

ANNUAL REPORT 2023-24



Foundation for Alcohol
Research & Education

ABOUT US

The Foundation for Alcohol Research and Education (FARE) is a not-for-profit organisation with a vision for an Australia free from alcohol harms – where communities are healthy and well, and where laws, policies and programs are fair, equitable and just.

Every day, people across Australia are negatively impacted by alcohol, including through injury, violence, mental ill-health, chronic disease, family violence and disadvantage.

We work collaboratively to build the capacity of people wanting to create change, raise community awareness of the harms that alcohol causes, advocate for policy change that will lead to the prevention of alcohol harms and increase the accountability of companies that fuel harm.

Working with local communities, people with lived experience of alcohol harm, values-aligned organisations, health professionals, researchers and governments across the nation, we are improving the health and wellbeing of everyone in Australia.





ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Traditional Owners and Custodians of the lands and waters on which we operate throughout Australia. We pay our respects to Elders, both past and present. We also acknowledge the connection to Country of Aboriginal and Torres Strait Islander peoples, the oldest living continuous culture in the world, with a history stemming back 65,000+ years.

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MESSAGE FROM THE CHAIR



Mark Textor
Chair, FARE

This year FARE has continued to rise to the challenges of preventing and reducing alcohol harms across the country.

In January the Board endorsed our new Strategic Plan 2024-27, which outlines our approach to creating change, as well as the strategic objectives and outcomes we will pursue.

In the first six months of implementing the plan, we have already made significant progress. The team is poised to build on this strong start to continue driving change at an individual, community, institutional and public policy level.

A key focus has been informing policies about the way that alcohol is marketed and sold online. There is strong community support for reforms to reduce harm from the sale and marketing of alcohol online, and we will continue to advocate for governments to adopt common sense measures that prioritise the health and safety of communities.

We also worked closely alongside survivor advocates and experts to inform the Federal Government's efforts on preventing violence against women and children.

It is encouraging to see alcohol acknowledged as a factor that exacerbates violence in public discourse, and important that our team and community has been invited to engage with decision-makers to inform the way ahead.

Our health promotion programs have demonstrated they are positively changing attitudes and behaviours about alcohol.

The Every Moment Matters campaign on alcohol, pregnancy and breastfeeding has received additional funding from the Commonwealth Government, and will continue to make a difference in preventing Fetal Alcohol Spectrum Disorders (FASD).

We will also expand our suite of health programs in partnership with states and territories in the coming year, demonstrating FARE's position as a trusted source of information and health advice about alcohol.

I would like to acknowledge the work and expertise of the Board and staff team this year, and thank our community of supporters, funders, and partners.

Together we will continue to make an impact, as we strive for an Australia free from alcohol harms.

Mark Textor

MESSAGE FROM THE CEO



Caterina Giorgi
CEO, FARE

This year marks more than a decade of my involvement with FARE as an organisation, including more than four years as Chief Executive Officer.

I'm part of this wonderful organisation because of values it holds, the way that it engages with communities, and the impact that it creates.

It is an honour to lead an organisation that not only creates change to prevent the harm from alcohol at a systemic level, but also at a community and individual level.

It's difficult to put into words my reflections on this past year. We've launched and started implementing a new strategy, grown our community, and continued to drive meaningful change.

Our new strategic plan puts into focus our aim to ensure that people with a lived experience of alcohol harm are not only part of our work, but guide our work and are also part of our community and team.

Our Voices of Change program is one of the ways that we make this happen. It's about being an engine room for people who want to change the way alcohol impacts the lives of our friends, families, and communities, and supporting them to achieve this.

Our health promotion programs have continued to demonstrate how values-based, positive health messages are a powerful tool for change.

The national Every Moment Matters campaign has continued to raise awareness and change behaviours since its launch in 2021. In May, the Australian Government announced an additional \$5 million in funding to continue this groundbreaking campaign for an additional year.

We also collaborated with the Department of Health Tasmania to develop and launch the Be Nice to Brain, which highlights the link between alcohol and mental health.

This year, we further established our role as an organisation that highlights practices that undermine democracy and fuel harm. We launched the Influence Engine, a tool that allows users to search the parliamentary registers of interest to show which companies and lobby groups are influencing decision-makers.

A key focus of our policy development has been working alongside survivor advocates and community organisations to highlight the role alcohol plays in exacerbating violence against women and children.

These collective efforts led to a commitment made by First

Ministers to review every state and territory's liquor laws, and share best practice reforms.

The Prime Minister also acknowledged that tackling the impacts of alcohol on violence is a priority. This is an unprecedented and vital opportunity for decision makers to prioritise the prevention of violence against women and children in Australia.

This outcome is the result of years of work by victim survivors and advocates who have shared their stories and called on leaders to acknowledge and act on alcohol's role in violence.

I would like to give a heartfelt thank you to everyone who has contributed to the achievements highlighted in this annual report – the incredible FARE team, our community of lived experience advocates, our generous donors and supporters, and allied organisations.

We are powerful when we work together and support one another, and I'm so grateful to have been a part of it.

As I reflect on this year, and plan for the year ahead, I feel hopeful that the impact and momentum we have created together will continue.

Yours in health and hope,

Caterina Giorgi

OUR VISION AND VALUES

Our vision is for an Australia free from alcohol harm.

Our values

Our values guide us each and every day. When we are making decisions, we reflect on our values and we approach our work in ways that are true to our values. We are:



Collaborative

We work with and are informed by a diverse community of people and organisations who are passionate about creating change to improve the health and wellbeing of Australians.



Empathetic

We listen and seek to understand the views of people directly impacted by alcohol harm, having their voices guide our work.



