in NSW and the ACT.

Since NAAPA's launch in December 2012, the alliance has been active in meeting with decision makers, engaging in policy consultation processes, community advocacy and undertaking and releasing research.



The Premier's tough new measures are an indication that he and the NSW Government understand that to effectively tackle alcohol-fuelled violence you have to be prepared to address the issue of availability. NAAPA has long advocated lockouts, and earlier closing hours for both on and off-licence premises, and is pleased to see these moderate evidence-based measures adopted."

MICHAEL THORN, CHIEF EXECUTIVE FARE AND NAAPA MEMBER

2014 POLL ON ALCOHOL-RELATED VIOLENCE IN NSW

In January 2014, FARE released a poll of NSW residents on their perceptions of safety and support for various policies to reduce alcohol-related violence. The poll results revealed that:

67% of NSW adults indicated that it is unsafe in built-up areas of the city or the centre of town on a Saturday night.

Of those adults who felt it was unsafe, a vast majority (94%) indicated that people affected by alcohol made the city or town unsafe. This was greater than those who selected people affected by drugs (79%) and threatening behaviour (79%).

69% of NSW adults supported the introduction of the Newcastle model across NSW, which includes 3am closing times and 1am lockouts.

Only 12% respondents thought that the NSW Premier was making sufficient efforts to stop alcohol-related violence occurring in and around pubs, clubs and bars, with the majority (57%) instead indicating that the Premier should be doing more in this area.

This polling supported calls from the community for the NSW Premier to act to reduce alcohol-related violence and harms.

“NAAPA has spearheaded significant alcohol related harm mitigation in NSW this year. Legislation enacted from February 2014 has transformed the night time amenity of the Sydney Entertainment Precinct, which includes the suburb of Kings Cross, and achieved dramatic reduction in reports of alcohol related presentations to St Vincent’s Hospital. NAAPA has been pivotal in helping achieve this.”

DR JOHN CROZIER
NATIONAL TRAUMA COMMITTEE CHAIR
AUSTRALASIAN COLLEGE OF SURGEONS

BREAKING DOWN THE BARRIERS IN LIQUOR LICENSING DECISIONS

The report *Breaking down the barriers: Communities involvement in liquor licensing decisions in NSW* was launched at a community forum at NSW Parliament House in Sydney hosted by NAAPA and the National Local Government Drug and Alcohol Committee. The paper outlined the legislative and regulatory landscape for liquor licensing in NSW, and discusses the barriers that community stakeholders often face when seeking to participate in liquor licensing matters. The report also proposed practical solutions which can help members of the community in NSW navigate the liquor licensing system.

Community members and state and local government representatives were in attendance at the forum for discussions on overcoming barriers to engaging in liquor licensing decisions. The forum followed the NAAPA Alcohol Summit held in March 2013 where attendees called for greater opportunities for all community members to engage in consultation processes for new liquor licenses or variations of licenses.



SAVE OUR STREETS CAMPAIGN

In October 2013 NAAPA launched the Save Our Streets campaign in NSW, calling on the NSW Premier to introduce evidence-based reforms to reduce alcohol harms. These included:

Abolishing 24 hour trade and closing late trading venues at 3am;

Requiring liquor licensees to pay an annual fee for their liquor licence; and

Establishing a Community Defenders Office which would support communities to engage with the liquor licensing system and implement changes to liquor licensing to allow for greater engagement with community members.

As part of the campaign, over 2,800 emails and several hundred postcards were sent to the Premier.

ENGAGING WITH THE COMMUNITY 2

At FARE we know that we have a responsibility to help everyday Australians deal with alcohol issues. We strive to make Australia a safer, healthier and happier place by supporting community-led sustainable programs. To do this, we work with community leaders and local not-for-profit organisations to create lasting and meaningful change.

At the local level we support individuals and communities by providing resources to respond to alcohol harms. From connecting with Australian youth through popular culture, to supporting up-and-coming academic researchers, or using innovative and culturally sensitive techniques to engage with our Indigenous and rural communities; FARE is empowering communities to start these difficult conversations and to address the issues that affect them.

THE IAN WEBSTER SCHOLARSHIP

FARE's Ian Webster Scholarship scheme aims to build leadership and management capacity in the alcohol and other drugs (AOD) sector by providing funding to an emerging leader in the field.

