

# ANNUAL REPORT 2024-25

**fare.**

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.

Far too many Australians die because of alcohol. Alcohol also causes Fetal Alcohol Spectrum Disorder (FASD), a lifelong disability.

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.



# Our commitment to Aboriginal and Torres Strait Islander Peoples

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, as the oldest living continuous culture in the world, with history stemming back 65,000 years.

We recognise the leadership of Aboriginal and Torres Strait Islander peoples in developing community-led responses to preventing and reducing alcohol harms. We are guided by Aboriginal and Torres Strait Islander peoples and organisations, as we work together to prevent and minimise the harm caused by alcohol, and improve the health and wellbeing of communities across the country.

We commit to continuing to foster meaningful, lasting and respectful partnerships, acknowledging that Aboriginal and Torres Strait Islander peoples are best placed to understand the needs of their communities and ways to improve health and wellbeing.

*Wulyibidi, Malgana Country*

# Contents

Message from the Chair	4
Message from the CEO	5
Our vision and values	6
Our year in numbers	7
Our team and culture	8
How we create change	9
Our strategic priorities	10
Building individual capacity	11
Raising community awareness	14
Driving policy change	19
Increasing industry accountability	27
Thank you	31



# Message from the Chair



This year has been one of both continuity and change for the organisation.

Under the leadership of Caterina Giorgi, FARE continued to work alongside our community and partners to create meaningful and lasting change to prevent alcohol harm.

Caterina's vision and tenacity have been transformative in expanding our impact, deepening partnerships with communities, and positioning FARE as a trusted, respected voice in health promotion and policy advocacy.

On behalf of the Board, I extend our deep gratitude for her outstanding service and enduring contribution.

We also warmly welcome Ayla Chorley as our new Chief Executive Officer. Ayla's appointment reflects the strength and depth of FARE's team.

Since joining the organisation in 2021, she has played an instrumental role in shaping our culture and ensuring our operations, people and governance systems are strong and future ready. Her leadership comes at an exciting time as we continue to deliver on our 2024–27 Strategic Plan.

This year we have seen that strategy in action. FARE has helped shape major national policy conversations on how alcohol is marketed, sold and delivered across Australia, including changes to the free-to-air television advertising code and reviews of state liquor laws aimed at preventing gendered violence.

We have worked alongside Aboriginal and Torres Strait Islander health leaders, survivor advocates and people with lived experience to ensure community voices remain central to decision-making.

We have continued to highlight the harms that come from narrow commercial interests in shaping public policy, calling for higher standards and accountability from industries that may profit from that harm.

And through our collaboration with governments, we have secured commitments to extend and invest in health promotion programs such as Every Moment Matters, ensuring their positive impact continues for years to come.

These achievements reflect the collective strength of our Board, staff, and partners, and the respect FARE has earned as a trusted ally to communities across the country.

On behalf of the Board, I thank our outgoing and incoming CEOs, our exceptional team, and the many funders, partners and supporters who make this work possible.

Together, we will continue to strive for an Australia free from alcohol harms, where every person can live healthy, connected and well.

**Mark Textor**  
Board Chair

# Message from the CEO



It is an honour and a privilege to step into the role of CEO and lead this extraordinary organisation into its next chapter.

I want to begin by acknowledging outgoing CEO Caterina Giorgi, whose leadership has profoundly shaped FARE's identity as a courageous, compassionate and collaborative organisation guided by people with lived experience.

Her dedication to prevention, advocacy and community empowerment has set a strong foundation for the work ahead, and I am grateful for this and the legacy she leaves.

This year has been one of impact and renewal. Across every area of our work, we have continued to translate FARE's strategic vision into meaningful outcomes for people and communities.

Through the Voices of Change program, we supported people with lived experience to share their stories and engage directly in advocacy, ensuring their expertise informs conversations about alcohol harm locally, at the state and territory level, and nationally.

We launched a new online resources hub providing accessible, evidence-based information about alcohol and its effects on health and wellbeing, and reached hundreds of thousands of people through the Every Moment Matters campaign.

In Tasmania, our Be Nice to Brain campaign unpacked the link between alcohol and mental health and wellbeing, providing local communities with practical information and support.

In partnership with NOFASD Australia, NACCHO and FASD Hub Australia, we continued to grow the Red Shoes Rock campaign, creating a buzz on social media during FASD Awareness Month and lighting up more than 60 landmarks around the country.

We also worked alongside survivor advocates and community organisations to advance reforms that address alcohol's role in gendered violence, resulting in every state and territory committing to review their liquor laws.

Within FARE, our team culture remains one of our greatest strengths. For the second consecutive year we were recognised in the Xref Engage Best Workplace Awards, reflecting our collective commitment to wellbeing, inclusion and collaboration.

These achievements are possible because of the dedication and passion of our team, the leadership of our Board, and the support of our partners, funders and community.

As we look to the year ahead, we remain focused on amplifying lived experience, deepening partnerships that drive systemic change, and strengthening the programs and policies that protect health and wellbeing for all Australians.

Thank you for being part of our community.

**Ayla Chorley**  
Chief Executive Officer

# Our vision and values

Our vision is for an Australia free from alcohol harm – where communities are healthy and well, and where laws, policies and programs are fair, equitable and just.

## Our values

Our values guide the way we work and our decision-making at all levels of the organisation.



### **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**

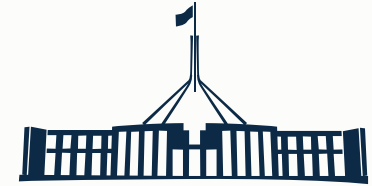
We focus on achieving the best outcomes for communities and learn and grow by evaluating our work to extend our impact.