Courageous

We know lasting change can only happen if we elevate the voices of the community ahead of people with vested interests, and we don't shy away from this challenge.



Impact-driven

We focus on achieving the best outcomes for communities and learn and grow by evaluating our work to extend our impact.

OUR YEAR IN NUMBERS

This year we...



Collaborated with **15 people** through “Voices of Change” to elevate their stories and advocate for change



Published **20 media statements**, amplified across local and national media



Reached **65 million views** of the Every Moment Matters hero video

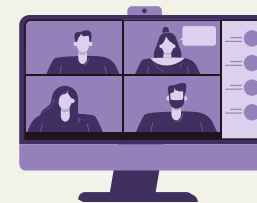


Produced **26 policy and research publications**, including:

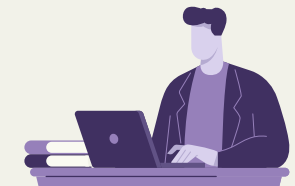
- 16 government submissions and
- 8 reports on topics such as regulating online alcohol sale & delivery and the link between alcohol and gendered violence



Lit **70+ landmarks** red across Australia for Fetal Alcohol Spectrum Disorder (FASD) Awareness Month



Hosted **380+ people** at our six online and in-person events



Engaged **1400+ health professionals** in our Every Moment Matters eLearning course



Saw the Every Moment Matters campaign website reach **1 million visits**



Grew our LinkedIn, Instagram and Facebook following by **43 per cent**

OUR TEAM AND CULTURE

We are a group of skilled and passionate people who each bring unique experiences and qualities to our organisation.

Our award-winning workplace culture is one where people are valued and recognised for their unique strengths, where they are supported to thrive and be well, and where they gain a sense of meaning from working together to create change.

We have established a supportive and welcoming environment where everyone feels empowered to bring their authentic selves to work – and we are committed to continuous improvement on this front.



BEST WORKPLACE
XREF ENGAGE AWARDS
2024 WINNER

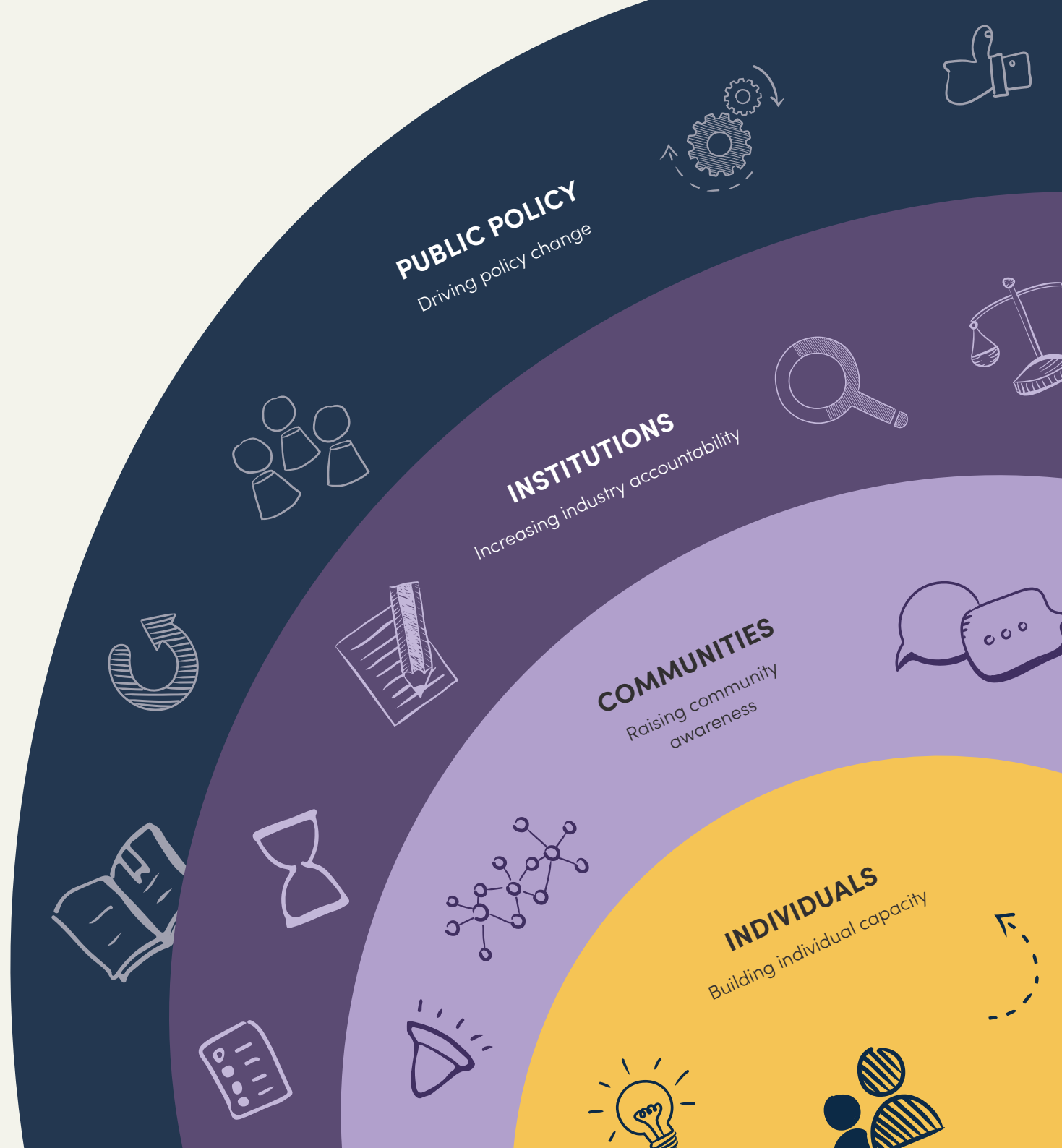


LAUNCHING OUR NEW STRATEGY

In February 2024, we launched our 2024-27 strategic plan.

