

Annual Report 2020-21.



Alcohol
and Drug
Foundation

Lives Unlimited.

2025 Towards



A message from our Chair and CEO

Michael Doery and
Dr Erin Lalor AM

For the ADF, 2020-21 was all about looking forward.

With the commencement of our new five-year strategic plan in July, we now have a firm vision and roadmap in front of us as we work towards a future where lives are unlimited by alcohol and other drug harm.

Never has this been more important.

As we start to tentatively emerge from the pandemic, our world has changed.

Alcohol and other drug use has increased and for many our support infrastructure, as we once knew it, has fractured.

Critical alcohol and other drug protective factors, such as engagement in schools, community recreational activities and peer supports, have weakened. There is a significant role for the ADF to play, helping communities strengthen protective factors and reduce the many risk factors that increased this year.

Our bold new vision and strategic roadmap, backed by the support of our funding partners, will go a long way towards driving us to make a positive difference at the grassroots community level – where it matters most.

In tandem with the launch of the new strategic plan this year, we also unveiled a refreshed brand identity and made significant strides positioning our organisation as an approachable and empathetic resource for the broader community (as always, solidly underpinned by our evidence-base).

COVID-19 helped hasten this transition.

We fuelled everyday conversations about the impact of the pandemic on alcohol use through our series of consumer awareness campaigns and secured additional Australian Government funding for the integrated promotional campaign, *Break the Habit*. Through this campaign, we spoke directly to the general public and created a range of interactive resources, such as our online drinking calculator, to help individuals contemplate personal change, post-lockdown/s.

While the uncertainty and stress of COVID-19 brought with it a whole new body of work for the ADF, it also brought new challenges to our programs and our staff, who continued to adapt to an environment of restrictions and largely working from home.

Despite this unsettling environment, the ADF enjoyed significant program successes.

We launched the new Good Sports digital platform in January. A remarkable effort, moving Australia's most popular community sports health intervention completely online.

A record 573 entries were received for the Good Sports Awards, which we celebrated at Parliament House Canberra with winners and politicians in attendance; and, we successfully conducted our fifth funding round for the Local Drug Action Team (LDAT) program, onboarding 47 new LDATs. We marked the memorable milestone of securing our 10,000th Good Sports club and saw additional LDAT sites in South Australia added to our Planet Youth pilot program.

We also identified significant gaps in services and support for family and friends of people who use alcohol and other drugs and embarked on a major program to build the evidence base for what works in this area, as well as develop an online, searchable portal of services and resources to help family and friends navigate their way to tailored support.

Pleasingly, our program participants and national reach increased this year, putting the ADF in a strong position to tackle the many new challenges and obstacles that are emerging as we get ready to embrace the 'new normal'.



Thank you to our staff, Board, funders and program participants for your commitment to alcohol and other drug prevention. With your support we are well on our way to realising the vision of our new strategic plan.