Named after Emeritus Professor Ian Webster, former Chair of FARE, the scholarship provides \$10,000 towards a program of study, independently-led research or personal development opportunities for an AOD sector worker wishing to further their leadership skills.



In its second year of operation, two outstanding applicants received this award: Tom Shalders of the Royal Life Saving Society WA and Julia Stafford of the McCusker Centre for Action on Alcohol and Youth.

Mr Shalders used the funding to attend the World Conference on Drowning Prevention in Germany, to deliver a presentation on the 'Don't Drink and Drown' program, as well as to undertake management studies.

The scholarship enabled Ms Stafford to interview a number of nationally and internationally recognised leaders in the field of alcohol and public health to examine their use of advocacy strategies.

BYRON YOUTH SERVICE – CRINGE THE BINGE

Cringe the Binge is a grass roots level campaign that encourages community action in order to change the culture of binge drinking in Australia. FARE partnered with Byron Youth Service in 2013 to produce a community action pack which provides:

The most up-to-date evidence and resources on alcohol related issues;

An overview of the most successful evidence-based strategies for local community groups to implement to reduce alcohol harms; and

Information on successfully starting a local Alcohol Action Group.

The Cringe the Binge resources have been made available to community and youth sector organisations and voluntary groups such as Community Drug Action Teams and Alcohol Action Groups.

The Cringe the Binge Actions Packs are available online at:

www.cringethebinge.com.au.



SPIRIT DREAMING INCORPORATED – COMIC BOOKS AND INTERACTIVE WEBSITE

FARE recognises the importance of utilising indigenous young people to develop alcohol specific resources and we were proud to support a community program based in Lismore, NSW.

Spirit Dreaming Inc. worked with indigenous youth to develop a series of comic books focusing on the impact of irresponsible drinking behaviour on Aboriginal young people and their families.

The comics examine three common situations: alcohol-related violence, the impact of parental alcohol use on children, and alcohol related motor vehicle accidents and their far reaching effects on communities.

At the end of each comic strip, a range of positive choices offer ideas and strategies for young people to better manage drinking behaviours for themselves and their communities.

The project also includes an accompanying interactive website, allowing for a wider audience to download the comics. The online resource provides additional information and strategies related to each scenario as well as links to further support services.

www.chargedupmugal.com.au

BEST NIGHT WITH ONE DIRECTION

FARE's involvement with One Direction, the world famous boy band and its 20 million fans, was an innovative way to engage with young people and encourage conversations about alcohol. As an Official On-Screen Charity Partner for the band's 2013 Australian tour, FARE ran a #bestnight campaign (including a photo booth, a fan competition and presence at all 12 concerts). We were able to connect directly with One Direction fans, and their accompanying guardians, to remind the concert-goers that you can have a great night out without alcohol.

ALCOHOL AND OTHER DRUGS CONFERENCE FUNDING PROGRAM

FARE manages the Alcohol and Other Drugs Conference Program on behalf of the Australian Government Department of Health. The program offers financial assistance for the organisation of relevant conferences and events or to enable individuals, supported by their employers and organisations, to attend alcohol and other drugs themed conferences and events.

During the 2013-2014 year, two funding rounds were conducted. 38 individuals from across Australia received assistance to attend conferences, and 14 organisations were aided in their delivery of an event.

IMPROVING OUR KNOWLEDGE-BASE

3

FARE continues to fund and undertake research that contributes to the knowledge-base about alcohol harms and strategies to reduce them. This research is used to inform our approach to evidence-based alcohol policy development, ensuring that the solutions we are advocating for are informed by research.

FARE's research is also often quoted by governments, other not-for-profit organisations and researchers in public discussions about alcohol, demonstrating that FARE is seen as a leading source of information.

All of our research can be accessed in full on the FARE website.

A RED LIGHT FOR PREVENTIVE HEALTH: ASSESSING PROGRESS OF ALCOHOL ACTIONS

In September 2009 the Preventative Health Taskforce released its final report, *Australia: The Healthiest Country by 2020 - National Preventative Health Taskforce Strategy - The Roadmap for Action*. This strategy outlined an eleven-year plan to reduce the burden of chronic disease in Australia, including 32 alcohol-specific actions.