As part of our mission to drive systemic change, our new plan reflects where we can make the greatest impact across the next four years.

Our approach to creating change acknowledges that achieving our vision requires us to drive system change at many levels - individual, community, institutional and public policy - and that these are interconnected.



Our strategic plan focuses on four key areas to address alcohol harm in our communities:

Priorities	How	Outcome
Building individual capacity	We support the capacity building of people who have experienced alcohol harm to drive change.	People are empowered to drive change that improves community health and wellbeing.
Raising community awareness	We develop and deliver evidence-informed health campaigns and resources about alcohol harms and the health and wellbeing benefits of reducing alcohol use.	Communities have access to honest and accurate information, and resources to improve their health and wellbeing.
Driving policy change	We advocate for evidence-informed laws, policies and programs that prevent and reduce harm from alcohol in Australia.	Decision-makers implement laws, policies and programs that prioritise community health, wellbeing and equity.
Increasing industry accountability	We shine a light on the industry practices that fuel harm.	Community health, wellbeing and equity is prioritised ahead of the interests of companies that profit from and fuel alcohol harms.





“FARE listened to my story, welcomed my contribution, and from one project, meeting, blog, campaign to the next, I was heard, included and supported to offer my best. I’m very proud that I’m officially part of the FARE team and I’m excited and driven to further shed a light and hope for those who live with the consequences of alcohol harm.”

Jessica Birch, FARE, Lived Experience Advisor



“We are very proud of our long history of working with FARE. I’m thrilled in this strategy that it doesn’t just talk about the ‘what’. For me, the really exciting part of this strategy is the focus on how – the values – that is what is going to get us further, and is going to allow us to create proper meaningful structural change that is lasting and that matters to people around Australia.”

Dr Sandro Demaio, VicHealth, CEO



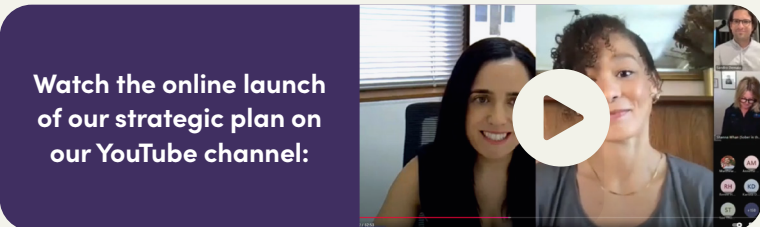
“We need organisations like FARE to provide the appropriate assistance and the background work to us, that we don’t have at our fingertips. It is FARE’s relationships and contacts at a national level that supported us in our objection to the Dan Murphy’s site and that I believe was instrumental in why the Woolworths Group didn’t go ahead.”

Dr John Patterson, Aboriginal Medical Services Alliance Northern Territory (AMSANT), CEO



“I’m so grateful for FARE as an organisation. When we do this together, when we learn from each other, and honour and amplify voices – not just management expertise – but lived experience, we’ve got the power to impact hundreds of thousands of lives.”

Shanna Whan, Sober in the Country, Founder



Watch the online launch of our strategic plan on our YouTube channel:

Building individual capacity

Community voices should be elevated in discussions about laws, policies and programs that impact on their health and wellbeing. This is why we work alongside people who have a lived experience of alcohol harm and communities disproportionately impacted by alcohol harm to create change.

This year, as part of our Voices of Change program, we collaborated with 15 people across the country to help elevate their stories and advocate for change.

Through Voices of Change we support advocates to create the change they are seeking in many ways, including by platforming and sharing their experiences, supporting them to advocate directly to decision makers and in media.



Supporting Alex to advocate for changes to the online marketing, sale and rapid delivery of alcohol

Alex Bagnara's friend, Greg*, died last year at the age of 46 from alcohol-related organ failure, after alcohol companies sold and delivered him alcohol online.

Alex reached out to us to highlight the need for reforms to how alcohol companies target marketing to those most at risk of harm and have alcohol delivered into a home in as little as 20 minutes.

We supported Alex to advocate for change including by sharing her experience in the media, and talking directly to alcohol regulators at the Australasian Liquor Licensing Authorities Forum.

Supporting Rachel to advocate for change

Since Rachel Allen's son Dylan passed away at 26 years old from alcohol liver disease, she has advocated for change to ensure his legacy will inform action to help others facing alcohol harms.

In April, Rachel shared her story to highlight the need for change and call for health warning labels on alcohol, to help all Australians understand the harms and for health professionals to be better equipped to support people who have liver disease.

Rachel has raised awareness of the need for health warning labels, including appearing on Q+A to ask the government about health warning labels, writing to state and federal health ministers, submitting to the Federal Inquiry into the health impacts of alcohol and other drugs and publishing an article in the Royal Australian College of General Practitioner's news site, NewsGP.

Victorian voices on alcohol harm

We collaborated with seven advocates with a lived experience of alcohol harms to co-develop and launch the Victorian Voices on Alcohol Harm report in December 2023.

The report, funded by VicHealth, was centred on the first-hand experiences of the lived experience advocates and highlighted the importance of elevating lived experience in policy making about alcohol in Victoria.



Elevating community stories

As part of our Every Moment Matters campaign, three people shared their experiences of Fetal Alcohol Spectrum Disorder (FASD).