# Our year in numbers

This year we...



Supported **10 people** to share their stories of lived experience through the Voices of Change program



Contributed **15 submissions** to inform government consultations and processes

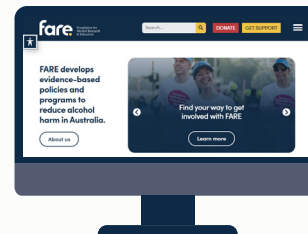


Distributed **30 media statements** with our partners and community, achieving coverage across Australia



Published **45+ policy and research papers**, sharing insights into emerging alcohol harms and how to prevent them

Engaged **65,000+ unique visitors** on [fare.org.au](https://fare.org.au)



Reached **90,000+ health professionals** through the Every Moment Matters campaign



Engaged more than **364,000 people** on the Every Moment Matters website



Grew our followers across Instagram, LinkedIn and Facebook by **25 per cent**

# Our team and culture

FARE's team is made up of skilled, passionate, and fun people who are striving for a healthier Australia.

Our workplace culture is one where people are valued and supported, where wellbeing is prioritised and where we are empowered to collectively contribute to meaningful change.

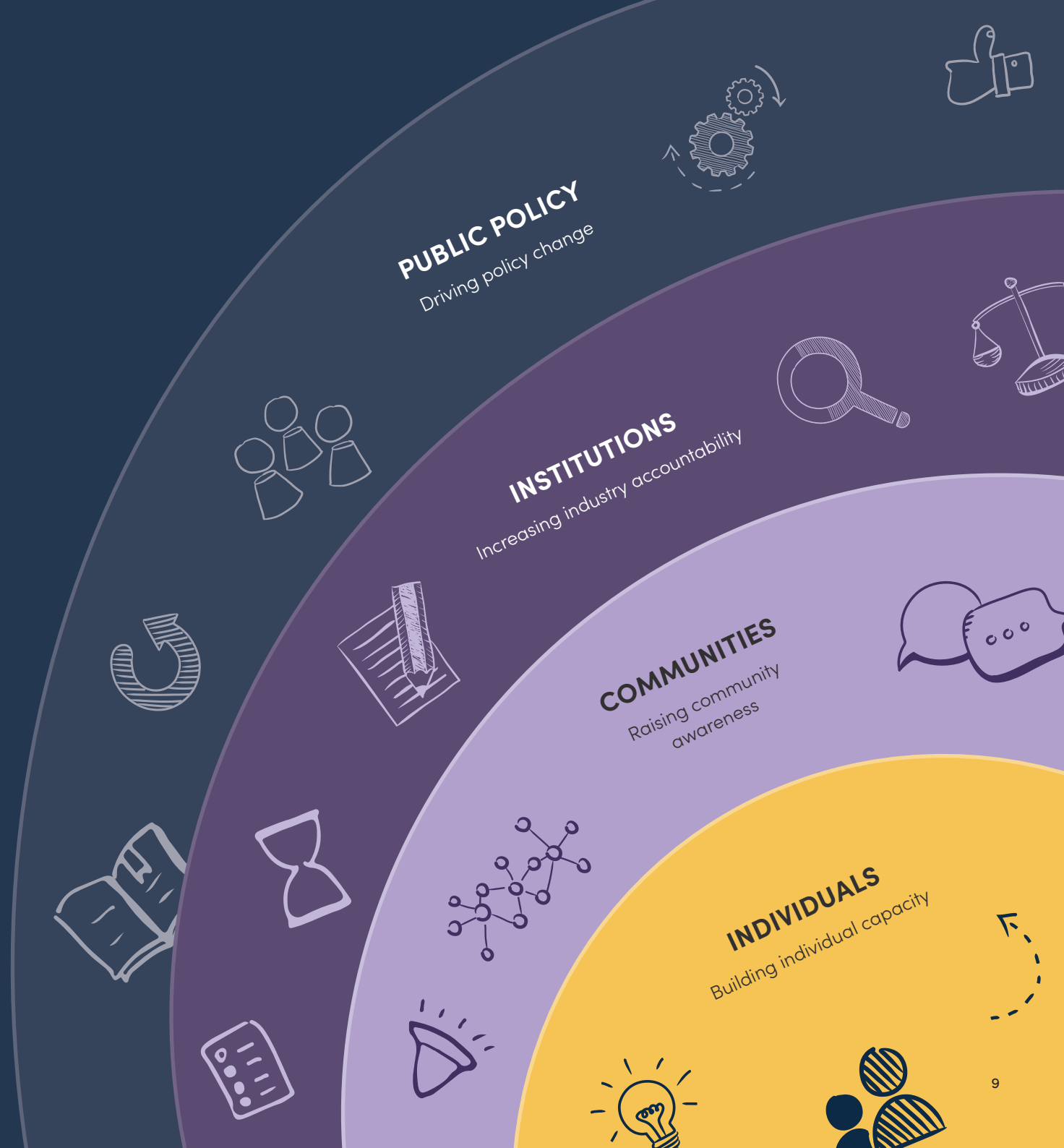
We understand that each member of our team brings their own unique capabilities, experiences, and characteristics to their work. We value our differences, and know that practicing inclusivity benefits our organisation, our people, and the community we serve.

For two consecutive years, FARE has been a recipient of Xref Engage's Best Workplace Awards, for our outstanding culture.



# How we create change

Our approach to creating change acknowledges that we need to work at multiple levels, and that these are interconnected - individual, community, institutional and public policy.



# Our strategic priorities

Our work is guided by four strategic priorities.

