

Our Annual Report.

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2015 – 2016

“Imagine a future where our limited health budget was spent on life-saving cures and strategies to prevent disease, rather than dealing with the havoc caused by excessive drinking and drug taking. A future where we could freely socialise at family-friendly events, where women could walk home safely at night, and where our children could grow up in an environment less dominated by the presence of alcohol and drugs.”

John Rogerson
CEO, Alcohol and Drug Foundation

CEO message

The 2016 Financial Year was a significant one for the ADF. We invested in major infrastructure, developed a 2020 Strategic Plan and rebranded to become the Alcohol and Drug Foundation.

Our 57th year of operation was marked then by a clarification and consolidation of the ADF's role, but also preparation for the significant growth that lies ahead.

On the ground, this means broadening our approach from the delivery of programs through the community sport setting, to one where we will now be developing initiatives that can be applied right across the community. Of course, our purpose remains the same – reducing the harms caused by alcohol and drugs (AoD).

I do believe momentum is building for a new approach to reducing the harms of alcohol and other drugs in communities around the world. This is reflected in the policy debates and attitude changes happening here in Australia and abroad, including the increased focus on primary prevention.

While our focus for this year has been on internal systems and infrastructure, we were also delighted to secure funding for two new national programs supporting community based action: the Local Drug Action Team and Tackling Illegal Drugs programs. This is a really important investment from the Australian Government and recognises the important role that local communities play in reducing AoD harm.

We're immensely proud of our efforts this year. And with the increased commitment to primary prevention and building the resilience of local communities, we're anticipating a particularly impactful next couple of years. This means stronger and healthier communities across Australia.



John Rogerson
CEO, Alcohol and Drug Foundation

Message from the Board Chair

With our programs again delivering significant outcomes and support to reduce alcohol and other drug harm in communities across Australia, 2015–16 has been a very successful year for the Alcohol and Drug Foundation.

The Alcohol and Drug Foundation's record of delivering high impact work has again been acknowledged this year.

Following the National Ice Taskforce's recommendations, we were very excited to receive \$19.2 million in Australian Government funding to deliver the Local Drug Action Team program nationwide. We also received Federal funding to enable a national rollout of our illicit drug prevention work through the Good Sports program.

However, despite our success in strengthening community sports clubs, workplaces and families to deal with AoD harm, alcohol and other drugs continue to have a huge negative impact on many of our community's most vulnerable members.

For this reason, the ADF will continue to lead the public debate on the long-term solutions needed to minimise AoD harm. This includes championing community based 'primary prevention' initiatives as being central to any successful strategy to deal with this issue.

Michael Doery
Board Chair, Alcohol and Drug Foundation



Good Sports

Good Sports is a national, three-step accreditation program for community sporting clubs.

It focuses on alcohol management as a way to change the drinking culture in clubs, and in its 16-year history, has shown significant positive results, both for participating clubs and their members. There are currently more than 7,000 clubs involved in the Good Sports Program, making it Australia's largest sport-based preventive health program.

We give volunteers the resources, training and guidance they need to face challenges head-on. With our program recently expanding to include components focusing on healthy minds and healthy eating, as well as information on other legal and illegal drugs (particularly crystalline methamphetamine or 'ice'), we're helping to make Australian sporting clubs happier, more inclusive, safer and family-friendly places to enjoy sport.

And Good Sports works. It's the first program of its kind in the world to be proven a success.

A randomised controlled trial has shown that participation in Good Sports reduces the likelihood of risky drinking in clubs by 37%, and the likelihood of alcohol-related harm in these clubs by 42%.¹ It has also shown that for every dollar invested in a Good Sports club, there is \$4 of economic benefit.²

1. Kingsland M, Wolfenden L, Tindall J, et al. Tackling risky alcohol consumption in sport: a cluster randomised controlled trial of an alcohol management intervention with community football clubs. *J Epidemiol Community Health* 2015; 69: 993-99.

2. KPMG Health Economics Group (2013). Economic evaluation of the Good Sports Program: update November 2013.



**“Good Sports works.
It's the first program
of its kind in the world
to be proven a success
at reducing risky
drinking behaviours.”**

Each sporting club has the potential to influence hundreds of community members. We estimate the Good Sports Program has reached close to two million people in 2016.
Program Snapshot (June 30 2016)

Good Sports clubs FY15-16
7,238 clubs registered
Club member reach
2.1 million (approx)
Average monthly
accreditation growth
242 clubs

Level 3 clubs
Almost 50% have reached
the highest level
Representation across
urban/rural settings
45%/55%



Supporting the next generation

We were proud to launch Good Sports Junior – a pilot program focusing on the next generation of community sport. With financial support from the NiB Foundation, the Good Sports program has been adapted to work with clubs and parents to create the best possible environment for junior participants. With more than 200 clubs engaged in Good Sports Junior, this program is already exceeding expectations.