FARE conducted research to assess the progress made against the alcohol-specific actions of the strategy in the four years since its release, classifying them as having been completed, progressed or not progressed.

This study demonstrated that four years after the release of the national strategy, little progress has been made in achieving the alcohol-specific actions. Of the 32 actions proposed only four had been completed, 18 had some progress

against them while ten actions had not been progressed at all.

Key achievements by Australian Governments over the four year period include the development of the *Be the Influence* campaign by the Australian National Preventative Health Agency, which provides replacement funding for National Sporting Organisations that agree to forgo alcohol industry sponsorship, as well as progress made to introduce pregnancy warning labels for alcohol through the Food Labelling Review and Legislative and Governance Forum on Food Regulation.

The areas where little or no progress has been made are those that predominantly involve coordination between the Commonwealth Government and the States and Territory Governments. These include actions that relate to

developing coordinated or best practice approaches to liquor licensing legislation, secondary supply and enforcement.

FARE's analysis also identified that there are many areas where work being undertaken by Governments is ad hoc or time limited. For example the *Be the Influence* campaign only had funding until the financial year ending June 2014. The ad hoc nature of these actions is problematic because they do not provide a comprehensive or long term solution to preventing alcohol harms.

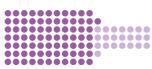
A red light for preventive health

Assessing progress against the Preventative Health Strategy's alcohol-specific actions



FARE'S 2014 ANNUAL ALCOHOL POLL OF COMMUNITY ATTITUDES AND BEHAVIOURS

AUSTRALIA'S PROBLEM WITH ALCOHOL



78% OF PEOPLE BELIEVE THAT AUSTRALIA HAS A PROBLEM WITH EXCESS DRINKING OR ALCOHOL ABUSE

WORSENING OF ALCOHOL-RELATED PROBLEMS IN AUSTRALIA

76%

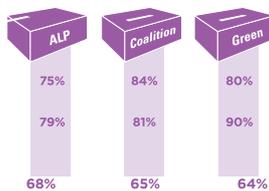
OF AUSTRALIANS BELIEVE THAT ALCOHOL-RELATED PROBLEMS WILL GET WORSE OR REMAIN THE SAME OVER THE NEXT 5-10 YEARS



ACTIONS TO ADDRESS ALCOHOL-RELATED HARMS

79%

OF AUSTRALIANS BELIEVE THAT MORE NEEDS TO BE DONE TO REDUCE ALCOHOL-RELATED HARMS



Now in its fifth year, FARE's Annual Alcohol Poll continues to provide valuable information on how much alcohol Australians consume, our attitudes towards alcohol and perspectives on alcohol-related policies. FARE's Annual Alcohol Poll has become a key resource for people working in alcohol policy development, advocacy and research. Key findings from the 2014 polling include:

78% of those surveyed believe that Australia has a problem with excess drinking or alcohol abuse. Furthermore, 76% believe that this is unlikely to improve in the near future, with predictions that alcohol-related problems in Australia will get worse or remain the same over the next five to 10 years.

79% of Australians also believe that more needs to be done to address alcohol harms, with many respondents believing that governments (64%), alcohol companies (69%), and clubs and pubs (69%) are not doing enough to address alcohol harms.

79% of Australians consume alcohol, representing a decline from 84% in 2011.

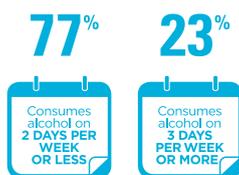
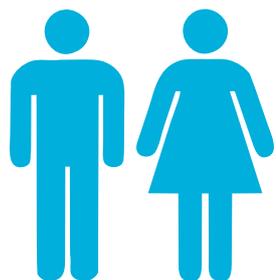
36% of the population, equivalent to 4.2 million Australians, drink alcohol in order to get drunk. This figure is down from 40% in 2013.

63% of drinkers have engaged in a negative behaviour after drinking alcohol (such as vomiting, having an argument or driving a car). 30% of drinkers admitted to having done so in the previous 12 months.

37% of Australians have been affected by alcohol-related violence, while 70% have been negatively affected by someone else's drinking in some way, including property damage and physical abuse.

There is majority support for most areas of alcohol policy reform including health information labels on alcohol products (66%), banning alcohol advertising on weekends and weekdays before 8:30pm (67%) and banning alcohol sponsorship at sporting events (55%).

