



31 January 2017

RECEIVED
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BY:

Mr Michael Thorn
Chief Executive
Foundation for Alcohol Research and Education
PO BOX 19
DEAKIN WEST ACT 2600

Dear Michael

I write in response to your letters to our Chairman, David Peever, and the captain of the Australian Test team, Steven Smith. Thank you for raising the issue of alcohol sponsorship. I can assure you that it is a matter that Cricket Australia considers when reviewing its commercial arrangements.

You are right that organisations such as Cricket Australia do have a responsibility to advocate a responsible attitude to alcohol, and we do this at every international fixture. You may be aware of our previous responsible drinking campaign – Know When to Declare – which was the first to be introduced by a sporting organisation in this country. This year we have partnered with Drinkwise to support its “You won’t miss a moment if you DrinkWise” campaign, to ensure that the message is consistent and effective across the sporting landscape.

In addition, our association with the Red Frogs organisation, which attends all international matches to provide water and lollies and again emphasise the message around moderation, is a long-standing one.

Accordingly, we believe we are taking a responsible and measured approach on this very important issue and as such would not be party to an approach, as outlined by you, to the Federal Government for an Alcohol Sponsorship Replacement Fund.

With kind regards.

Yours sincerely

JAMES SUTHERLAND
CHIEF EXECUTIVE OFFICER