Profile

Jake Brennan

Good Sports Club Member, Girraween Eagles
Parramatta, NSW

Jake Brennan is an eight-year-old rugby fan from New South Wales. He and his father Steve were involved in a head-on collision on the way home from a birthday party just over 12 months ago. Despite the long journey from injury to recovery, Jake is now back playing with his beloved Girraween Eagles – bringing the club closer together as a result.

Through their involvement in the Good Sports Junior program, the Eagles have built a culture that supports young people. For Steve Brennan, they're testament to the role a sporting club can play in the life of a young player. "It's been very emotional," says Steve. "But with the help of the football club [Jake's] bounced back to being a great kid."

For Steve, the club has been key to Jake's recovery. "Community based sporting clubs bond people from all different areas – they come together. They're like part of your family," says Steve.

Club President, Natalie Walka, says the club has always been strong, but Jake's challenges brought them closer together as a community. "We rallied together to raise funds. We had thousands of people just reaching out and wanting to keep track of how they're going."

According to Natalie this has been a proud moment for the club, as they work to build a club culture that encourages young people to be their best. "Sporting clubs create a better future for kids. They teach life skills, they build resilience, they help children understand how important it is to work in a team. That can only be really good for the community as they grow and develop further."



With support from Good Sports and the NiB Foundation, Jake had his NRL dreams come true when he got up close and personal with his beloved Blues, acting as team mascot at the State of Origin earlier this year. But it seems this brush with fame hasn't gone to Jake's head – he still knows why it's important to put in the effort on the field every weekend.

“The thing I love about rugby is to have fun – it's important to have fun with your friends. It's not about winning or losing it's just important to try your best.”

Jake Brennan

Community Engagement and Action Program (NSW)

ADF has supported 82 Community Drug Action Teams (CDATs) across NSW during the year, providing them with a total of \$331k in small grants for a range of community focused activities such as workshops, forums, educational reference materials and advocacy. With a strong presence in their local communities, CDATs interact with between 70,000 and 100,000 people each year through planned activities.

The program is designed to develop local capacity to respond to alcohol and other drug issues, by working in partnership with local agencies and communities.

Each local CDAT is given the tools they need to craft a program of activities for their own area, with the support of the ADF's Community Development Officers, and the opportunity to apply for small grants to bring their project idea to life. All program activity is supported by a body of evidence around best practice community engagement for the prevention of harm (ADF's Framework for Action), but it is CDAT participants who drive their local agenda.



Breaking the Ice (NSW)

This year, we've provided community education around crystalline methamphetamine, or 'ice', throughout New South Wales, through the delivery of 10 community forums in areas particularly vulnerable to increased harm.

These forums have been well attended, bringing the community together around the issue of ice harm-reduction and prevention. Providing fact-based resources, and a face-to-face approach, the ADF has focused on tangible tools that can make a difference to these communities. This program has included a specific set of resources supporting the New South Wales Indigenous community, through state networks of elders and Indigenous health workers.

The delivery of these events has also gained significant media attention, with over 100 media pieces promoting the forums and the messages across local, state and national media in print and television.





“The ADF hosted ‘Breaking the Ice’ forums in a number of communities in NSW identified as being particularly vulnerable to harm.”

Profile

Nicqui Yazdi

Community Drug Action Team Leader
Byron Bay, NSW

For Nicqui Yazdi, being involved in the Byron Bay community isn't a part time job, it's a full time undertaking.

Prompted to get involved in the community by the suicide of a close friend, Nicqui trained in Mental Health First Aid to learn how to recognise the signs of risk. Many years later, Nicqui's work with BUDDI — the Byron Underage Drinking and Drug Initiative — is testament to the role of a broad community approach to harm prevention.

“There is the old saying that it takes a village to raise a child. In the case of Byron Bay, that really is true. The community here is so passionate about giving and about being involved in initiatives that keep our community, and also in particular our young people, safe,” says Nicqui.

Key to the success of BUDDI is their proactive role during the local schoolies season. With 10,000 school-leavers visiting Byron for schoolies each year it is a high-risk period, but it also brings opportunity. “We had all these young people coming here each year, with little to nothing for them to do, and

our own young people of course ended up in the mix too,” she explains. “By engaging them, as well as local youth, in activities with our nightly dance-parties in the park, they are all happy, dancing, hanging out in an alcohol and glass-free zone, which means they aren't aimlessly walking around town, with nothing to do, potentially getting into mischief. It's been a winning formula!”