Michael Doery
Chair

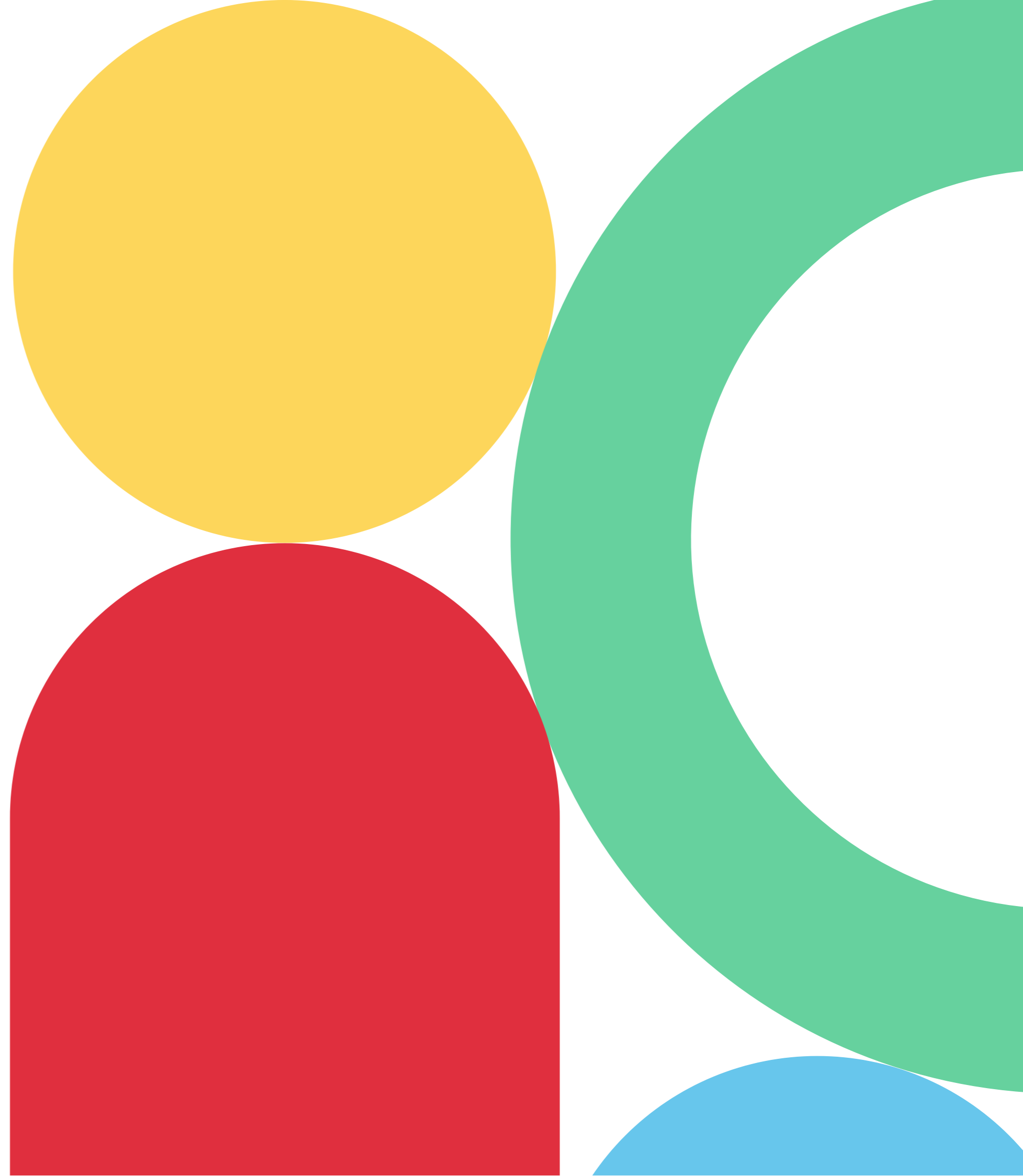
Dr Erin Lalor AM
Chief Executive Officer

Our new **Strategic Plan**.

Implementation of the ADF's new five-year Strategic Plan commenced on **July 1, 2020**.

The result of an extensive consultation process, **the Plan reflects the voices of our staff and key stakeholders**, ensuring our strategic direction remains in touch with **a deep understanding of the external environment**. It also leverages our strengths and reflects our commitment to evolving with contemporary practice.

The new Strategic Plan informs our annual business planning cycle and delivers a framework to track our progress and measure impact, as we work to realise our 2025 vision of: **'lives unlimited by alcohol and drug harm'**.



Strategic Plan 2020-2025.

Vision

Lives unlimited by alcohol and drug harm.

Mission

Inspire positive change and deliver evidence-based approaches to minimise alcohol and drug harm.

Ambition

By 2025, we have changed knowledge, attitudes and practices so that we prevent and delay uptake amongst young people and strengthen prevention and harm reduction strategies for all. We will have achieved this by increasing adoption of evidence-based approaches.