Vanessa shared her story of caring for her son Dylan, who has FASD, and the important role parents and carers can play in supporting young people with FASD to thrive.



Sue discussed the importance of ensuring communities have access to clear and accurate information about alcohol and pregnancy, and for partners and families to support alcohol-free pregnancies.



Karyn created a community-led safe space in her community to support young people with disabilities such as FASD. She shared her experience to highlight the need for these spaces in every community.



Jenny also shared her alcohol-free pregnancy journey and how she found accurate, trusted information throughout her pregnancy, as well as when breastfeeding.

Raising community awareness

Communities deserve to have access to honest and accurate information about the harms that alcohol causes from a trusted source. This is why we develop and deliver health education, campaigns and resources that raise community awareness and prevent harm.

Every Moment Matters

The groundbreaking national campaign Every Moment Matters continued on digital channels and radio across Australia.



Between November 2021–June 2024 there were more than:

-  65 million completed video views
-  9 million people reached via social media
-  9 million digital audio listens (podcasts and streaming)
-  2 million women aged 18–49 reached via radio
-  5000 downloads of resources from the Campaign website
-  1,000,000 hits on the Campaign website (to September 2024)



The independent evaluation demonstrates the campaign is raising awareness and influencing behaviours:

- an increase in the target audience recognising the campaign from 45.8 per cent to 67.2 per cent (October 2023)
- an increase in Australians who correctly identified the alcohol guidelines for women who are pregnant or planning pregnancy 32.7 per cent to 44.6 per cent (November 2023)
- an increase among women who saw the campaign and were planning a pregnancy in the next two years (not actively trying to conceive) in their intention to abstain from alcohol when trying to conceive from 34.2 per cent to 54.0 per cent. (November 2023)

We welcomed the Australian Government's commitment of \$5 million in the 2023–24 Federal Budget to extend the campaign for another 12 months. This will help us to ensure that we continue to drive the generational change needed to support people to have healthy pregnancies and to prevent Fetal Alcohol Spectrum Disorder (FASD).

Relaunching the Feed Safe app

In partnership with the Australian Breastfeeding Association, we relaunched the Feed Safe app in December 2023 to align with the updated National Health and Medical Research Council's Australian guidelines to reduce health risks from drinking alcohol.

Feed Safe is an evidence-based, free and easy to use tool to use that uses your height and weight to calculate when your milk is alcohol-free.

“Over the last decade, Feed Safe has been used more than 3 million times, so it's a really important public health tool that supports women who breastfeed.”

Researcher Dr Roslyn Gigilia



Engaging health professionals

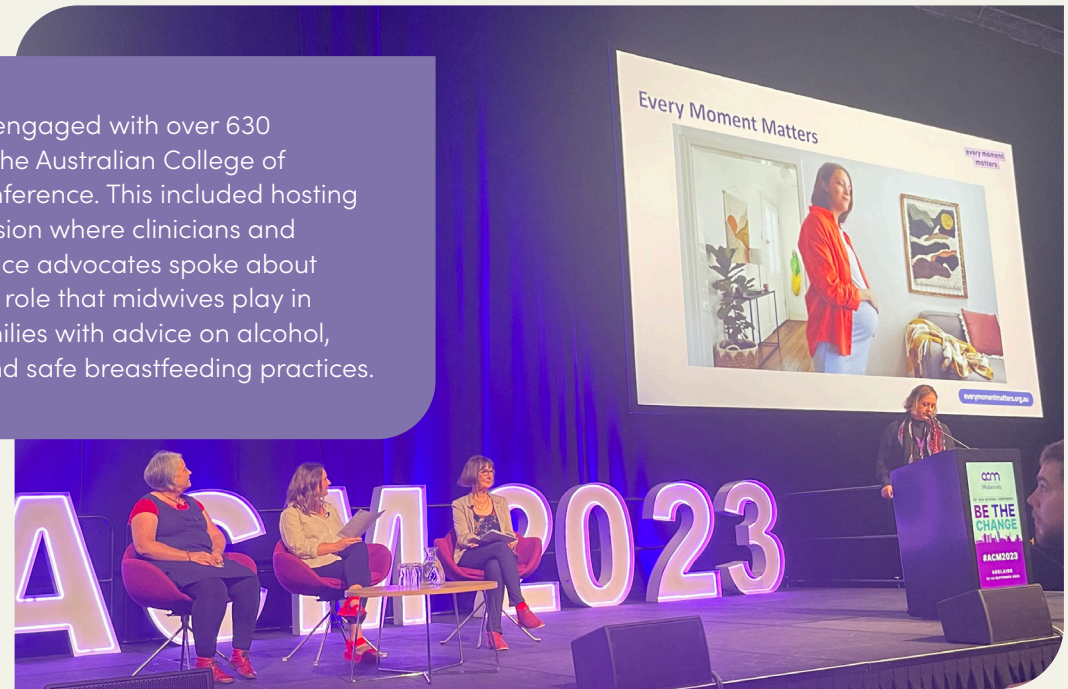
Health professionals play a crucial role in providing evidence-based information and advice about alcohol, pregnancy and breastfeeding.

The accredited Every Moment Matters eLearning equips health professionals with current knowledge and increased confidence in providing advice about alcohol and pregnancy. As of 31 October 2024, 1,476 health professionals had enrolled in the course.

Upon completion, they reported an increase in:

- Knowledge that alcohol exposure during the early weeks of pregnancy can alter placental cells from 74.4 per cent to 95.7 per cent
- Confidence in providing advice about alcohol during pregnancy from 57.6 per cent to 85.1 per cent
- Intention to ask women who are pregnant about their alcohol use at every visit from 19.7 per cent to 79.5 per cent

This year we engaged with over 630 delegates at the Australian College of Midwives Conference. This included hosting a plenary session where clinicians and lived experience advocates spoke about the important role that midwives play in providing families with advice on alcohol, pregnancy and safe breastfeeding practices.