## Building individual capacity

HOW: We support the capacity building of people who have experienced alcohol harm to drive change.

OUTCOME: People are empowered to drive change that improves community health and wellbeing.

## Raising community awareness

HOW: We develop and deliver evidence-informed health campaigns and resources about alcohol harms and the health and wellbeing benefits of reducing alcohol use.

OUTCOME: Communities have access to honest and accurate information, and resources to improve their health and wellbeing.

## Driving policy change

HOW: We advocate for evidence-informed laws, policies and programs that prevent and reduce harm from alcohol in Australia.

OUTCOME: Decision-makers implement laws, policies and programs that prioritise community health, wellbeing and equity.

## Increasing industry accountability

HOW: We shine a light on the industry practices that fuel harm.

OUTCOME: Community health, wellbeing and equity is prioritised ahead of the interests of companies that profit from and fuel alcohol harms.

# Building individual capacity

Community voices should be elevated in discussions about laws, policies and programs that impact on people's health and wellbeing.

This is why we work alongside people who have lived experience of alcohol harm and communities disproportionately impacted by alcohol harm to create change.

# Inquiry into the health impacts of alcohol and other drugs in Australia

In August 2024, Minister for Health and Aged Care Mark Butler, and the House Standing Committee on Health, Aged Care and Sport announced an Inquiry into the health impacts of alcohol and other drugs in Australia.

The Inquiry looked at services provided across the alcohol and other drug sector, the effectiveness of current programs, and how sectors beyond health can contribute to prevention, early intervention and recovery.

FARE worked alongside community leaders, organisations and people with lived experience to engage in this process by supporting them to share their perspectives and experiences.

In a public hearing at Parliament House in February 2025, lived experience advocates shared their expertise with the Committee Members.

Advocate Rachel Allen spoke about her son Dylan, who passed away from alcoholic liver disease at 26 –years old, and experienced stigma while seeking treatment and support.

Former CEO of FARE Caterina Giorgi highlighted the stigma around alcohol in society, which creates barriers for people to engage, and the responsibility for decision-makers to act when calling on people to re-share their experiences.

In a hearing on Fetal Alcohol Spectrum Disorder (FASD), advocates Jessica Birch and Angelene Bruce and then NOFASD interim CEO Sophie Harrington shared that FASD is often overlooked in discussions of alcohol-related harm and highlighted the need for education, policy reform and sustained investment.

A report from the Committee is expected to be tabled in Parliament in 2026.

“Dylan can’t speak, and I just need to be that voice for him and others now, because this doesn’t just affect men in their 40s and 50s...this is affecting young people too.”

**Rachel Allen**



**Jessica Birch**

“Too many lives are defined by struggle rather than potential. Not because of a lack of their abilities, but because of society’s failure to acknowledge their needs. We have the knowledge and the means to change this, and it’s time for us to act.”



**Angelene Bruce**

“Confirmation of prenatal alcohol exposure is literally half the diagnosis for FASD. Top clinics can go ahead and do all of the studies and all of the testing...but if I don’t confirm that myself, then there’s no diagnosis.”



**Caterina Giorgi, former CEO, FARE**

“At this very moment, we have the highest rate of alcohol induced deaths in two decades. We’ve also seen upticks in hospitalisations and alcohol treatment episodes which have not returned to pre-COVID levels. These harms don’t arise by accident. They occur because systems are geared towards driving this.”

# Voices of Change

Our Voices of Change program supports Australians to share their experience of alcohol harm and engage in advocacy to create positive change. Sharing these stories also helps others feel less alone and get the support they need.

This year we worked alongside 10 people to amplify their perspectives and experiences and engage in a range of advocacy activities and events.

This included fundraising for the Voices of Change program at the 2024 City2Surf event, where our community raised more than \$22,000.

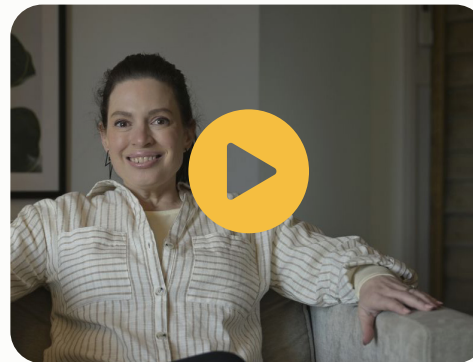


In the above video, Simon shares how he went from being an alcohol marketer to alcohol free.

“The negative effects weren’t worth it – the hangovers were terrible, I didn’t sleep well and of course there’s other health reasons too, like alcohol’s link to cancer.

I have since discovered that I don’t actually have to drink to spend time with people and have a good time.”

[Read Oliver’s story](#)



For the past four years, Caroline Strong has cut alcohol out of her life. Her mind is clearer, she’s more creative, feels healthier and less anxious.

Caroline started her career working in wineries, constantly surrounded by alcohol, where drinking regularly was entirely normalised.

But as she reached her 30s and became a mum, Caroline said something needed to change.



Tasmanian Matt Dingjan undertook an incredible feat this year – running for 24 hours straight in memory of his mother Debbie. It’s an achievement Matt would have never contemplated while he was struggling with alcohol use.

[Read Matt’s story](#)

# 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.

# New resources hub

In January 2025, FARE launched a new online hub designed to support people who want to learn more about alcohol and its impact on our health and wellbeing.

The hub contains a range of digital resources and guides for people seeking information about alcohol and wanting to make a change.

The launch of the hub coincided with results from a survey of Australians that revealed 44 per cent of people who drink alcohol want to drink less or stop drinking altogether.

