



Forum speakers L/R: Dr Crystal Abidin, Dr Nicholas Carah, forum moderator Stephen Mayne, Professor Simone Pettigrew and A/Prof Sarah Kelly

FARE has been tireless in our efforts to combat alcohol harm, educating communities and advocating for reform.

PROTECTING KIDS ONLINE

In September FARE hosted an event at Parliament House in Canberra to brief political leaders and policy makers on how online marketing is preying on children via digital environments, including esports. This space is inundated with

covert, ungated, highly targeted marketing, giving alcohol companies unrestricted contact with children and adolescents. FARE is asking the Commonwealth Government to make it a top priority to introduce legal protections to stop alcohol and other unhealthy products from directly targeting vulnerable people, especially children.

VICTORY IN THE NT

We received fantastic news that the NT Liquor Commission had decided to reject Woolworths' plans to build a Dan Murphy's in Darwin. If approved, the Darwin Dan Murphy's would have been one of Australia's biggest, guaranteeing the cheapest alcohol in a place that holds the national record for alcohol-related harm. In the past few years the NT Government has undertaken a substantial program of reform to reduce alcohol-fuelled harm and we are pleased that this decision supports these reforms.

INQUIRY INTO FASD

On International FASD Day on 9 September, Federal Senator Stirling Griff called for a fresh Senate inquiry into Fetal Alcohol Spectrum

Disorder (FASD). It's hoped that the call will bring about greater investment in preventive education programs and greater support for those living with the disability.

THANK YOU

Across Australia, our many supporters – including two featured in this newsletter, have been invaluable in the many battles FARE is leading in different communities to protect Australians against alcohol harm.

Your valuable contributions – whether signing a petition, making a donation, or sharing FARE's campaigns via social media – is a key part of our ultimate success; and I thank you for your support.

And as always we would love to hear your feedback, drop us an email with your comments at supportfare@fare.org.au

MICHAEL THORN
Chief Executive



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GROUNDWELL OF SUPPORT TO END ALCOHOL ADVERTISING

More than 1,100 End Alcohol Advertising in Sport campaign supporters across Australia have written to their local politicians and the Australian Communications and Media Authority to demand an end to the exemption allowing alcohol companies target Aussie kids. This activity coincided with an event at Parliament House on 11 September, *In their sights: The dark arts of digital*

alcohol marketing, hosted by FARE, brought together leading Australian academics, public health advocates, politicians and policy makers to discuss the challenges of today's rapidly changing digital marketing landscape and the need for regulation to protect young people.

The event launched Australian-first research into unhealthy advertising

and sponsorship in the exploding esports competitive video gaming arena. Attendees were presented with indisputable evidence of the impact of repeated exposure to alcohol and other harmful advertising on young people, and their lack of media literacy to effectively identify and critique such marketing tactics.

Predatory, aggressive and unrestricted



From left to right: Dr Crystal Abidin, Dr Nicholas Carah, Professor Simone Pettigrew, Senator Richard Di Natale, Mr John Alexander OAM, MP and A/Prof Sarah

VICTORY IN THE NT!

FARE has been working with Darwin community groups for more than a year to mount an objection to Woolworths' plans to build a super-size Dan Murphy's in the NT. On Friday 20 September the NT Liquor Commission announced its ruling and Dan Murphy's was rejected.

This ruling is a decision in favour of local communities and the health and safety of the Territory.

The NT Liquor Commission listed a number of concerns about the proposed Dan Murphy's including that it would increase the risk of alcohol-related harm in nearby Aboriginal communities.

The proposed site is down the road from Darwin's largest Aboriginal community at Bagot, and within two kilometres of two other communities, Kulaluk and Minmarama. There are significant existing high levels of alcohol-related problems, including domestic violence and other crimes in that area and introducing a big box discount liquor shop like Dan Murphy's would have been

disastrous for the surrounding communities. We are glad to see the NT Liquor Commission agreed.

However, it seems our politicians are still not taking alcohol harm seriously. NT Chief Minister Michael Gunner made a statement after the ruling, saying that he wanted to see a Dan Murphy's in Darwin and that he would support Woolworths to find an alternate site for the liquor barn.