ALCOHOL CONSUMPTION



IMPROVING OUR KNOWLEDGE-BASE

3



LIKE, COMMENT, SHARE: ALCOHOL BRAND ACTIVITY ON FACEBOOK

Alcohol companies often use the social media network Facebook to promote their brands online, however little is known about how they do this. FARE commissioned a *Like, comment, share: Alcohol brand activity on Facebook* study to better understand this medium. Researchers examined how the top 20 alcohol brands in Australia used Facebook to market their products in 2012. Key findings from the study include:

The top 20 alcohol brands had more than 2.5 million followers on their Facebook pages;

These brands posted more than 4,500 items of content, which is an average of four posts per week; and

Content from these brands was interacted with (liked, shared and commented on by Facebook users) more than 2.3 million times.

The study found that the alcohol industry has developed an extensive, real-time, culturally embedded mode of branding on Facebook. The sophisticated use of social media by brands identified in this research raises seven issues that are currently not addressed by existing self-regulation:

How extensive and continuous should alcohol branding be?

What kind of collaboration with consumers is appropriate?

What kind of engagement with everyday life is appropriate?

How should global branding activities be addressed?

What kind of surveillance and targeting is appropriate by these alcohol brands?

How transparent should alcohol brands be about their activities?



THE CENTRE FOR ALCOHOL POLICY RESEARCH

The Centre for Alcohol Policy Research (CAPR) is an innovative, world-renowned research facility at the forefront of informed alcohol policy development. A joint undertaking of FARE, the Victorian Government, Turning Point Alcohol and Drug Centre, and the University of Melbourne, CAPR is unique in Australia's research landscape in that its sole focus is on building the evidence-base on alcohol issues.

Based in Melbourne, CAPR is led by Professor Robin Room, who has over 40 years' experience in investigating alcohol and other drugs issues, is a frequent adviser to the World Health Organization (WHO), and a recipient of many research awards, including most recently the Prime Minister's Award for Excellence in Drug and Alcohol Endeavours.

Research priorities

CAPR has examined a range of critical gaps in alcohol research including:

The impacts of a range of alcohol policies;

Alcohol policy formation and regulatory processes;

Patterns and trends in drinking and alcohol problems in the Australian population; and

The influence of drinking norms, cultural practices, and social contexts.

Leadership in alcohol research

CAPR is involved in promoting and facilitating alcohol research, as well as disseminating research findings to build capacity in the field. The team has advised and informed alcohol policy issues internationally, as well as at national, state and local government levels within Australia.

Internationally, CAPR is working with WHO to leverage the Range and Magnitude of Alcohol's Harm to Others study as a model for new projects in North America, Scandinavia, and Asia.

FOCUSING ON FETAL ALCOHOL SPECTRUM DISORDERS

4

Fetal Alcohol Spectrum Disorders (FASD) remain the most common preventable cause of non-genetic developmental disability in Australia. There is currently no cure but the condition can be easily prevented by abstaining from drinking alcohol while pregnant.

FARE continues to raise awareness of the risks associated with alcohol consumption during pregnancy, to support families who are living with FASD, to conduct research in this area and to advocate for preventative policy measures.

FARE also developed the Women Want to Know, a new initiative aimed at encouraging health professionals to talk to women about alcohol and pregnancy. This campaign demonstrates FARE's capacity to meaningfully translate research and policy into practical programs.

ADVOCATING FOR A NATIONAL ACTION PLAN FOR FASD

On 25 June, 2014 the Australian Government announced a National Strategy to Target Fetal Alcohol Spectrum Disorders. The \$9.2 million plan includes:

The establishment of a FASD Technical Network to coordinate the National Plan;

Funding to complete the development of an Australian FASD Diagnostic Tool;

Grants for alcohol and drug services to support alcohol dependent women; and

Funding for child and maternal health care services in Aboriginal and Torres Strait Islander communities.



FARE has been actively engaged in advocating for a National Plan for FASD since the Australian House of Representatives commenced its Inquiry into FASD in November 2011.

This is the first time that Australia has had a national plan for FASD and provides an opportunity for further progress on FASD policies and programs in the development of future plans.



WOMEN WANT TO KNOW ABOUT ALCOHOL AND PREGNANCY

Women Want to Know was officially launched by FARE on 1 July 2014 in response to research which indicated that many pregnant women weren't receiving much information, or were hearing conflicted messages, about alcohol consumption.