The initiative has been more successful than anticipated. “We started the Byron Schoolies Safety Response to try and reverse the youth and alcohol-related crime at that time. We have done that, with the last three years having almost negligible schoolies-related crime, in fact, overall, the annual crime rate in Byron has halved over the last three years.”

And the benefits go far beyond crime statistics, benefiting the whole town for the long term. “I think the best lesson for me has been in understanding that if you give young people a chance to make good choices, they often will.



“It's something that I now work on all year round, looking for funds and figuring out how we should be going with this in the future, because it's only going to get bigger. Byron is, after all, a tourist town and these are the youngest of our tourists and often it is their first holiday on their own and can also be their scariest, so we need to treat them as we would our own and look after them.”

Nicqui Yazdi

We want to create a 'menu' of activities for them to do that will give them more things to do with their time, therefore less chance or desire to be drinking through boredom.

“This also leaves them with a wonderful memory of their school-leavers celebrations.”

“These are the youngest of our tourists and we'd like to see them coming back in future years, as adults and hey, even as parents with their own children.”

For Nicqui, the engagement with young people across the community has been essential, with the program coming full circle for some local participants.

“This year at the Schoolies HUB, we will have two young people volunteering who were actually with us at the very first opening night of our weekly youth drop-in program at the Byron Youth Activities Centre. They were just 12 and 13 when we started and now at 20 and 21, they are giving back to the community themselves.”

After many years leading the Byron Bay Community Drug Action Team, Nicqui's leadership has been celebrated this year for its impact and influence in her community. We congratulate Nicqui for her ongoing effort.

Key projects: Our brand

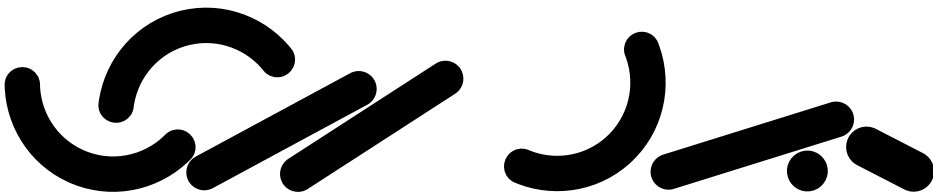
New name, brand strategy and identity

It’s not overblown to say that the ADF has truly transformed over the last year, the result of our 2016-2020 strategic planning process. It’s during this planning that we recognised our need to be increasingly relevant to the average Australian; that for us to maximise our impact, we need Australia’s various communities to understand the work we do. We also recognised the role we can increasingly play as a catalyst to help communities minimise alcohol and drug harm in their part of the world.

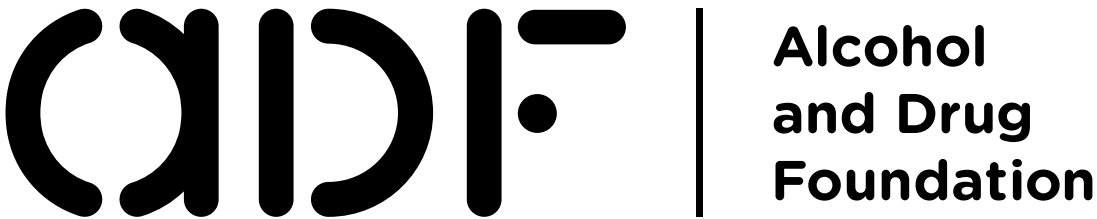
This transformation has included an evolution in our name, from the Australian Drug Foundation to the Alcohol and Drug Foundation. This is a deliberate shift that acknowledges the central role alcohol continues to play in the cultural fabric of Australian life, and, as a result, that it is the drug that causes the most harm across the country.

Along with our name change, we also took the opportunity to rebrand our new approach, reimagining the Alcohol and Drug Foundation’s purpose and visual identity. The result: a new brand that aims to capitalise on our strong reputation within the public sector, while supporting our increased awareness-raising and advocacy work across the public, private and community sectors.