Every Moment Matters in South Australia

We worked in partnership with Preventive Health SA to amplify Every Moment Matters in South Australia across TV, radio, social media and digital platforms over three months.

Key outcomes in South Australia include:

- Website visitors increased from 1,295 users each month in the previous four months to 9,810 users per month
- Over 224,000 people were reached across social media
- 1.6+ million complete listens of the audio ad on Spotify
- 349,000 people reached through broadcast video on demand



Health education in Tasmania

We are designing and delivering a new digital health campaign about the link between alcohol, mental health and wellbeing. The Be Nice to Brain campaign specifically targets Tasmanians aged 25-44 who want to improve their health and wellbeing.

A survey of Tasmanians aged 18 and over found:

- 1 in 3 people don't know there's a link between alcohol and mental health.
- 1 in 4 want to cut back on their drinking, with the number rising to 1 in 3 for people aged between 25-44.
- Almost 1 in 10 people have seven or more standard drinks on a single occasion.

We're working in partnership with the Tasmanian Department of Health and Aged Care to amplify the Every Moment Matters campaign in Tasmania.



Reducing alcohol harms in the ACT

We're working with the ACT Government through the Healthy Canberra Grants program to design and implement a multi-year digital health campaign to help prevent alcohol harms in the ACT.

Research and planning for the campaign is underway, with a launch to take place in 2025.



Red Shoes Rock

In September 2023 we collaborated with NOFASD Australia, the National Aboriginal Community Controlled Health Organisation (NACCHO), the FASD Hub and lived experience advocates to co-develop a campaign strategy that would take the Red Shoes Rock Campaign in Australia to new heights.

To amplify our message and reach new audiences, we launched a dedicated Australian website and a new digital and media strategy. We also partnered with ethical Australian shoe brand TWOOBS as our hero shoe partner.

More than 50 people attended an International FASD Awareness Month event was held at Parliament House. The Hon Mark Butler MP, Australian Minister for Health and Aged Care opened the event, and Lived Experience Advocates Angelene Bruce and Jessica Birch shared their perspectives.

Across Australia, over 70 landmarks and institutions lit up red during September to raise awareness of FASD. Red Shoes Rock flags flew high throughout central Canberra.



Driving policy change

Communities expect that laws, policies and programs prioritise our health and wellbeing. This is why we undertake and translate research, and develop and drive policy change that creates healthy and just environments and prevents alcohol harm.

Learning from Aboriginal Alcohol Programs

In March, the book 'Learning From 50 Years of Aboriginal Alcohol Programs: Beating the Grog in Australia' was launched in Parliament House.

The book showcases community-led taken to prevent and reduce alcohol-related harm in Aboriginal and Torres Strait Island communities across the country. [Read the open access book here.](#)



**"This book provides a gift of knowing,
of truth and of hope"**

Croakey Health Media
18 April 2024



Action on alcohol and gendered violence

We know that alcohol increases the frequency and severity of violence against women and children.

Addressing the role of alcohol needs to be part of any comprehensive approach to violence prevention. State and territory governments around Australia have the power to contribute to keeping women and children safe, by better regulating the way alcohol is marketed, sold and delivered into homes.



“A fire cannot be started by kerosene alone, it needs a match. But when fuel is added, it burns more intensely. The same is true of the link between domestic violence and alcohol.”

Kym Valentine, Television/theatre actor and Survivor Advocate

This year, our team worked alongside survivor advocates, community organisations, Aboriginal community-controlled health organisations and researchers working in violence prevention and alcohol harm reduction to drive progress in the collective effort to prevent violence against women.

During this time, and through to September 2024, we saw governments at all levels acknowledge the role of alcohol in exacerbating gendered violence.

The Prime Minister acknowledged that tackling the impacts of alcohol on violence is a priority and state and territory governments committed to reviewing alcohol laws to ensure that they are best practice.

This is the result of years of work by survivors advocates who have shared their stories and called on leaders to act on this issue and we look forward to engaging with state and territory governments on this recommendation.



April 30, 2024

Dozens of community, health and Aboriginal organisations join FARE in signing an open letter to National Cabinet, calling for immediate action on better alcohol regulation to reduce rates of men's violence against women and children.



Open letter: Action on alcohol must be part of discussions for National Cabinet on men's violence against women

May 1, 2024

National Cabinet meets and Prime Minister Anthony Albanese announces a suite of measures that do not include any mention of meaningful reform on the commercial determinants of family violence, including alcohol and gambling.

May 7, 2024

FARE CEO Caterina Giorgi joined 70 experts from across the country at the Crisis Talks Into Missing and Murdered Women, convened by Domestic Violence Commissioner Micaela Cronin.

May 9, 2024

Following the roundtable, the Commissioner drew a link between alcohol and family violence - and implored Premiers and Chief Ministers to consider better regulating.



Study every death, tackle alcohol: DV commissioner's urgent advice

May 30, 2024

FARE CEO Caterina Giorgi joined Ms Hill, Professor Salter, Independent Senator for the ACT David Pocock and Federal Member for Warringah Zali Steggall, and representatives of community organisations to urge governments to stand up to industry interests and take meaningful action on alcohol.

May 30, 2024

Journalist Jess Hill and UNSW Professor of Criminology Michael Salter addressed parliamentarians and community organisations on their White Paper, 'Rethinking Primary Prevention', at Parliament House in Canberra.



