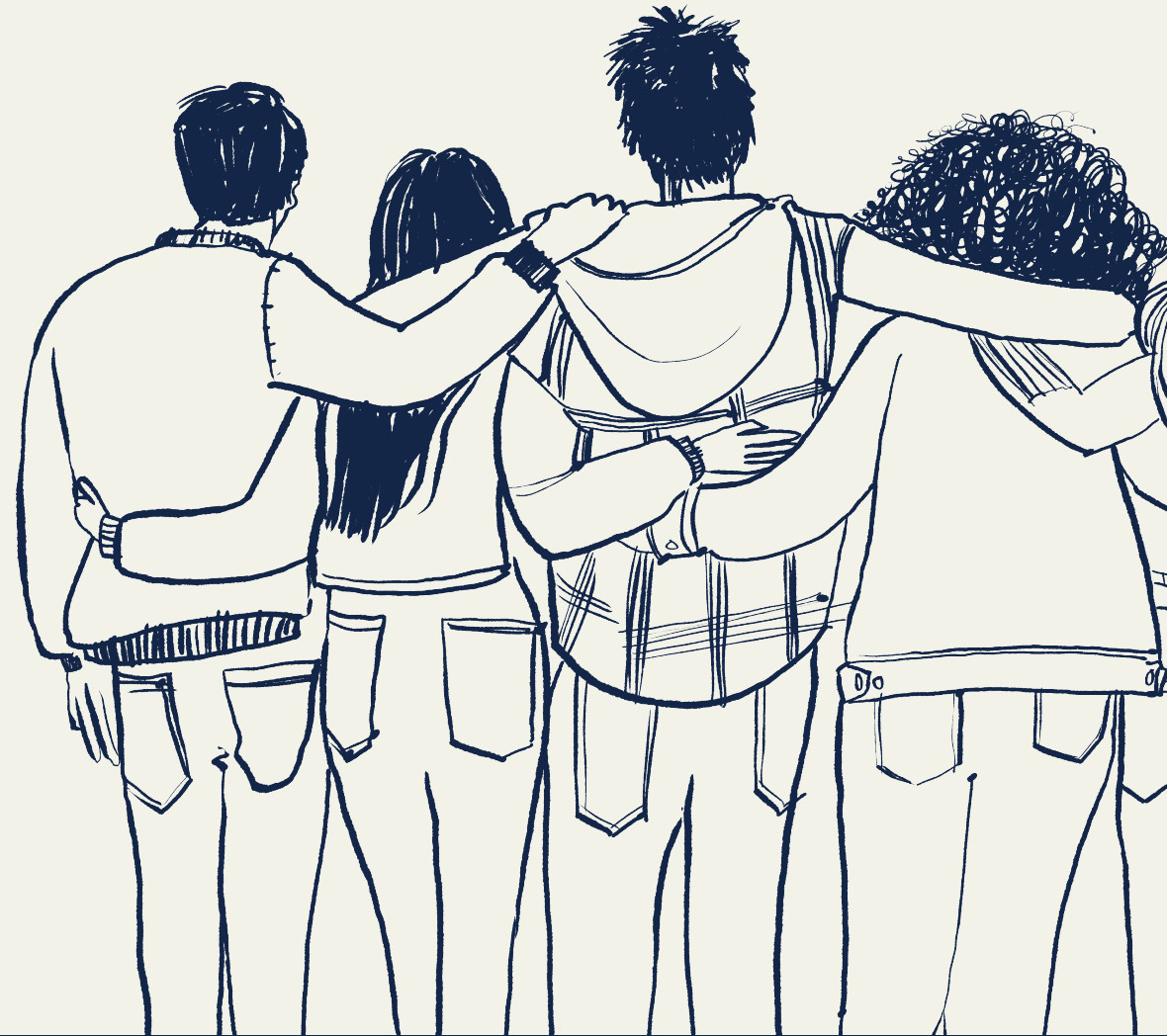


# Strategic Plan

2024-27



**fare**

Foundation for Alcohol  
Research & Education

# Who we are

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.

The way alcohol companies choose to sell and market their products increases the risk of these harms. Their growing use of online marketing and sales, for example, poses new threats to children and other people who are vulnerable.

By working together, we can change this.

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 country, 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.