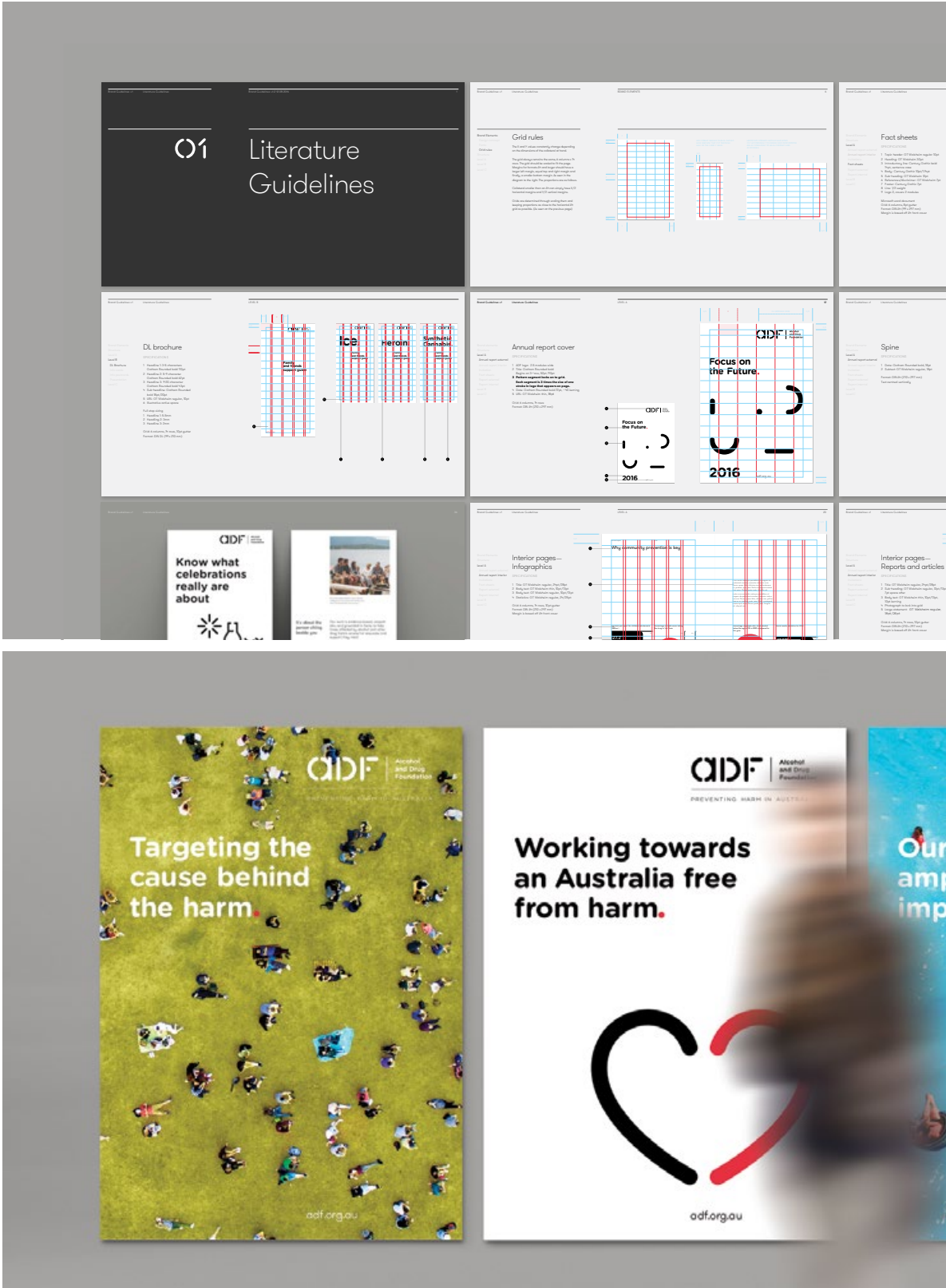