The main reasons that people want to drink less alcohol were to:

- improve their physical health (75 per cent)
- improve their mental health (50 per cent)
- improve their sleep (22 per cent)

Almost a quarter (22 per cent) of people surveyed said they wanted to drink less because they don't like the way it makes them feel.



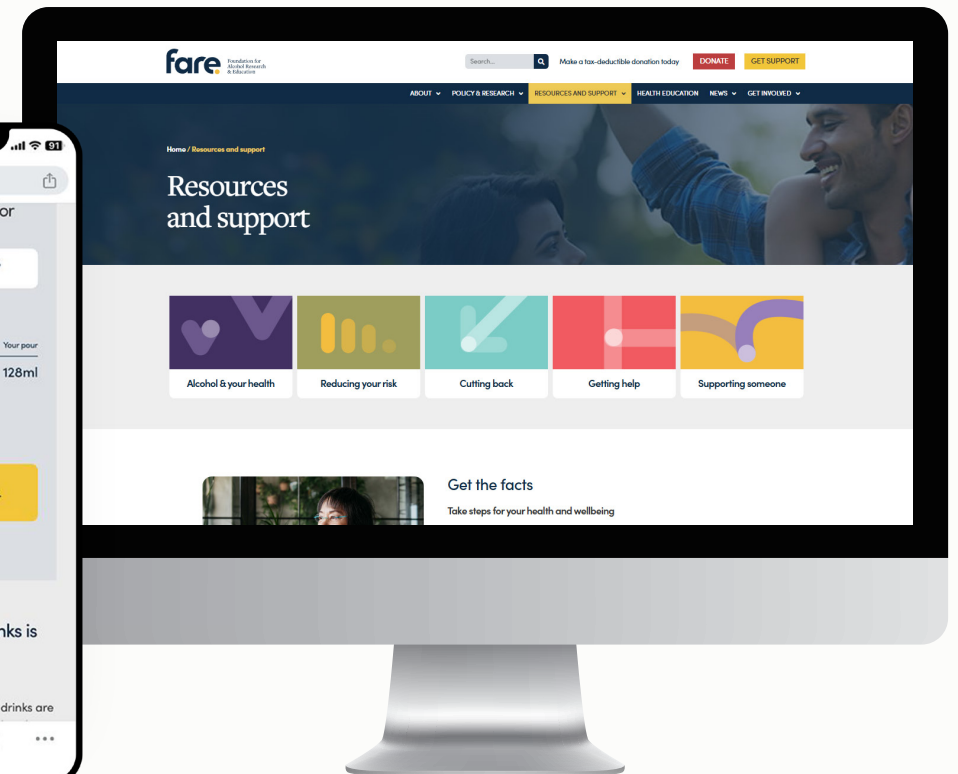
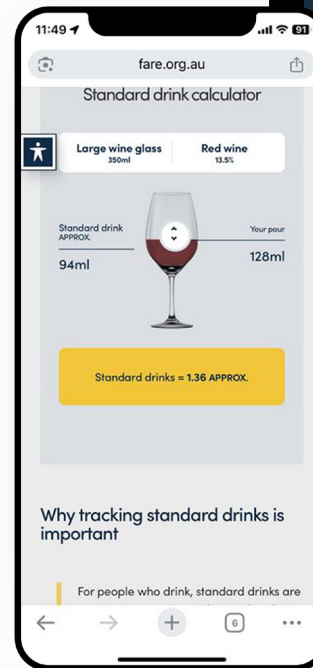
**Nearly half of Australians want to drink less. So, why don't they?**

Sydney Morning Herald  
14 January 2025



“A few weeks after I stopped drinking, I started to see a whole range of benefits. It became the greatest self-care I had ever done for myself.”

**Maz Compton, TV and Radio personality**



# Celebrating 3 years of impact with Every Moment Matters

Since launching in November 2021, the Every Moment Matters campaign has effectively increased awareness, changed intentions and influenced behaviours when it comes to alcohol, pregnancy and breastfeeding across Australia.

In 2025, the [National FASD Program Social Return on Investment report](#) found that every \$1 invested in the Campaign generated a \$9 social return.

This has reduced the cost of alcohol harms in Australia by \$236 million.

The report's Author, Dr Angela Jackson, then Lead Economist at Impact Economics and Policy, said that an estimated 16,554 fewer women consumed alcohol while pregnant in 2023 due to the campaign.



“Our analysis shows that the Campaign has contributed to more than 2,002 fewer cases of Fetal Alcohol Spectrum Disorder (FASD), 369 fewer babies being born with low birth weight, 958 fewer premature births, and 414 fewer miscarriages across the country.”

**Dr Angela Jackson**



## Campaign reach and engagement at the 3 year anniversary since launching:

### Social media



**9.8m+** people reached via social media

### Radio, podcast and digital audio



Est radio reach  
**2.8m+**  
women 18–49

**9.8m+**  
completed ad listens across digital audio

### Website



**1m+**  
page views

**806k+**  
unique users (64% female, 36% male)

**10k+** resource downloads

### TV and High impact video



Est free-to-air reach  
**2.3m**  
women 18–49

**65m+**  
completed video views across video-on demand and social

# Be Nice to Brain in the community

Launched in November 2024, the Be Nice to Brain campaign is informed by people in Tasmania who have lived experience of alcohol use and mental health concerns, local community organisations and health professionals.

This digital awareness campaign provides clear, evidence-based health information about the link between alcohol, mental health and wellbeing. The campaign supports people with evidence-based information and resources to cut back or cut out alcohol, as well as links to support services.