Strategic priorities



We know what works

Establish a suite of credible, evidence-based approaches with demonstrable impact on AOD harm



We enable change

Increase adoption of evidence-based approaches and effective tailored solutions that drive change in the digital age



We are capable

Inspire and engage our workforce, ensuring our people are capable, supported and committed to achieving our 2025 ambition



We are sustainable

Sustain the ADF, and improve impact, through a strong focus on funding, systems and process



We harness data and digital

Use data to inform our decisions and ensure impact, create digital solutions to amplify reach and enable change

The future we want to create

Increased knowledge about alcohol and other drugs and their associated harms.

Fewer young people reporting use of alcohol and other drugs.

Later age of use of alcohol and other drugs.

Fewer people reporting they are victims of harms associated with alcohol and other drugs.

Changed attitudes / reduced stigma related to alcohol and other drugs and people who use them.

Increased adoption of evidence-based approaches and practices that prevent and reduce harm.



Connecting with communities.

Local Drug Action Teams

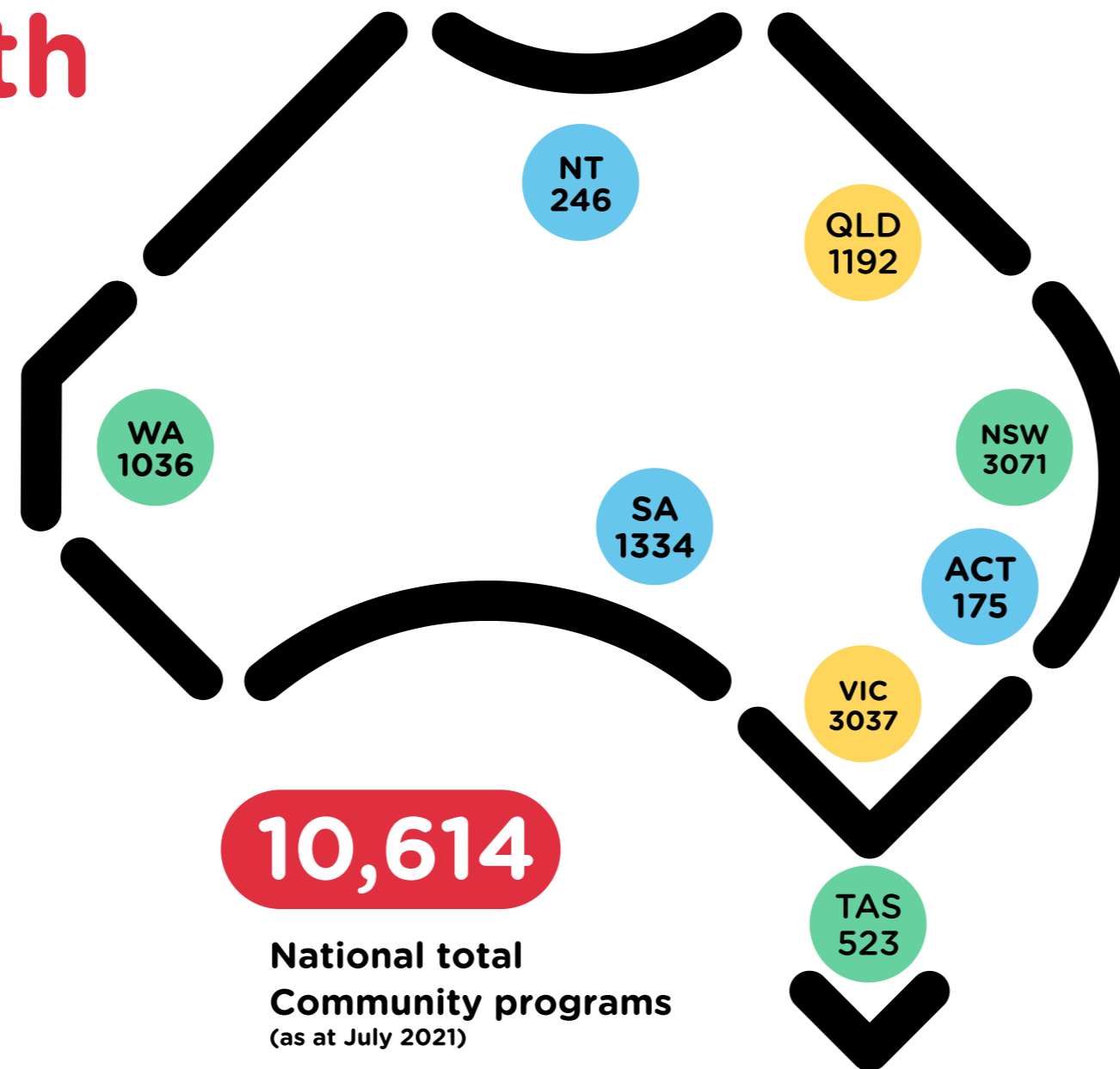
This year, we successfully implemented the fifth funding round for the Local Drug Action Team (LDAT) program, onboarding 47 new LDATs from around the country.