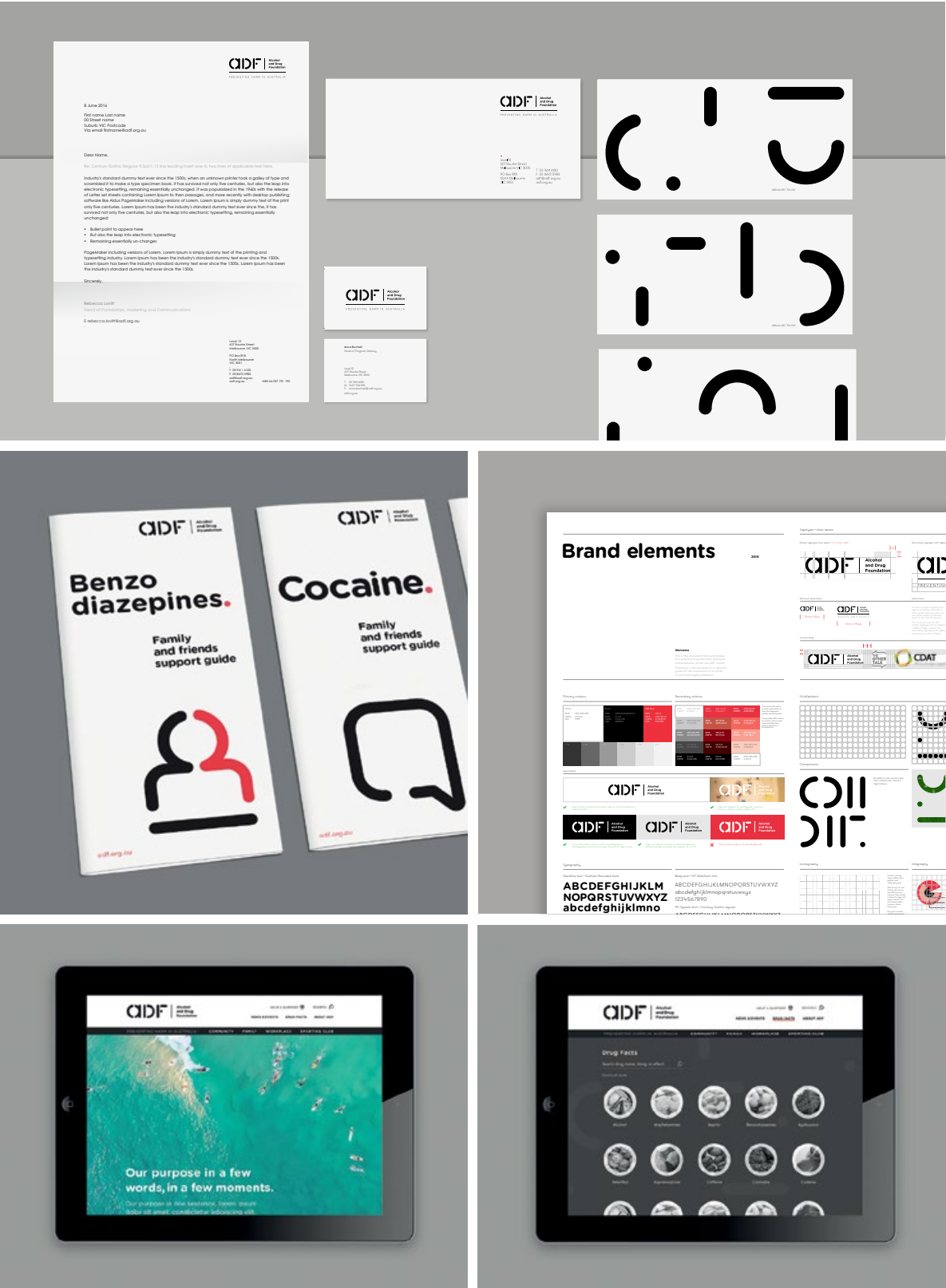
THE CONCEPT