Most women visit a health professional when they are pregnant for advice on a range of health and lifestyle topics. These visits present the ideal opportunity to discuss alcohol consumption and reinforce that not drinking alcohol during pregnancy is the safest option.

However, some medical professionals are reluctant to discuss alcohol with women, often because they assume they are already aware of the risks, are concerned that women may feel uncomfortable, or unsure of what advice to provide and where to refer women to if necessary.

Women Want to Know aims to overcome these barriers by educating medical professionals

about the effects of alcohol consumption during pregnancy and encouraging them to relay this information to their patients to ensure that women are fully informed.

We provide a message consistent with the National Health and Medical Research Council Australian Guidelines to Reduce Risks from Drinking Alcohol. Last revised in 2009 with an updated reference to alcohol consumption and maternal health, the guidelines specify that 'For women who are pregnant or planning a pregnancy, not drinking is the safest option' and, 'For women who are breastfeeding, not drinking is the safest option'.

The Women Want to Know campaign provides practical resources to support health professionals to have these conversations with women, as well as accredited training courses and modules through key health professional bodies. All resources are available free of charge and can be ordered or downloaded from



www.alcohol.gov.au

Women Want to Know was developed by FARE in collaboration with leading health professional bodies including the Royal Australian College of General Practitioners (RACGP), Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG), Australian College of Midwives (ACM), Australian Medical Association (AMA), and the Australian Medicare Locals Alliance (AMLA). A consumer representative from the Maternity Coalition was also involved in the project development. The campaign was supported with funding from the Australian Government Department of Health.



I would like to congratulate FARE and all those involved for their role in leading the development of this most important public health initiative on behalf of the Australian Government Department of Health. With the Government's FASD national action plan and the Women Want to Know campaign, we can work together to start these conversations within the community and ensure women are getting the information they need to make informed decisions about their own health and the health of their child."

**SENATOR THE HON FIONA NASH
ASSISTANT MINISTER FOR HEALTH**

IN HER ADDRESS AT THE WOMEN WANT TO KNOW LAUNCH EVENT

2013 AUSTRALASIAN FASD CONFERENCE

FARE co-hosted the *Australasian FASD Conference: Time to learn, time to act*, with the Public Health Association of Australia in Brisbane in November 2013. 160 delegates from a range of backgrounds were in attendance including parents, carers, public health organisations, justice representatives, health professionals and academics.

The Conference was opened by the Assistant Minister for Health, Senator the Honourable Fiona Nash and featured keynote presentations from the following experts:

Professor Elizabeth Elliott AM, Professor of Paediatrics & Child Health, Children's Hospital, Westmead and The University of Sydney;

His Honour Judge Anthony J FitzGerald, Auckland District Court and Youth Court Judge, New Zealand;

Sue Miers AM, Chair, The National Organisation for Fetal Alcohol Syndrome & Related Disorders;

Mick Gooda, Aboriginal and Torres Strait Islander Social Justice Commissioner, Aboriginal and Torres Strait Islander Social Justice Team, Australian Human Rights Commission; and

June Oscar AO, CEO, Marninwarntikura Fitzroy Womens Resource Centre, Fitzroy Crossing, Western Australia.



The two day conference featured 70 presentations focused on prevention, treatment, diagnosis and policy implications. There were also two pre-conference events; one tailored for parents and carers and one for health professionals which focused on FASD diagnosis.

Delegates released a Call to Action that was presented to Australian and New Zealand Health Ministers calling for urgent action on FASD and a petition signed by 400 people was presented to the Senate calling on the Australian Government to recognise FASD as a disability.

“Over the last 12 months, FARE has increased the amount of information available to the public on Fetal Alcohol Spectrum Disorders. While FARE is only one of several key organisations in Australia raising awareness on alcohol and pregnancy, it is in the field of political activism that FARE excels. Not only has FARE developed the programs, ‘Women Want to Know’, and ‘Pregnant Pause’, they have actively lobbied government representatives to elevate FASD to be a recognised disability. Additionally, FARE was instrumental in delivering the 2013 Australasian FASD Conference to the nation. Without FARE, it is unlikely we would have achieved the level of awareness that we currently have in Australia.”