Through this program, the ADF supports organisations to build or extend local partnerships and develop evidence-based activities to prevent and minimise harms caused by alcohol and other drugs at the grass-roots, community level.

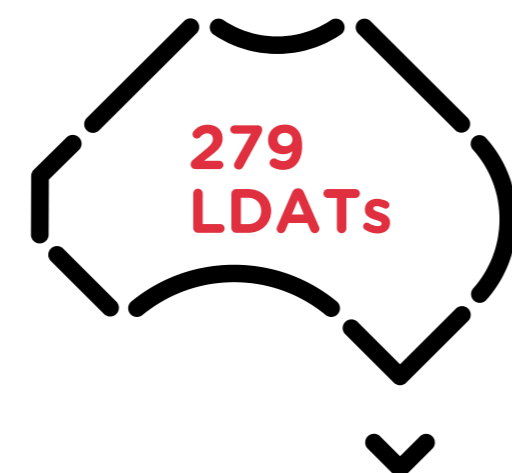
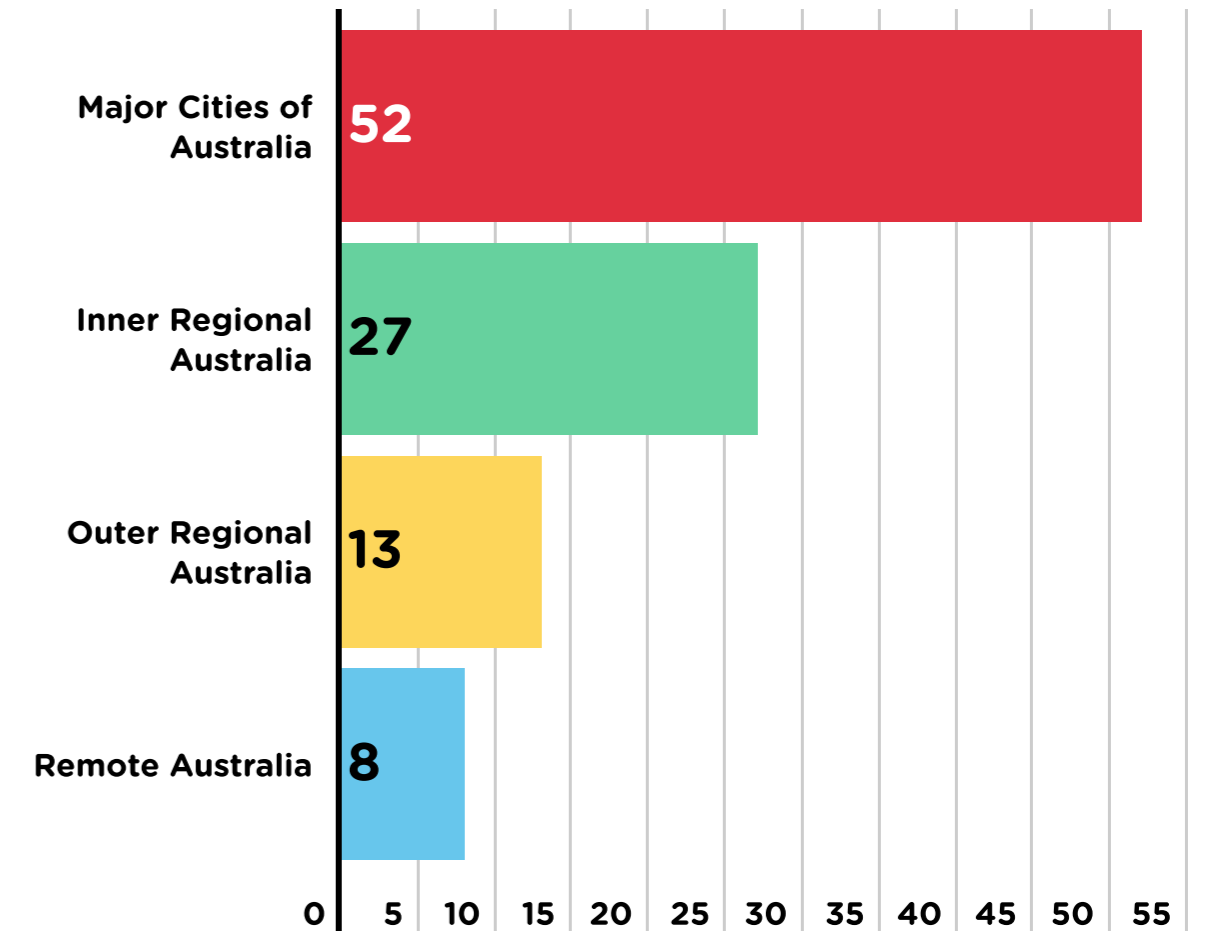
LDAT partnerships can include local government, community groups, business associations, police, schools, local primary health networks, as well as other interested not-for-profit organisations.