May 29, 2024

Community organisations and researchers gathered in Perth to discuss the policy responses needed to address alcohol's role in violence.



Experts call for immediate action on alcohol to contribute to the prevention of violence against women and children

May 28, 2024

The Federal Government appointed an expert panel to conduct a rapid review into how to prevent men's violence against women and children.



Expert panel to tell government how to prevent violence against women and children

June 24, 2024

Survivor Advocate Kym Valentine and FARE CEO Caterina Giorgi joined the ABC's Conversation Hour to discuss alcohol's role in violence.



The Conversation Hour: How does alcohol contribute to family violence?

August 23, 2024

The Rapid Review Expert Panel released their report, which included recommendations relating to addressing alcohol, to prevent domestic, family and sexual violence in Australia.



Unlocking the Prevention Potential: Accelerating action to end domestic, family and sexual violence

September 3, 2024

More than 30 community, health, Aboriginal, research and women's organisations signed an open letter calling on the Prime Minister, Premiers and Chief Ministers to commit to taking action on alcohol's role in domestic, family and sexual violence.



Open letter: Call to National Cabinet to commit to Rapid Review recommendations on alcohol

September 6, 2024

Prime Minister Anthony Albanese announced alcohol would be one of the areas federal, state and territory governments would act on to prevent gender-based violence.



FARE welcomes National Cabinet decision to act on alcohol to help prevent gendered violence

Engaging in policy processes

We work collaboratively with organisations, government agencies, and community advocates to influence decision-makers to implement programs and measures that prioritise the health and wellbeing of all Australians.

As a trusted voice, we engage in policy processes across the country including writing submissions and providing accessible submission templates, releasing research and developing easy-to-understand analysis.

Throughout this year, we delivered 16 submissions and 8 reports, including:



Submission: Commonwealth Government COVID-19 Response Inquiry



Submission: Justice responses to sexual violence



Report: Alcohol-induced deaths in Australia



Report: Health warnings on alcoholic products



Harmful product marketing

We live in a world where every phone is a bottle shop, and the alcohol industry sets its own rules when it comes to advertising.

By the time a child reaches 13 years of age, 72 million data points will have been collected on them – and this is used to build a profile of them so that marketing can be used to most effectively target them.

We know exposing children and young people to alcohol advertising increases the likelihood they will start drinking earlier and drink at high-risk level later in life.

We also know companies are targeting people with ads based on their purchasing data. For people who are using alcohol regularly, or who are alcohol dependent, it can be incredibly difficult to cut back.

This is because the more alcohol you purchase, the more ads you will be targeted with, encouraging you to buy and drink more alcohol.

We are working alongside communities, people who have been impacted by predatory online marketing practices, researchers and like-minded organisations to drive policy change that puts people's health and wellbeing first.

#Digital Youth – How children and young people are targeted with harmful product marketing online

In June 2024 we supported the launch of a pilot study led by Professor Kathryn Backholer, Co-Director of the Global Centre for Preventative Health and Nutrition.

The study analysed screen recordings from young people's online activity, and found that companies target them with ads for harmful products including alcohol, gambling and junk food.

The study found teenagers aged 14-17 years old were targeted with an average of at least one instance of gambling marketing, six alcohol ads and 24 junk food ads, every day.

The release of the report coincided with a gathering of experts, community leaders and young people at Australian Parliament House, to discuss the impacts of harmful product marketing on young people and potential policy solutions.



[Experts call on the government to protect children from harmful marketing](#)



“Children and young people today are acutely aware of the harms of social media, but what we are dealing with are systemic forces – a power dynamic between corporations and individuals, and between health and commercial profits.”

Planning Saw, Youth Advocate and Medical Student

“We are asking you to listen to us – for how much longer will my health be a competing priority?”

Khalid Muse, Youth Advocate and Associate Research Fellow

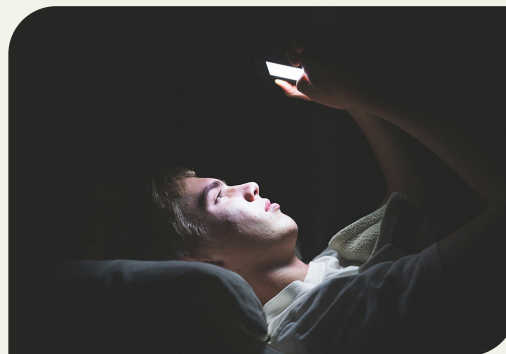


Policy submissions addressing harmful product marketing



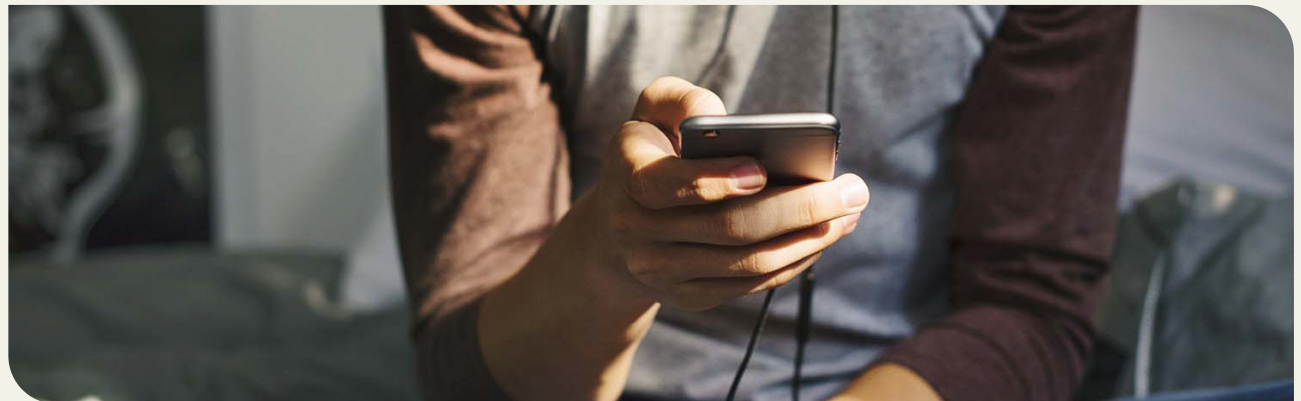
Submission: ACCC Supermarkets Inquiry

Everyone should be able to access the lowest possible prices for groceries from supermarkets without being marketed to aggressively, having their data collected and tracked for targeted advertising, and being pushed to buy more. This is especially the case when it comes to the marketing of alcohol, a harmful and addictive product.