ANNE RUSSELL, RUSSELL FAMILY FETAL ALCOHOL DISORDERS ASSOCIATION

PREGNANT PAUSE

Pregnant Pause is a FARE initiative which aims to improve child and maternal health, particularly by encouraging Australians to take a pause from alcohol consumption to support a loved one during their pregnancy.

In the last year we met with mums and dads-to-be, health professionals, families and carers in Canberra, Sydney, Brisbane and Melbourne. Pregnant Pause staff and champions carried out a dozen interviews on local radio stations, featured in the national glossy magazine *Mother and Baby*, and was profiled in major metropolitan newspapers.

In the last year, Pregnant Pause is proud to have been awarded an Innovation grant from ACT Health to further our efforts. Our appeal program reached over 75,000 householders in QLD, VIC, NSW and ACT and increased our donor database by 200%.



ANYINGINYI HEALTH ABORIGINAL CORPORATION SHORT FILM & COMMUNITY FORUM

FARE is proud to support health organisations providing innovative health promotion programs such as the Anyinginyi Health Aboriginal Corporation's Fetal Alcohol and Spectrum Disorder (FASD) Short Film & Community Forum project in the Barkly Region of the Northern Territory. Building on the work of local health workers who were using professional quality puppets to raise awareness of this issue, FARE's

funding enabled the production of the short film *Barkly Fights FASD* and an accompanying community forum. Anyinginyi found that the use of puppets removed the stigma associated with this health condition among Indigenous audiences, encouraging non-judgmental support of families currently dealing with FASD, and increasing community knowledge of the condition.

Launched in October 2013 at the community forum, the *Barkly Fights FASD* film has increased community pride through the creation of a powerful FASD resource with local relevance. Segments of the film were shown nationally on *Imparja TV* over a three month period, and the film continues to be used as a health promotion resource with health and community groups throughout the 301,007 square kilometres of the Barkly region.

OUR VOICE

5

Whether it's drawing the Prime Minister into the debate on alcohol violence in New South Wales on the front page of the Sydney Morning Herald, speaking directly to teenage concert-goers as an Official On-Screen Charity Partner for the 2013 One Direction Australian Tour, encouraging conversations about the impacts of alcohol on our digital platform Drink Tank, or showcasing our extensive annual polling which highlights Australia's attitudes to alcohol, our communications efforts have a very clear goal.

FARE's Communications Team plays a key role in ensuring that FARE is heard, that our policy positions and advocacy efforts are articulated and broadcast widely, that our evidence-based research is understood and accessible, and that the outstanding work of the organisations and individuals we partner with is being showcased and appreciated.

Abbott drawn into war on booze

EXCLUSIVE
Sean Nicholls
STATE POLITICAL EDITOR

Campaigners are calling on Tony Abbott to "accept responsibility" for the federal government's role in combating alcohol.



43

E- News Bulletins

244,000

Website page views

96

Drink Tank Posts

109

Live & Pre-recorded TV and Radio interviews

45

Media Releases

FEATURED EVENT: DRINK TANK FORUM

The Drink Tank conversation jumped offline and into the realms of the 'real world' when we hosted a public forum on alcohol advertising on Facebook earlier this year.

The public event, held at The Australian National University in Canberra on 1 May 2014, examined the ways in which alcohol brands promote their products on Facebook, and the implications of such unregulated and powerful promotion.

The evening was hosted by 666 ABC's Canberra presenter Genevieve Jacobs and featured a keynote presentation

from Dr Nicholas Carah of the University of Queensland, who shared his latest research findings from *Like, Comment, Share: Alcohol brand activity on Facebook*.

The lively panel discussion that followed included Mumbrella Content Director Tim Burrowes, YWCA Canberra Director of Corporate Relations & Communications Joanna Allebone, and Zoo Advertising's Head of Digital Angelo Paonne - providing insights into innovative digital advertising and utilising consumer created social media content.



THE YEAR ON DRINK TANK

This past year was full of activity for our online conversation space, Drink Tank. Launched in 2012, Drink Tank is a blog and social network that's all about bringing people together from across Australia and the globe, to promote discussion and debate about alcohol issues.

Drink Tank published 96 posts in the year from July 2013 to June 2014, many of which were written by guest bloggers including academic researchers, policy and industry experts, and passionate members of the Australian public. The Drink Tank online community includes over 1600 connections across our Facebook and Twitter accounts.