**6m+** social media impressions



**30,000+**

complete views of campaign videos



**20,000+**

views of the website



As part of the campaign, the FARE team engaged with local Tasmanians to hear their perspectives about how cutting back or cutting out alcohol has benefited their lives.



“Now, I feel like if I don’t want to drink alcohol, I don’t have to – and that’s been quite liberating.”

**Janani**

“I think it’s important to open up about your internal world.”

**Jasper**



“My anxiety was super high, but now I’m feeling much calmer.”

**Amy**

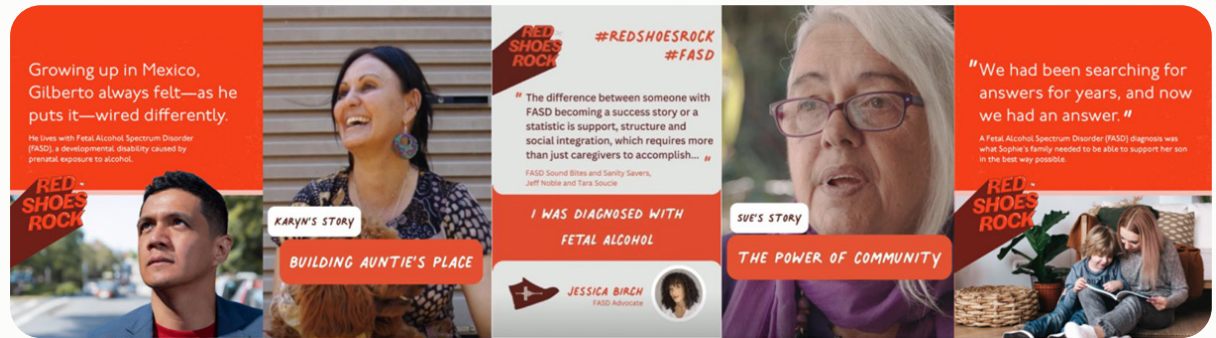


# Red Shoes Rock for FASD Awareness Month

Every September, we create a sea of red across our cities and our social media feeds to raise awareness and start conversations about Fetal Alcohol Spectrum Disorder (FASD). FASD is Australia's leading preventable developmental disability. It's a lifelong disability caused by prenatal alcohol exposure.

Building on the previous year's campaign, in 2024 we continued our partnership with NOFASD, NACCHO and FASD Hub Australia, as well as ethical Australian shoe brand TWOOBS.

Throughout the month we also highlighted voices and stories from the FASD community.

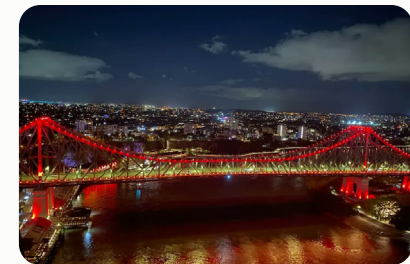
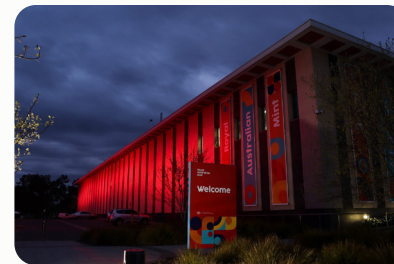


During September, 60+ landmarks lit up red in every state and territory, and included major landmarks such as the Big Banana, Tasman Bridge, Royal Australian Mint, and Parliament House South Australia, together with many more.



On 9 September an event was held at Australian Parliament House, officially opened by the Hon Mark Butler MP, Minister for Health. FARE Lived Experience Advisors, Angelene Bruce and Jessica Birch shared their perspectives on FASD, and the change they seek to create.

We were joined by more than 50 stakeholders, including Members of Parliament and Senators, advisors, community and non-profit stakeholders, and advocates with lived experience.



Red Shoes Rock flags flew proudly throughout the Parliamentary Triangle and central Canberra.

# Driving policy change

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.

# Alcohol and gendered violence

In September 2024 at National Cabinet, First Ministers agreed to review their state or territory's liquor laws to prioritise the prevention of violence against women and children.

The Prime Minister also acknowledged that tackling the impacts of alcohol on violence was a priority. This was the result of years of work by victim survivors and advocates who shared their stories and called on leaders to acknowledge and act on alcohol's role in violence.

State and territory governments around Australia have the power to keep women and children safe, by better regulating the way alcohol is marketed, sold and delivered into homes.

Together with survivor advocates, allied organisations, health and community leaders across the country, FARE has advocated for these commitments to be honoured.

The South Australian Government was the first jurisdiction to propose changes to its alcohol laws. These changes include clear primary objectives to prevent gendered violence and restrict alcohol sales and delivery timeframes.

During the campaign period FARE released polling that showed nearly 80 per cent of South Australians support the measures in the South Australian government's draft Bill.

The FARE team continues to work alongside survivor advocates, health and community leaders to continue this momentum to ensure alcohol laws prioritise women and children's health and wellbeing.



**12 June 2025:** FARE CEO Ayla Chorley and Survivor Advocate Kym Valentine spoke about South Australia's proposed alcohol law changes [on ABC Radio National's Life Matters program](#) – and called on every state and territory to fulfill their National Cabinet pledge to prevent alcohol-fuelled violence against women and children by addressing their outdated alcohol laws.

# National framework on alcohol and family violence

As part of this year's Federal Government Mid-Year Economic and Fiscal Outlook, FARE has received \$1 million over the next two years to review and update the National framework for action to prevent alcohol-related family violence.

This project is part of a broader suite of initiatives that support women's safety and the National Plan to End Violence against Women and Children 2022–32. We look forward to collaborating with survivor advocates, community organisations, researchers, and family and domestic violence experts to progress this critical work.