OUR LOGO



Our new logo represents the fact that we are the sum of the many people, experiences, breadth of knowledge and shared objectives that have come together to give us our form.



A group of young people, mostly women, are sitting in bleachers in a gymnasium. They are all looking down at their smartphones. The woman in the foreground is wearing a grey long-sleeved shirt and a blue denim vest. She is holding a black smartphone in her right hand and has her left hand near her chin. The background is a brick wall with a staircase.

“With our governments’ increased commitment to primary prevention and building the resilience of local communities, we’re anticipating a particularly impactful couple of years ahead. This means stronger and healthier communities across Australia.”

Financials

The year in review

This has been another successful year for the Alcohol and Drug Foundation, underpinned by significant financial support from the Australian Government, as well as many state and territory governments and other sources.

As a non-profit, for-purpose organisation, money isn't everything. Albeit critical to our work, it's simply an enabler, and is just one of the many forms of support we've received throughout the year.

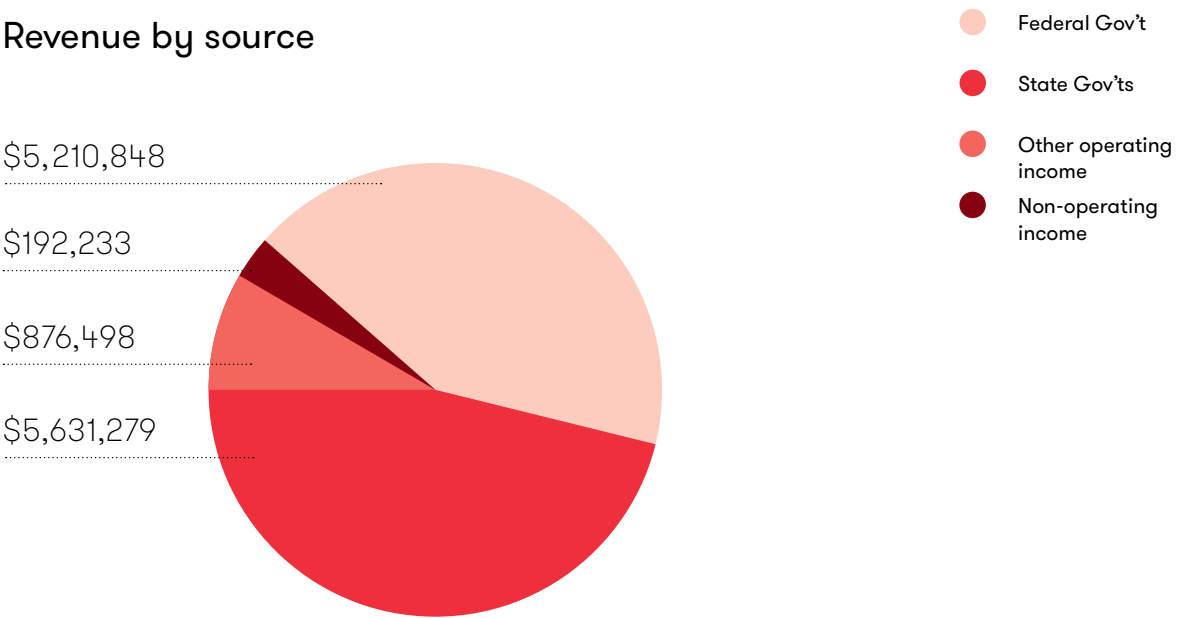
For a full list of all the major funders and other supporters who have made our work possible, turn to the back of this report.

The ADF is grateful to all of them for their support of our work to build strong, resilient and healthy Australian communities.

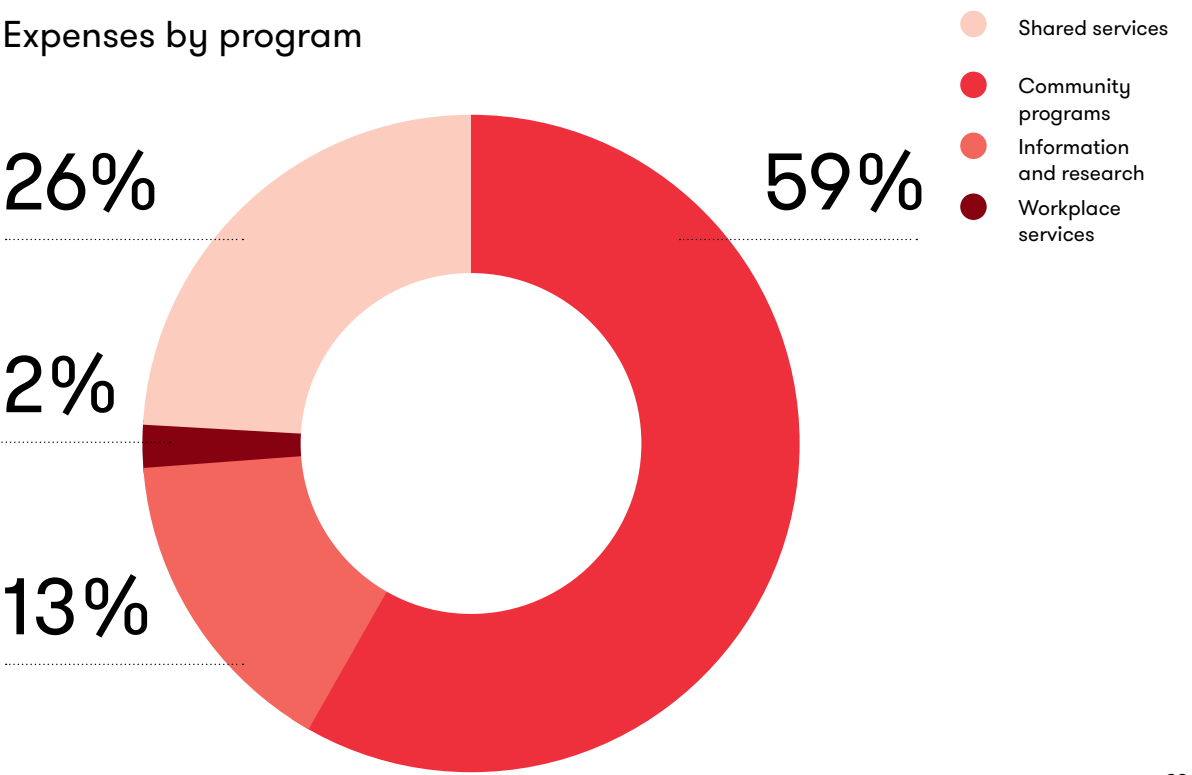
Revenue by source

Thanks to the ongoing commitment of our many contributors, revenue remained steady at \$11.9m (compared to \$12m in 2015).