JOIN THE DRINK TANK COMMUNITY

If you have something to say about alcohol we'd love to hear from you. You can contribute to Drink Tank by:

 Following us on [Twitter.com/DrinkTankAu](https://twitter.com/DrinkTankAu)

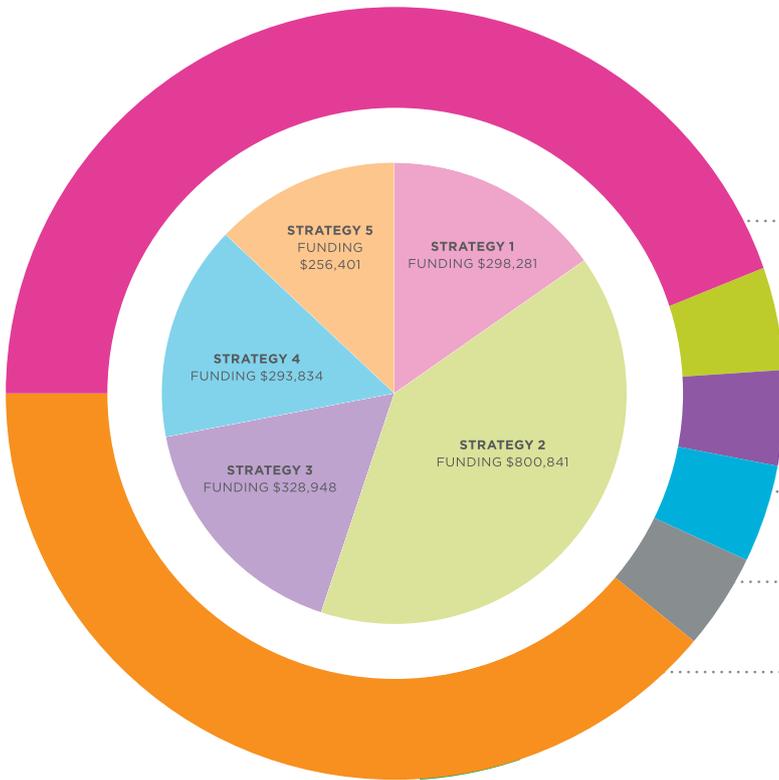
 Liking us on [Facebook.com/DrinkTankAu](https://facebook.com/DrinkTankAu)

 Sending us an email info@drinktank.org.au

 Visit our site and subscribe to our E Newsletter www.drinktank.org.au

FINANCIAL HIGHLIGHTS

TOTAL FUNDING AND EXPENDITURE



PROJECTS	FUNDING	\$1,978,305
	EXPENDITURE	45%
ADMINISTRATION	FUNDING	\$166,649
	EXPENDITURE	4%
OCCUPANCY	FUNDING	\$170,846
	EXPENDITURE	4%
INVESTMENT	FUNDING	\$174,303
	EXPENDITURE	4%
DIRECTORS	FUNDING	\$174,723
	EXPENDITURE	4%
EMPLOYMENT	FUNDING	\$1,715,412
	EXPENDITURE	39%

TOTAL FUNDING OF INDIVIDUAL AREAS

STRATEGY 1: POLICY AND ADVOCACY

Pursue public policy reforms that will prevent the harms caused by alcohol misuse.



STRATEGY 2: RESEARCH

Support research that contributes to the evidence base on alcohol misuse and supports FARE's public policy objectives.



STRATEGY 3: COMMUNITY EDUCATION AND ENGAGEMENT

Educate the Australian community about alcohol, its use and its harms.



STRATEGY 4: HELPING COMMUNITIES

Directly support Australian communities by providing resources to respond to alcohol harms.



STRATEGY 5: ECONOMIC SUSTAINABILITY

Manage FARE's resources in an economically efficient and sustainable manner.



SUMMARISED FINANCIAL REPORT

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Statement of Financial Position	29
Statement of Changes in Equity	30
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These reports are represented in Australian dollars. The Foundation for Alcohol Research and Education Ltd is a public company limited by guarantee, incorporated and domiciled in Australia.

The following Summarised Financial Report is a snapshot of the full Financial Statements.

INDEPENDENT AUDIT REPORT

FARE is audited by The Australian National Audit Office (ANAO).