# Research highlights problematic targeted alcohol and gambling advertising

We released research outlining how people who are at risk of harm are receiving targeted alcohol and gambling advertising on Facebook.

The research, conducted by The University of Queensland, piloted a novel digital data capture method that enables people to collect the ads that are targeted at them on Facebook via a mobile app and to share the data that platforms create about them.

Facebook tagged the ten people who provided their data for this research with 89 different alcohol and gambling related advertising interests.

Alcohol and gambling companies shared data with Facebook to further enable this targeting. A total of 201 alcohol and 63 gambling companies shared data with Facebook on the 10 people in the study.

One person was tagged with as many as 25 alcohol related advertising interests and had 123 alcohol companies share data about them, while another was tagged with as many as 41 gambling related advertising interests and had 52 gambling companies shared data about them.

Another person, who has been trying over the past 10 years to reduce her alcohol use, had 95 alcohol companies share data about her.

**Results**

Eleven research participants who had experienced or were at risk of harm from alcohol or gambling products were recruited, ten of whom agreed to provide advertising data downloaded from their Facebook account. Of the total number of unique ad interests Facebook used to target ten participants (N=3,812), 48 were alcohol-related and 41 were gambling-related. Of the total number of advertisers uploading data to target participants (N=3,346), 201 were alcohol-related advertisers and 63 were gambling-related advertisers (Table 1).

**Table 1. Summary of Facebook advertising data**

	TOTAL	AVERAGE PER PARTICIPANT
Total number of ad interests	3,812	382
Alcohol-related ad interests	48	12
Gambling-related ad interests	41	6
Total number of advertisers	3,346	4,976
Alcohol-related advertisers	201	37
Gambling-related advertisers	63	12

Five alcohol advertisers and five gambling advertisers were found to have targeted ten participants who provided advertiser lists (Table 2).

When considering all advertisers, the most common advertisers to target participants predominantly marketing and media companies such as PHD, Havas Media, DMD, a Cloud. These companies buy media space, including Meta digital advertising, on behalf of alcohol and gambling companies. However, we are unable to tell where they are undertaking targeting activities on behalf of alcohol and gambling companies since the true extent of alcohol and gambling targeting might be underrepresented.

**Table 2. The most common alcohol and gambling advertisers uploading data to ten participants**

ALCOHOL ADVERTISERS TARGETING THE MOST PARTICIPANTS	GAMBLING ADVERTISERS TARGETING THE MOST PARTICIPANTS
BWS	The Lott
XXXX	Tab
Gulfnews	The Star
Perkins	NewsHub
Champion Australia	CS Creative

Participants collected a total of 1091 ads from their Facebook feeds.

**Oliver, research participant**

"It's everywhere, and it's not just billboards, it follows me into my home through my phone. When I'm just trying to look at things – like I'm on Facebook Marketplace a lot – it even follows me there. The fact I'm being force fed alcohol ads everywhere is really frustrating, and there's no opt out."



"This report is the tip of the iceberg in terms of what we know about how alcohol and gambling companies collect and use people's data to then target them with their harmful and addictive products. People who are trying to reduce their alcohol use or gambling don't want to be targeted with ads selling these products, and can find it difficult to escape this advertising when they are on social media platforms like Facebook."

**Dr Giselle Newton, Chief Investigator, The University of Queensland**

# Five weeks to watch: alcohol harms and digital advertising data

FARE, Turning Point, VicHealth and the University of Queensland released research that illustrated how the alcohol industry is flooding social media with alcohol ads at times of high harms.

Based on Victorian ambulance data, the report showed that on average there are 489 ambulance callouts across Victoria for alcohol-intoxication per week in 2022-23.



“The last week of February is one of the top five weeks across the year associated with alcohol-related harms in Victorian NASS data, and the only one in the top five that didn’t feature a public holiday. Previous research has demonstrated seasonal effects for alcohol-related harms which are higher in the summer season when many people are on holidays.”

**Dr Rowan Ogeil**

**Strategic Lead, National Addiction and Mental Health Surveillance Unit at Turning Point and Point and Senior Research Fellow, Eastern Health Clinical School, Monash University**

In the top five weeks, callouts surged by an average of 24 per cent, at the same time that 5,104 alcohol ads launched across Meta platforms (Facebook and Instagram):

- The week after Christmas (26 December-1 January): 676 alcohol-intoxication ambulance attendances; 1,061 alcohol ads launched on Meta platforms
- AFL Grand Final week (19-25 September): 607 alcohol-intoxication ambulance attendances; 764 alcohol ads launched on Meta platforms
- End of summer (20-26 February): 594 alcohol-intoxication ambulance attendances, 1,057 alcohol ads launched on Meta platforms
- The week before Christmas (19-25 December): 585 alcohol-intoxication ambulance attendances; 1,327 alcohol ads launched on Meta platforms
- The Australia Day public holiday (23-29 January): 572 alcohol-intoxication ambulance attendances; 895 alcohol ads launched on Meta platforms



# Buy Now research report

We released research that proves the damaging levels at which alcohol companies are bombarding Australians with “Buy Now” digital ads that simultaneously promote, sell, and arrange delivery of alcohol into people’s homes – in just a few clicks.

The research, conducted by The University of Queensland, collected data from 56,579 advertisements over a period from 21 October 2021 to 2 June 2023 (inclusive) from the Meta Ad Library.

It was found that the majority (83.8 per cent) contained a button encouraging people to engage with the advertisement, and over a third of alcohol advertisements (39.2 per cent) contained a button that directs people to an online platform where alcohol is sold.