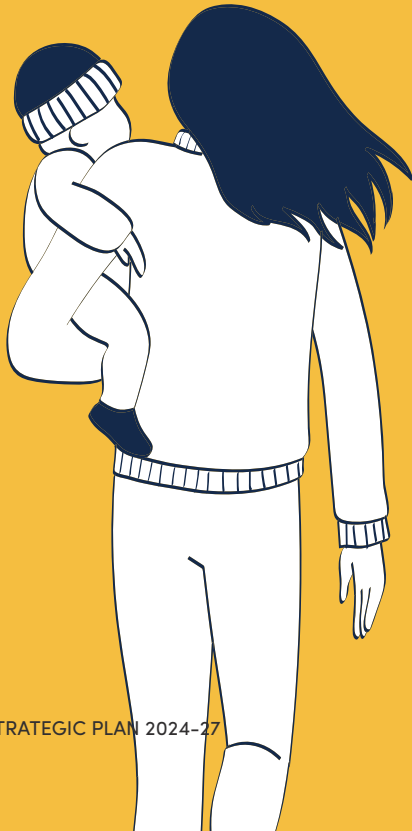
FARE recognises the leadership of Aboriginal and Torres Strait Islander peoples in developing community-led responses to preventing and reducing alcohol harms.

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.

FARE commits 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.

# Our vision

An Australia free from alcohol harms.