Submission: Online Safety Act Review

Currently, people are tracked, profiled and targeted with advertising for harmful and addictive products, such as alcohol, gambling, e-cigarettes and unhealthy food, when they are online. The wellbeing and safety of Australians must be prioritised over commercial profits from online platforms' harmful advertising practices.



Submission: Social Media and Australian Society Senate Inquiry

At present, social media platforms have designed marketing systems that target people's characteristics, interests and behaviours. Companies selling harmful and addictive products like alcohol access these sophisticated digital systems to aggressively market products that hurt people's health and wellbeing.

Increasing industry accountability

The health and wellbeing of our community should be prioritised ahead of corporate vested interests. This is why we act in the public interest and shine a light on harmful practices by industry in driving harm.

New digital tool to highlight industry influence

The influence wielded by lobbyists working for harmful product industries, such as gambling and alcohol, continues to undermine important legislation that prioritises the health, safety and wellbeing of communities.

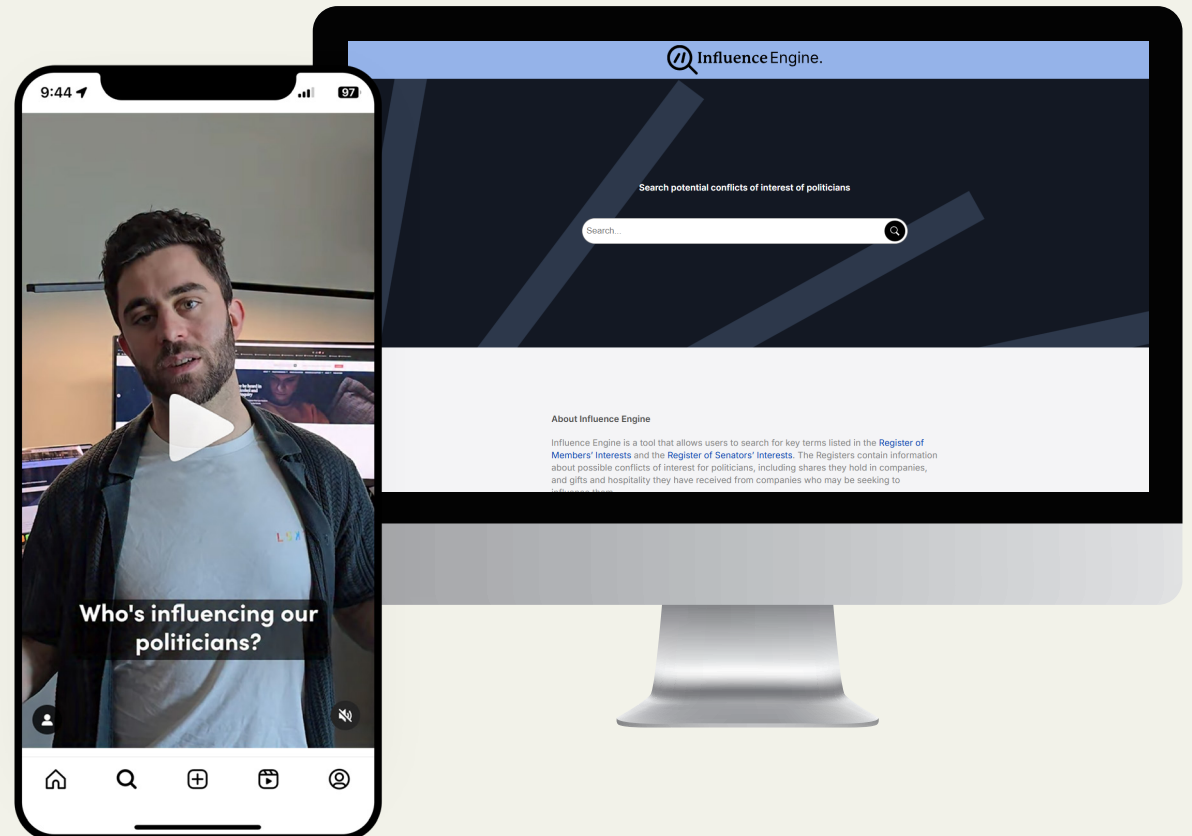
With funding support from Mannifera, we collaborated with the Alliance for Gambling Reform (AGR) to create a digital tool that makes information on industry influence more accessible for civil society and the community.

Our goal was to create a digital tool that allows people to quickly and easily identify which federal politicians hold shares in corporations or receive gifts or hospitality from them.

Influence Engine was launched in October 2024 and automatically scrapes data every 24 hours from the Parliamentary Registers of Interests which list industry gifting and MP shareholdings for various harmful commodity industries such as gambling, alcohol, fossil fuels and junk food.

With tools like *Influence Engine*, we create an environment for greater accountability which contributes to a stronger democracy.