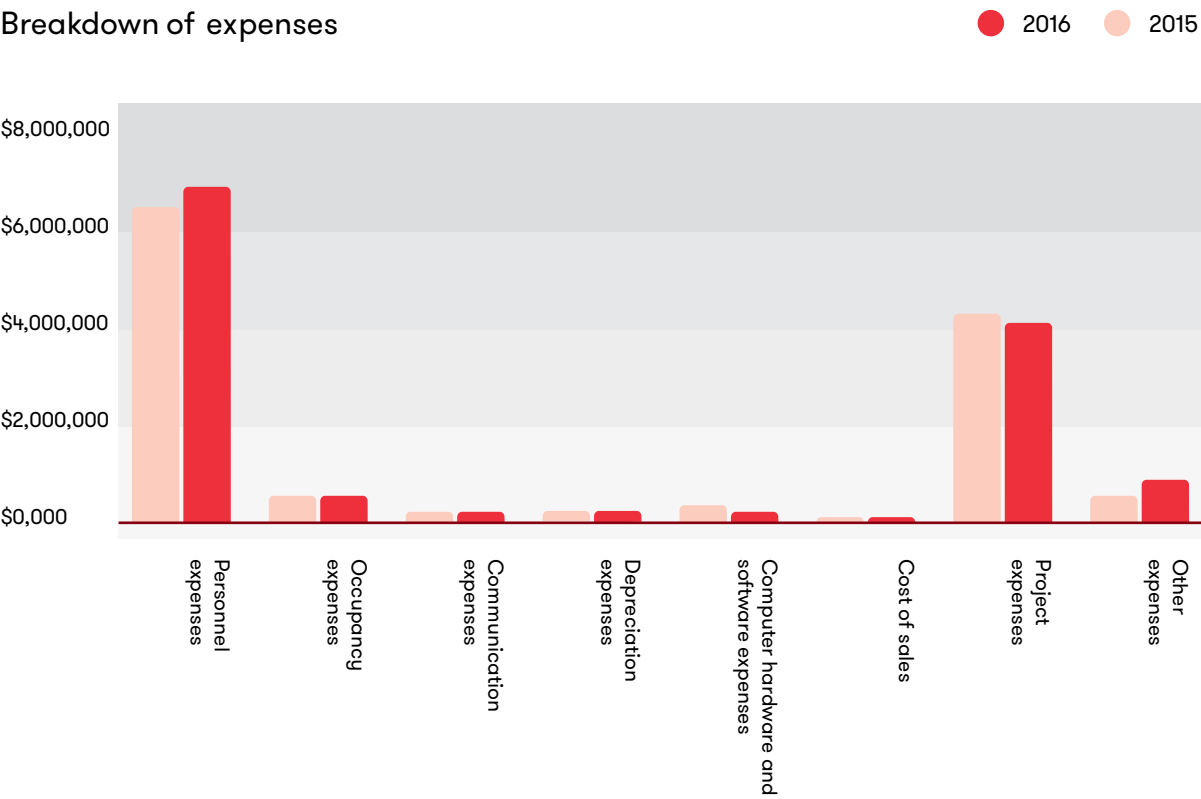
Revenue by source



Expenses by program



Expenses by cost type



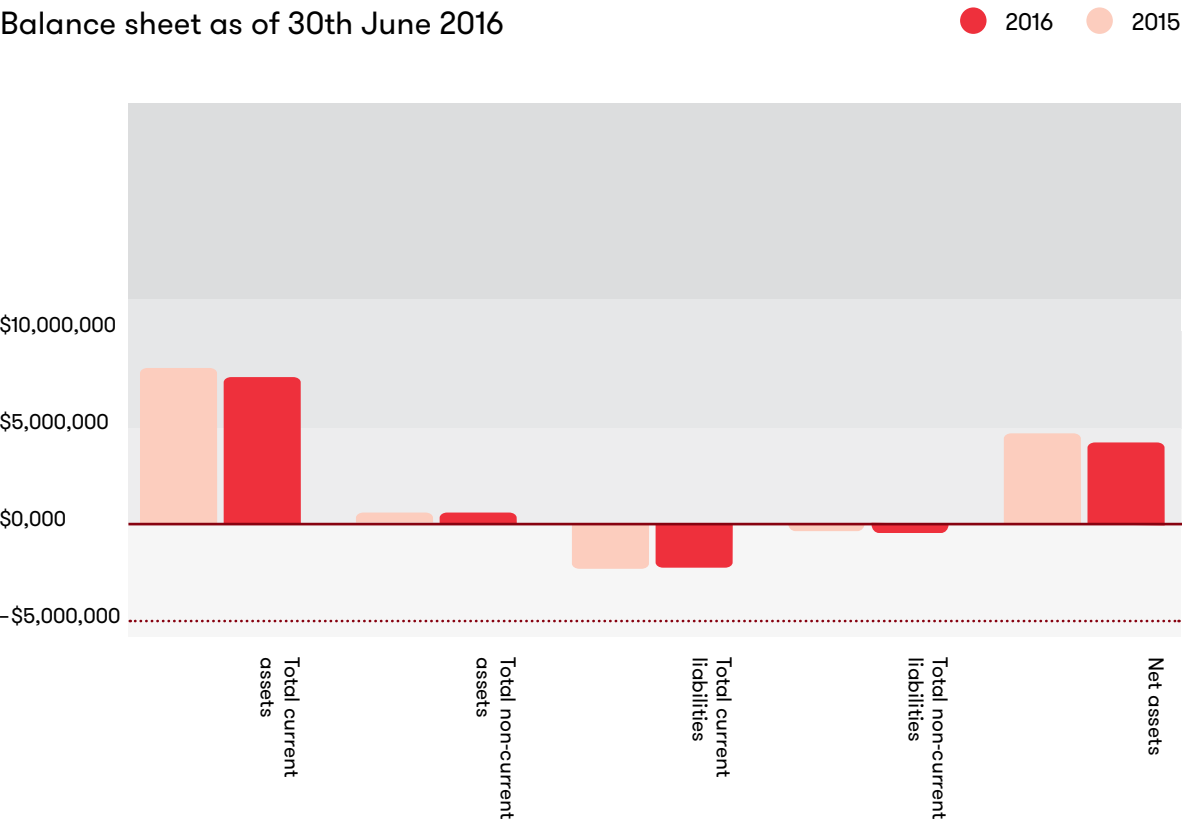
Personnel expenses grew by 6.1% to \$6.9m. This is primarily due to a shift in resource-mix from project officers and community partners, to casual salaried staff who now perform the Good Sport’s accreditations and ongoing club liaison.

Project expenses fell by 2.7% to \$3.9m primarily due to the change of resource used in Good Sports

from project officers to casual staff mentioned above, \$327k, offset by additional marketing and media effort, \$193k, towards the Good Sports winter campaign and brand identity redesign.

Other expenses increased 29.6% to \$613k. This is primarily due to business planning costs to aid an organisation redesign and new brand identity.

Net assets



The **net assets (retained earnings)** position of \$4.1m as of 30th June 2016 represents a decrease of \$241k compared to 30th June 2015. This is primarily due to the release of cash to fund key projects including a major ICT upgrade, as well as our organisational rebrand and restructure.

Thank you

We would like to thank the following people and organisations for helping us work towards an Australia free from alcohol and other drug harms.

Our Board

Michael Doery (Chairman)
Tanya Chikritzhs
Genevieve Hawkins
Jennifer Hendry
Peter Kendall
Philippa Kelly
John Rogerson (CEO)
Ron Steiner
John Thompson
John Wiggers (advisory role)

Our funding partners

Australian Government,
Department of Health
Exxon Mobil
New South Wales Government,