Our fight is not over.

We will continue to work with NT communities to protect them from the industry's relentless, predatory marketing of cheap packaged liquor. And we will not rest until all politicians across Australia comprehend the full extent of alcohol harm, and side with the community instead of greedy corporates.

Thank you for being part of our advocacy work across Australia.

SING IN SPORT

online marketing by alcohol companies is a serious concern, with children being influenced and immersed, and firmly in the alcohol industry's sights.

We are calling for immediate government action to protect minors from online content and endorsements for addictive and harmful products.

The End Alcohol Advertising in Sport campaign already has more than 12,000 supporters passionate about protecting Aussie kids from predatory alcohol marketing.

If you haven't already, please join the End Alcohol Advertising in Sport campaign at www.eacis.org.au.



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INQUIRY ANNOUNCED ON INTERNATIONAL FASD DAY

We were pleased to see Senator Stirling Griff call for a Senate Select Committee inquiry into Fetal Alcohol Spectrum Disorder (FASD), on 9 September, International FASD Awareness Day.

FARE has been advocating for greater awareness of FASD for many years and your support for our recent FASD fundraising appeal has enabled this work to continue.

FASD is the leading cause of preventable disability in Australia and a priority issue for FARE. Australia has one of the highest rates of alcohol use during pregnancy in the world, and FASD is estimated to affect up to 5 per cent of the Australian population – a staggering number for a disability that is preventable through community education and support.

The National Drug Strategy Household Survey 2016 found one in four pregnant women in Australia



continued to drink alcohol after knowledge of their pregnancy.

We hope that a parliamentary inquiry will address the prevalence of FASD, gaps in education programs and diagnostic services, and support for people living with FASD and their carers.

Thank you for supporting FARE's FASD advocacy work. With your support we will continue to work to ensure no more children are born with this preventable disability.



Thank you

Thank you to all our supporters and donors! Your support means that we can continue working to stop the harm caused by alcohol. By making a donation, you will be supporting our vital research, education, policy and advocacy work. FARE is an independent not-for-profit registered charity, and every dollar received is invested in efforts to prevent the harm being caused by alcohol.

You can donate by visiting the FARE website, phoning 02 6122 8600 or sending us an email at supportfare@fare.org.au

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**STOPPING
HARM
CAUSED BY
ALCOHOL**

SIX HOURS OF BURPEES AND A 50K RUN FOR FARE

Victoria's Kensington F45 gym spent six hours on a Saturday in September challenging themselves to do as many burpees as they could to raise funds for FARE.



Club leader Mike Truong said, "We wanted to support an initiative which highlights the dangers of alcohol. We believe that just because drinking and getting drunk is 'socially acceptable', it doesn't mean its impact on people is any less severe."

The club raised \$4,525 for FARE and completed 4,601 burpees. You can watch a video of their efforts on the club page:

facebook.com/f45kensingtonvic

On Sunday 27 October FARE supporter Jai Edmonds will run the 50km Ned Kelly Chase in Wangaratta to raise funds for FARE.

give.everydayhero.com/au/jaiedmondsnedkellychasewangaratta

“ I hope to raise some much needed awareness about the harm associated with alcohol, and the devastating effect the drug can have on individuals, families and communities. I myself have seen first-hand how this lethal poison can destroy families, so my aim is to educate as many people as possible, especially younger people and the next generation.”

JAI EDMONDS

Thank you to Mike, Jai, and all our other amazing fundraisers across Australia, we couldn't do it without you.



The Foundation for Alcohol Research and Education (FARE) is an independent, not-for-profit organisation working to stop the harm caused by alcohol. Alcohol harm in Australia is significant. Nearly 6,000 lives are lost every year and more than 144,000 people are hospitalised making alcohol one of our nation's greatest preventative health challenges.

As a leading advocate of evidence-based research, FARE contributes to policies and programs that support the public good, while holding the alcohol industry to account. FARE works with leading researchers, communities, governments, health professionals and frontline service providers to bring about change and reduce alcohol harm.