The ANAO is a specialist public sector practice providing a full range of audit and assurance services to the Parliament and Commonwealth public sector agencies and statutory bodies.

This financial year FARE received from the Australian National Audit Office an Auditor's Independence Declaration, stating that there have been no contraventions of any applicable code of professional conduct in relation to the audit. A copy of the declaration, along with the full financial statements is available to download from the FARE website (www.fare.org.au) or upon request.

The Financial Statements are filed with the Australian Charities and Not-for-profits Commission.

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

FOR THE FINANCIAL YEAR ENDED 30 JUNE 2014

	Note	2014 \$	2013 \$
INCOME			
All other revenue	2(a)	45,668	2,605
Finance revenue	2(b)	4,221,955	5,196,003
Funding development activities	2(c)	45,706	26,638
Funding	2(d)	139,170	378,913
Total Income		4,452,499	5,604,159
EXPENSES			
Project payments		1,978,305	2,150,702
Occupancy expenses		170,846	175,982
Administrative expenses		166,649	317,769
Depreciation and amortisation expenses	3(a)	26,573	25,978
Employee benefits expenses	3(b)	1,715,412	1,280,837
Directors' expenses	3(c)	174,723	202,201
Finance costs	3(d)	15,780	13,130
All Other expenses	3(e)	158,523	143,734
Total Expenses		4,406,811	4,310,333
Operating Surplus (Deficit) for the year before income tax		45,688	1,293,826
Surplus (Deficit) for the year		45,688	1,293,826
Other comprehensive income		-	-
Total Comprehensive Income for the Period		45,688	1,293,826

STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2014

	Note	2014 \$	2013 \$
CURRENT ASSETS			
Cash and cash equivalents	5	3,455,216	6,548,926
Trade and other receivables	6	73,946	116,764
Accrued revenue	7	843	1,256
Other assets	8	696,641	529,024
Total Current Assets		4,226,646	7,195,970
NON-CURRENT ASSETS			
Financial Assets	9	32,255,314	28,682,230
Property, plant and equipment	10	42,690	61,166
Intangible assets	11	-	-
Total Non-Current Assets		32,298,004	28,743,396
Total Assets		36,524,650	35,939,366
CURRENT LIABILITIES			
Trade and other payables	12	704,898	177,714
Interest-bearing liabilities	13	6,614	931
Provisions	14	48,506	36,035
Total Current Liabilities		760,018	214,680
NON-CURRENT LIABILITIES			
Provisions	14	72,566	78,308
Total Non-Current Liabilities		72,566	78,308
Total Liabilities		832,584	292,988
Net Assets		35,692,066	35,646,378
EQUITY			
Reserves		35,692,066	35,646,378
Total Equity		35,692,066	35,646,378

STATEMENT OF CHANGES IN EQUITY

FOR THE FINANCIAL YEAR ENDED 30 JUNE 2014

	Note	Retained Earning \$	Total Equity \$
Balance at July 2012		34,352,552	34,352,552
Surplus (Deficit) for the year		1,293,826	1,293,826
Other comprehensive income		-	-
Total comprehensive surplus		1,293,826	1,293,826
Balance at 30 June 2013		35,646,378	35,646,378
Balance at 1 July 2013		35,646,378	35,646,378
Surplus (Deficit) for the year		45,688	45,688
Other comprehensive income		-	-
Total comprehensive surplus		45,688	45,688
Balance at 30 June 2014	15	35,692,066	35,692,066

DIRECTORS' DECLARATION

DECLARATION BY DIRECTORS

The directors of FARE declare that:

1. The financial statements and notes, as set out on pages 8 to 26 are in accordance with the *Australian Charities and Not-for-profit Commission Act 2012*:
 - a. comply with Australian Accounting Standards; and
 - b. give a true and fair view of the financial position as at 30 June 2014 and of the performance for the year ended on that date of FARE.
2. In the directors' opinion there are reasonable grounds to believe that FARE will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors; made pursuant to S60.15 of the Australian Charities and Not-for-profit Commission Regulations 2013.

Director



Chair

Director



Finance Audit and Risk Management Committee Chair

Date:

24th day of October 2014



Foundation for Alcohol
Research & Education

STOPPING HARM CAUSED BY ALCOHOL

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