NSW Health
Queensland Government,
Department of Health
Transport Accident Commission
Transport for NSW
Victorian Government,
Department of Health and
Human Services

We also acknowledge and thank our donors and other supporters for their past and ongoing voluntary and financial contributions.

Patrons (including trustees)

Sir John Allison
Hon. Sir John Barry
Hon. Sir Ewan Cameron
Sir George Coles
Emeritus Prof. David de Kretser AC
Col. Sir Edward Weary Dunlop AC
CMG OBE
Sir Alexander Fitzgerald
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Dr Helen Nugent AO (NSW patron)
Sir Arvi Parbo

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Mr Jack Thomas
Mr Tony Trimmingham OAM
A/Prof. David Wells OAM
Prof. Greg Whelan AM
Dr Rick Woods

Leaving a gift in your will

The Alcohol and Drug Foundation has a long and proud history. We know that creating an Australia free from alcohol and drug harm will take more than one lifetime.

A gift in your will is a unique opportunity to express your values and make a difference beyond your lifetime. Your gift will benefit many future generations of Australians by reducing alcohol and other drug harms.

We are extremely grateful to everyone whose shares this long-term vision and supports our work.

Gifts in wills information

Legal name:
Alcohol and Drug Foundation Incorporated

ABN:
66 057 731 192

Registered address:
Level 12, 607 Bourke Street
Melbourne VIC 3000

Need wording for your will or have any questions?
Please contact the Gifts in Wills Team on 03 9611 6105.





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