We build LDATs' knowledge and skills base by providing resources and support to help them develop evidence-based programs that they then implement through an approved Community Action Plan. Popular activities include education in schools, peer support, youth mentoring and parenting programs.

We are also committed to trialling new approaches to identify what works and build the Australian evidence-base, such as the pilot of the successful Planet Youth model from Iceland, which is underway in seven LDATs.



LDAT Locations



47
New LDATs

320
CAPs completed

1600+
Partner organisations

668
Media mentions

Grants Dispersed



Planet Youth Sites



Inside a Local Drug Action Team.

SCHEMA Action Team LDAT

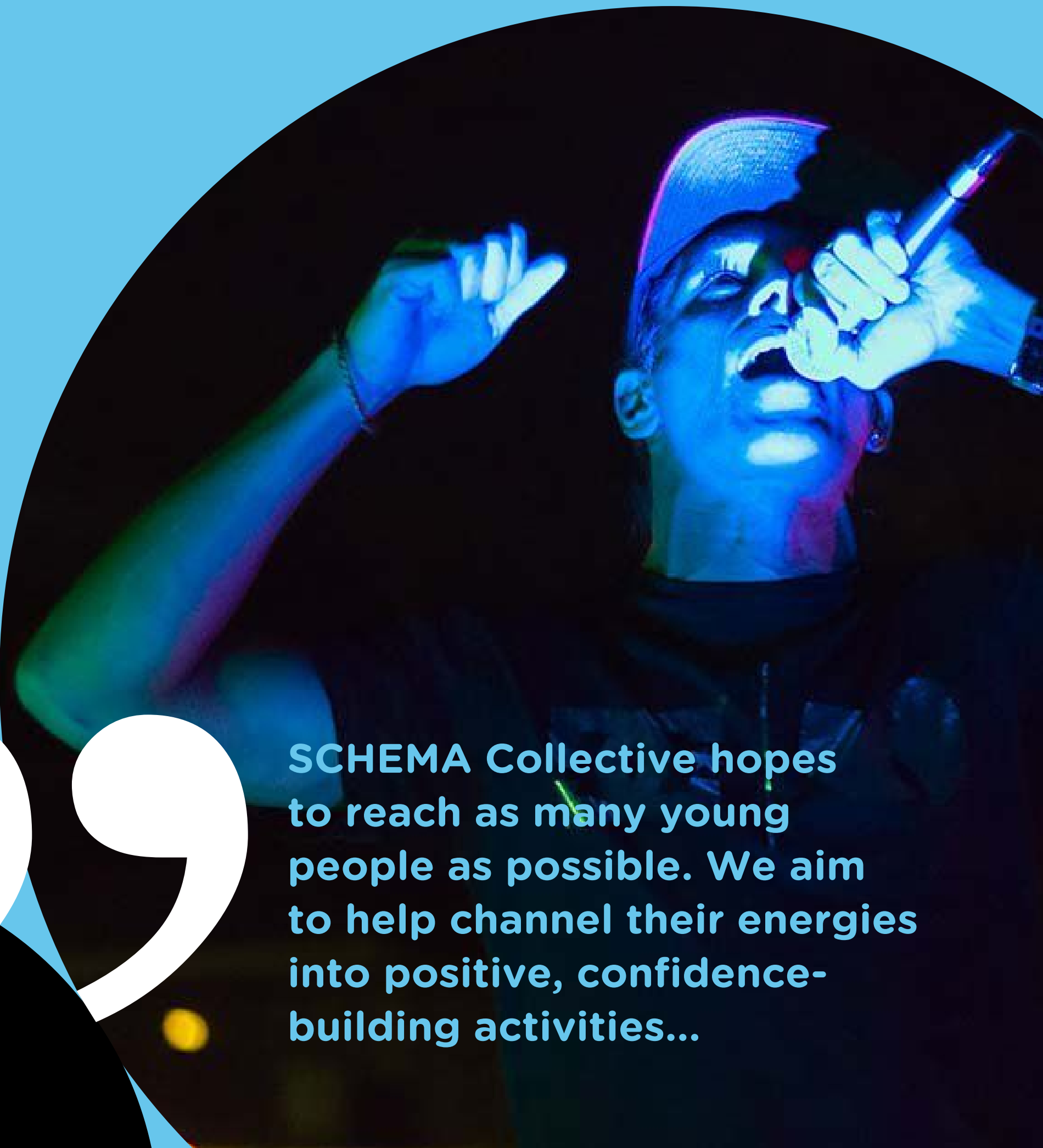
The SCHEMA Action Team LDAT, in Brisbane, uses fun outdoor activities to build protective factors in their community to prevent alcohol and drug issues forming in the first place, especially in at-risk youth, connecting young people to positive adult role models.

Community events include skateboard and scooter competitions, music concerts and market-style stalls to engage locals in positive activities like sport, music, mental health support and volunteering opportunities.

Collaborating with other local LDATs to drive participation at each event, the SCHEMA Action Team LDAT is increasing social connection, community engagement and wellbeing - all proven protective factors against alcohol and other drug harms in young people.

“By engaging with local and youth-focused organisations, SCHEMA Collective hopes to reach as many young people as possible. We aim to help channel their energies into positive, confidence-building activities that benefit their wellbeing, positively influence their behaviours towards alcohol and other drugs, and give back to the community.”

Stoyan Stoyanov *President*
SCHEMA Collective



SCHEMA Collective hopes to reach as many young people as possible. We aim to help channel their energies into positive, confidence-building activities...

Connecting with communities.