The tool is freely available at www.influenceengine.org.au



“These will get you messed up” – Alcoholic Solo

Hard Solo was the first alcoholic soft drink brand to enter the Australian market.

The product closely resembled the well-recognised non-alcoholic soft drink, Solo. Because of the clear similarities between the two, there was concern that it promotes the use of alcoholic products among young people, and that children may confuse the alcoholic version with the soft drink.

**The
Canberra
Times**

Hard Solo criticised for appeal to minors

In November 2023 we released a report that analysed content relating to the alcohol product Hard Solo on social media platform, TikTok, where it's estimated almost half the users are aged 13 to 24 years.

The report found that the hashtags '#hardsolo' and '#hardsoloalcoholic' respectively had 10.2 million views and 741,700 views, according to the TikTok mobile application on 20 October 2023.

When analysing the content on TikTok, three key themes consistently emerged:

- Appeal to young people
- Speed and ease of intoxication
- The masked taste of alcohol

Our advocacy on this issue contributed to the Victorian Liquor Commission issuing a banning notice for the advertising or promotion of 'Hard Solo'.

The NSW Government deemed 'Hard Solo' an 'undesirable RTD liquor product', and governments across Australia are currently assessing how to deal with these alcoholic soft drink products.

We will continue to advocate for real government-led regulation of alcohol marketing that adheres to community standards and protects kids from harmful marketing tactics that are designed to drive up sales.

“This is dangerous because it tastes just like Solo, it doesn't taste like anything else.

You definitely don't taste any alcohol.”

SOURCE

“To be honest I can't even tell there's any alcohol in here.

That's quite concerning.

If I was a kid and I just picked this up, I wouldn't even know the difference.”

SOURCE

**The
Guardian**

Hard Solo to be renamed Hard Rated after regulator finds alcoholic drink had 'evident appeal to minors'

Alcohol lobby ploughs \$1.3m into political parties

When alcohol companies are allowed to donate large amounts to political parties, it creates a power imbalance, giving these companies greater access to politicians than the members of the community that they are elected to represent.

In February 2024 we highlighted that alcoholic products and their lobby groups paid more than \$1.3 million to Australia's major political parties in the 2022-23 financial year.

This included large sums from groups lobbying for cuts to alcohol taxation.

The latest disclosures to the Australian Electoral Commission brings alcohol-related payments to political parties to a total of \$16.3 million over the last decade.

We will continue to call for a ban on alcohol donations as part of transparency reforms to ensure that the health, safety and wellbeing of the community is placed ahead of the interests of these companies.

Holding the alcohol industry accountable on claims

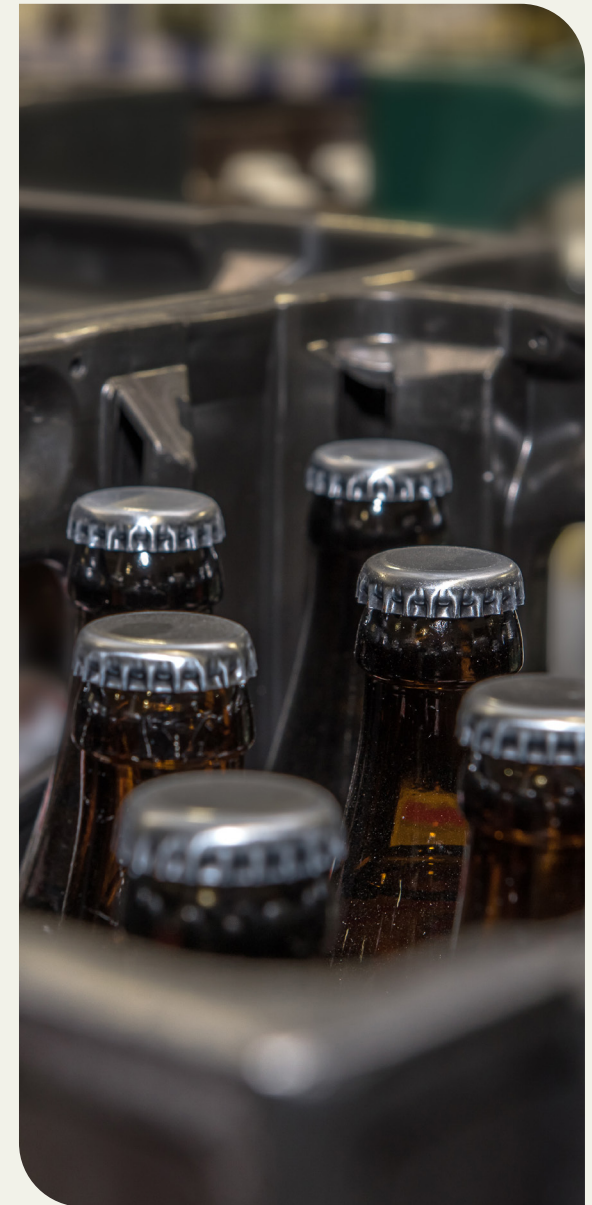
This year we observed alcohol companies promoting new products to the Australian market using health and nutrition content claims prohibited under the Australia New Zealand Food Standards Code.

These claims are in direct contradiction to the FSANZ Code, which has protections in place to prevent health and nutrition claims on alcoholic claims to prevent alcoholic products being associated with health and nutrition in their marketing.

We engaged government and regulatory agencies responsible for the Code and its enforcement, as well as lodging complaints with regulators across Australia.



Submission: Carbohydrate and sugar claims on alcoholic beverages



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A heartfelt thank you to each and every person who has donated a gift of money or time to FARE. Together, we are moving closer to our vision of an Australia free from alcohol harms.

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