“Alcohol companies would often send my friend push notifications with special deals and reminders when he was in a really vulnerable state. They would deliver him alcohol with little or no vetting. I am sure that there were times when he was sold alcohol online, while already intoxicated. More needs to be done to hold alcohol companies to a higher standard when it comes to marketing and selling alcohol online.”

**Alex Bagnara, Advocate**



“The research shows the clear objective of alcohol advertisements to drive the sale and rapid delivery of alcohol into people’s homes. Nine out of 10 retailers posting ads with buttons linking to websites included options for rapid delivery of their products.”

**Associate Professor Nicolas Carah,  
Chief Investigator, UQ**



**Buy now: the link between alcohol advertising, online sales and rapid delivery**  
August 2024

RESULTS

Table 3: The ten alcohol retailers with highest number of alcohol advertisements with a button directly linking to alcohol sale, by company ownership

RETAILERS	
Vinomoto (Vinomoto (Australia) Pty Ltd)	1,517
Vintage Cellars (Coles Group Limited)	1,291
BWS (Endeavour Group Limited)	1,290
Liquorland (Coles Group Limited)	1,283
Jimmy Brings (Endeavour Group Limited)	936
Bottlemart (Liquor Marketing Group Ltd)	896
SlipSave (Liquor Marketing Group Ltd)	750
First Choice Liquor Market (Coles Group Limited)	623
Liquor Legends Australia (Hotel & Tourism Management Pty Ltd)	571
Dan Murphy's (Endeavour Group Limited)	454

Endeavour Group Limited | Coles Group Limited | Liquor Marketing Group Ltd | Other

**Examples**

ADVERTISEMENT DIRECTLY LINKING TO ALCOHOL SALE

LANDING PAGE

BUY NOW: THE LINK BETWEEN ALCOHOL ADVERTISING, ONLINE SALES AND RAPID DELIVERY 13

# Alcohol policy in the Northern Territory

FARE worked alongside community, health, research and Aboriginal community-controlled organisations to advocate for the Northern Territory Government (NT Government) to adopt evidence-based alcohol policies.

Specifically, there was a strong call from local community organisations for the NT Government to reconsider their plan to scrap the Minimum Unit Price (floor price) on alcohol.

Unfortunately, in February 2025, the NT Government pushed through its Bill to repeal the Minimum Unit Price (floor price) on alcohol.

FARE will continue to work alongside local individuals and organisations to develop a comprehensive, evidence-based approach to alcohol harm prevention in the NT, to improve the health and wellbeing of all Territorians.

“Every day, we see the devastating consequences of alcohol harms in our communities. We urge the Government to pause this decision, consult with people on the frontlines, and prioritise evidence-based solutions that protect Territorians.”

**Stephanie Holmes, Executive Officer, Association of Alcohol and Other Drug Agencies Northern Territory (AADANT)**



“We need to be doing everything we can to keep our communities safe, and we know that alcohol exacerbates family and domestic violence. Removing the floor price would lead to more alcohol harms, more crime and more disadvantage.”

**Dr John Paterson, Chief Executive Officer, Aboriginal Medical Services Alliance Northern Territory (AMSANT)**



**17 Oct 2024:** In an open letter sent to the Hon Lia Finocchiaro, Chief Minister of the NT, more than 200 community leaders and representatives from community, health, Aboriginal and research organisations called on the NT Government to keep in place measures that work to reduce alcohol-related harm.

**28 Nov 2024:** Representatives from community, health, research and Aboriginal community-controlled organisations called on the NT Government to reconsider their plan to scrap the Minimum Unit Price on alcohol.

**11 Feb 2025:** Community, health and Aboriginal community-controlled organisations urgently called on the NT Government to retain the Minimum Unit Price on alcohol, and to engage with communities to develop a comprehensive strategy to address alcohol harm.



# Alcohol and Other Drug Agencies Northern Territory Conference

In May 2025, FARE sponsored the Association of Alcohol and Other Drug Agencies NT (AADANT) Conference, a leading professional development event for the NT alcohol and other drugs sector. The conference was a great success, bringing together passionate professionals, inspiring speakers and dedicated community leaders from across the NT and beyond.

Across two days, participants took part in insightful keynote presentations, engaging workshops and meaningful conversations about the challenges and opportunities facing the sector. Throughout the two-day event attendees had the opportunity to explore key issues in AOD treatment, harm reduction, mental health, policy reform, and culturally safe practice.



# 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 that fuel harm.

# Exposing industry health claims

In March, FARE released a report, *Against the Code – How alcohol companies breach the Australia New Zealand Food Standards (FSANZ) Code on Health and Nutrition Content Claims*.

The report presents examples of alcohol companies breaching the Australia New Zealand Food Standards Code by using prohibited health and nutrition claims in the marketing of alcoholic products, and documents the regulatory response of complaints lodged about these breaches.

Nutrition and health claims are largely prohibited for alcohol products, yet alcohol companies continue to use them in product marketing and labelling.

Alcohol companies must be held accountable for making health and nutrition claims prohibited under FSANZ.

The report identified prohibited health and nutrition claims on alcohol products currently in the market and engaged with the enforcement pathway by reporting prohibited claims to regulators.

There is a clear need to ensure prohibited health and nutrition claims on alcohol products are removed swiftly and in full to uphold the FSANZ Code and minimise harm.

“This investigation highlights misleading tactics that are increasingly used by alcohol companies to distract us from the harms caused by alcohol. This marketing is prohibited and companies must be held accountable.”