# Our values

## 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.

## 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.

## Empathetic



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

## Impact-driven

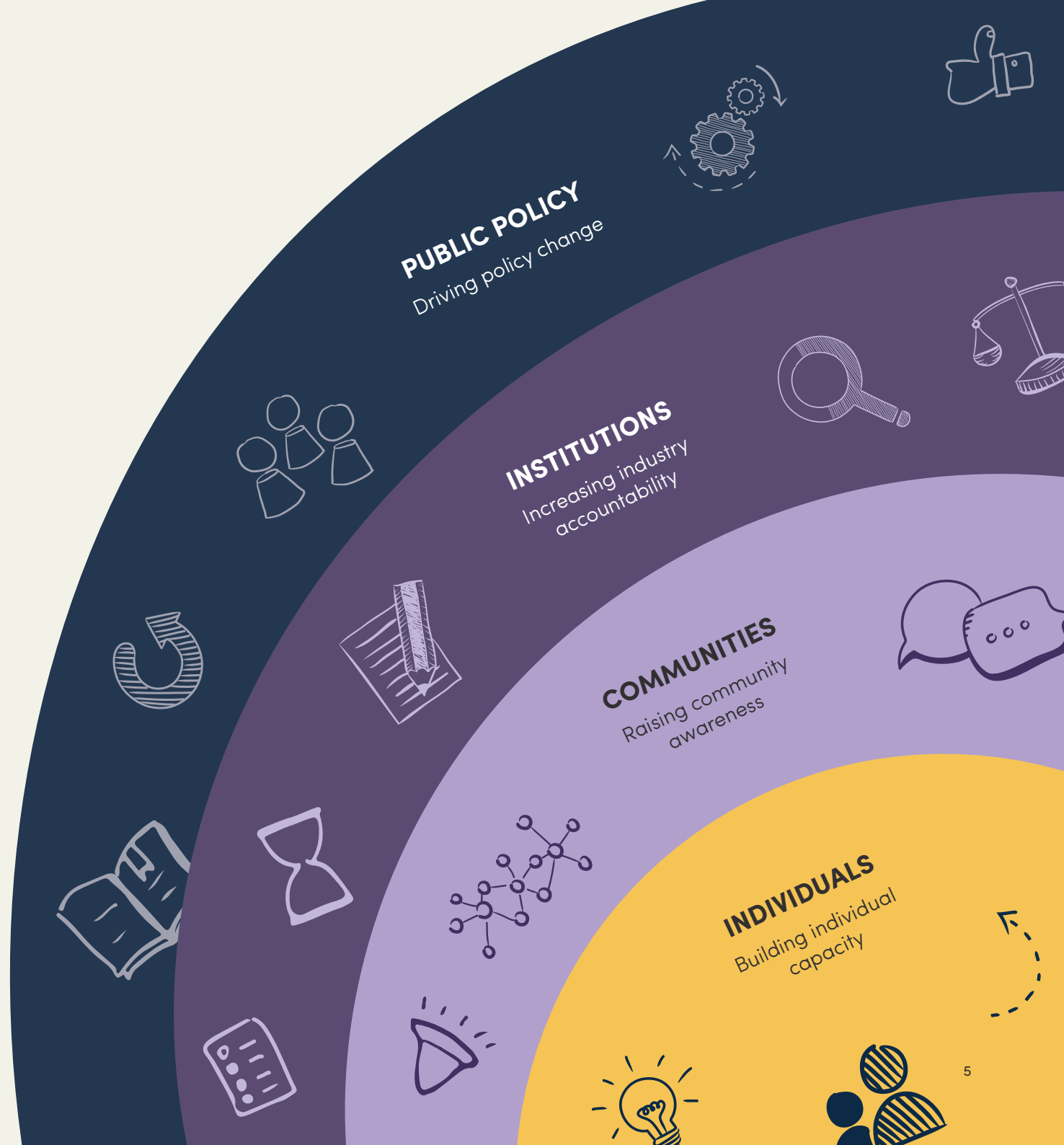


We focus on achieving the best outcomes for communities and learn and grow by evaluating our work to extend our impact.



# Our Strategic Framework

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.



# Strategic objectives and outcomes

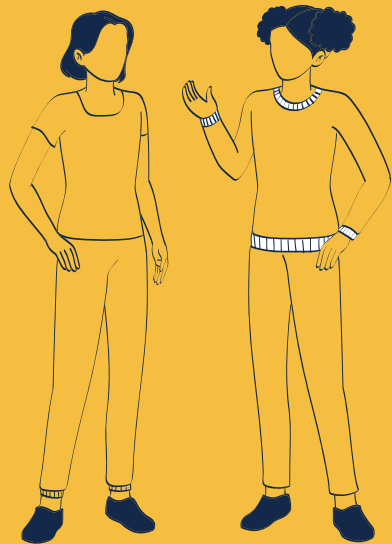
Priorities	How	Outcome
<b>Building individual capacity</b>	We support the capacity building of people who have experienced alcohol harm to drive change.	People are empowered to drive change that improves community health and wellbeing.
<b>Raising community awareness</b>	We develop and deliver evidence-informed 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.
<b>Driving policy change</b>	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.
<b>Increasing industry accountability</b>	We shine a light on the harmful 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.



# 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.



## 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.

## Examples of this work

- Amplifying the voices of people with lived experience of alcohol harm through our Voices of Change project.
- Being an engine room for individuals and communities that are advocating for changes that will prevent the harms from alcohol.

# 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.



## 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.

## Examples of this work

- Partnering with other organisations and governments to develop and deliver awareness campaigns about alcohol.
- Developing and communicating health information through our website and digital channels.
- Contributing to the evidence-base on effective health campaigns and resources through robust evaluations.



# 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.



## 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.

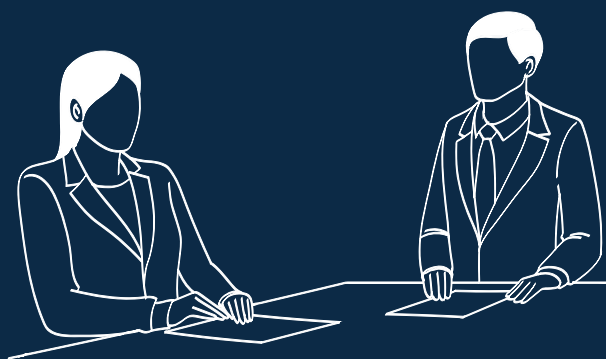
## Examples of this work

- Developing alternative models for alcohol laws in Australia that prioritise health, wellbeing, human rights and equity.
- Advocating for safer digital environments where checks and balances are in place to ensure that companies are not driving harm among people who are most at risk.
- Translating research into timely and meaningful policy recommendations so that decision makers have the most up to date information on the extent of alcohol harm and approaches to prevention.

# 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.



## How

We shine a light on the harmful 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.

## Examples of this work

- Undertaking research into the ways that people are tracked, traced and targeted by companies online and how this contributes to alcohol harm.
- Highlighting industry practice that undermines democracy and fuels harm.
- Developing tools that monitor industry influence of democratic processes.

# Our approach



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