**Dr Aimee Brownbill, Policy and Research Manager, FARE**



# Influence Engine: shining a light on industry influence in politics

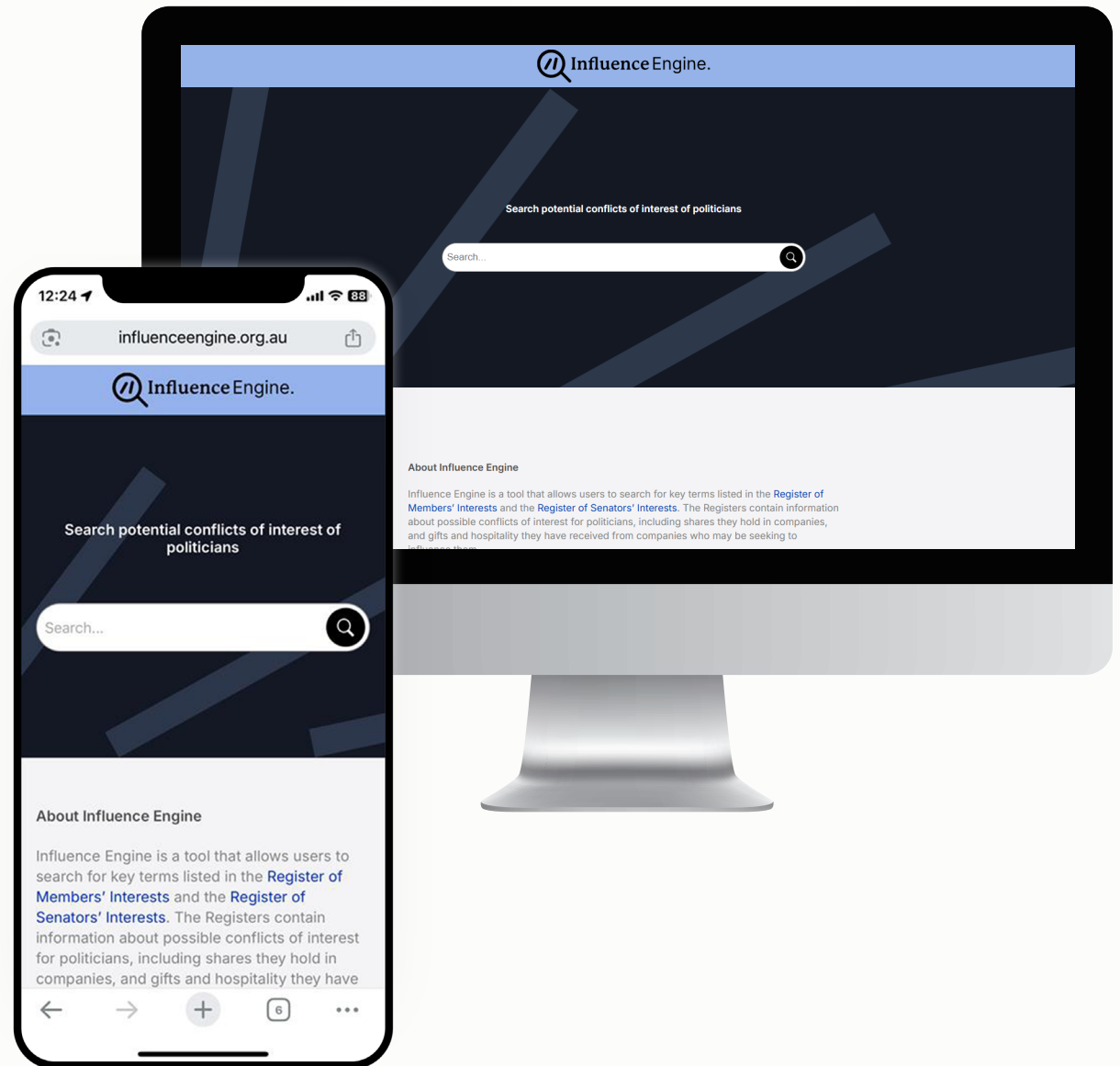
After successfully launching the Influence Engine in October 2024 with our partners, the Alliance for Gambling Reform (AGR), we have received further funding from Mannifera to continue to strengthen the tool's capability.

Influence Engine 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 this additional funding, we plan to broaden the scope of the datasets that the tool can scrape and develop tailored and automated features to enhance user experience.

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

You can access Influence Engine at [www.influenceengine.org.au](http://www.influenceengine.org.au).



# Highlighting industry influence ahead of Federal Election

In February, FARE and the Alliance for Gambling Reform (AGR) jointly called for alcohol and gambling companies to be excluded from making political donations.

The release of the latest donation figures through the Australian Electoral Commission (AEC) Transparency Register found that alcohol and gambling companies and lobby groups donated \$2.474 million to political parties in 2023–24.

“In the last few months alone we have seen the influence and overreach from gambling lobby groups, which have stalled progress on legislating a gambling ad ban that our communities are loudly calling for.

“The evidence shows these donations spike at times when reforms are being considered. It is a blatant attempt to undermine reform and in doing so it is an attack on our democratic process.

“With political willpower it is absolutely possible for gambling and alcohol companies to be excluded from donating – we saw it with tobacco, now let’s see it for these other industries that are causing significant health and social harms in our communities.”

**Martin Thomas, CEO, AGR**



# Thank you

Our team would like to sincerely thank everyone 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.

- ACT Health
- Australian Rechabite Foundation
- Department of Health, Disability and Ageing
- Gilbert + Tobin
- Mannifera
- Preventive Health SA
- PWC
- Reichstein Foundation
- Tasmanian Department of Health
- Truly Finance
- True Protein
- VicHealth



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