Good Sports

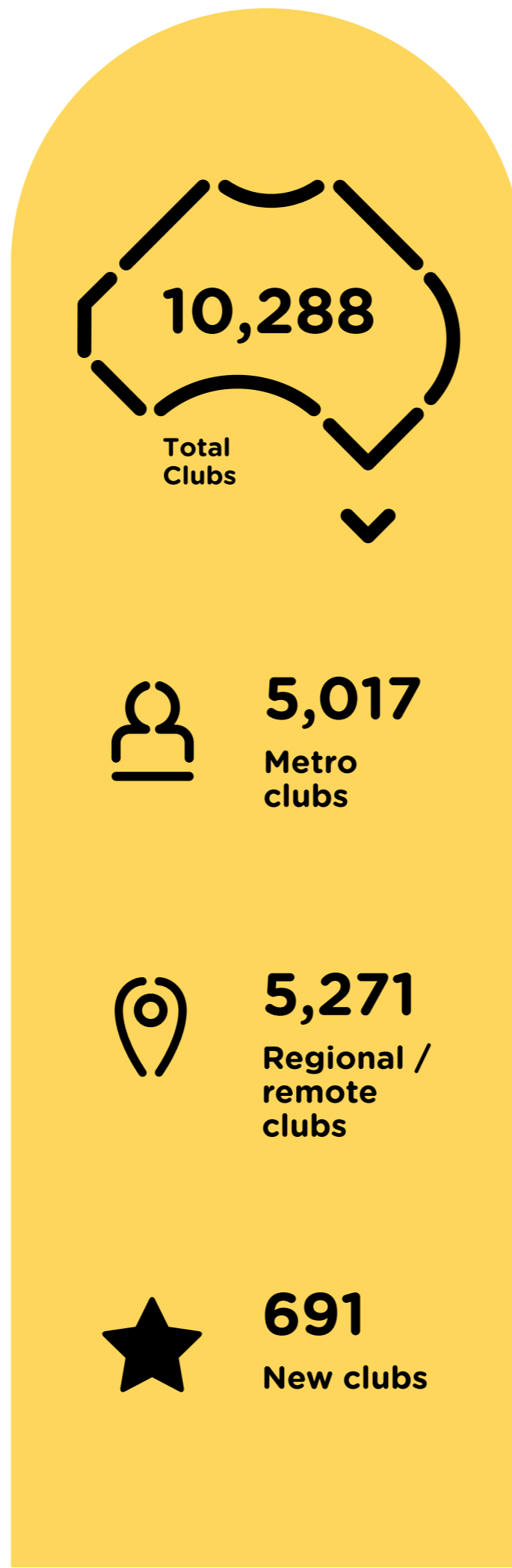
Good Sports is Australia's most successful health promotion initiative in community sport.

The twenty-year-old program reduces risky drinking by 37% and alcohol-related incidents by 42% in participating clubs.

This year we achieved the significant milestone of welcoming our 10,000th club into the program and we transitioned to a new digital mode of program delivery, which launched in January 2021.

Despite the impact of rolling lockdowns and club closures due to COVID-19, the community spirit of our Good Sports clubs continued to shine through, with a record number of entries submitted for the Good Sports Awards – an annual event that celebrates club achievements and the people behind them.

Over 10,000 Good Sports clubs are now using the program's free, online portal and resources to build policies around alcohol, smoking, mental health, illegal drugs, and safe transport. Together, these elements add up to set high standards of behaviour for members and spectators, ensuring a safe, welcoming, family friendly environment for everyone.



Location breakdown of accreditations



2403
Total accreditations (includes Healthy Eating; Junior; and, Tackling Illegal Drugs)

> 3100
Club reps have registered to attend a Good Sports webinar

573
Awards nominations

2,894,999
Social media reach

83,364
Paid social media engagements

539
Media mentions

Inside a Good Sports Club.

Enfield Community Cricket Club

Good Sports Club of the Year 2020, Enfield Community Cricket Club, has built a welcoming environment through the Good Sports program, making sure everyone feels included and keeping members connected during COVID-19 restrictions.

The South Australian club acknowledges a range of multiculturally significant dates and develops inclusive initiatives, like the 'Multi-Cultural Pop-Up Program', aimed at engaging locals from different cultural backgrounds through the power of sport.

During COVID-19 lockdowns, the club stayed in regular contact with members and kept junior participants fit and engaged by providing them with skills programs that they could complete at home with limited equipment.

"I'm proud that we have become a club that has great diversity and inclusion with a strong focus on being a family-orientated club. Good Sports changed our club for the better, and we are growing as a result."

Matthew Bedgegood *Club Chairman*
Enfield Community Cricket Club



Good Sports changed our club for the better, and we are growing as a result.

Sharing quality information.

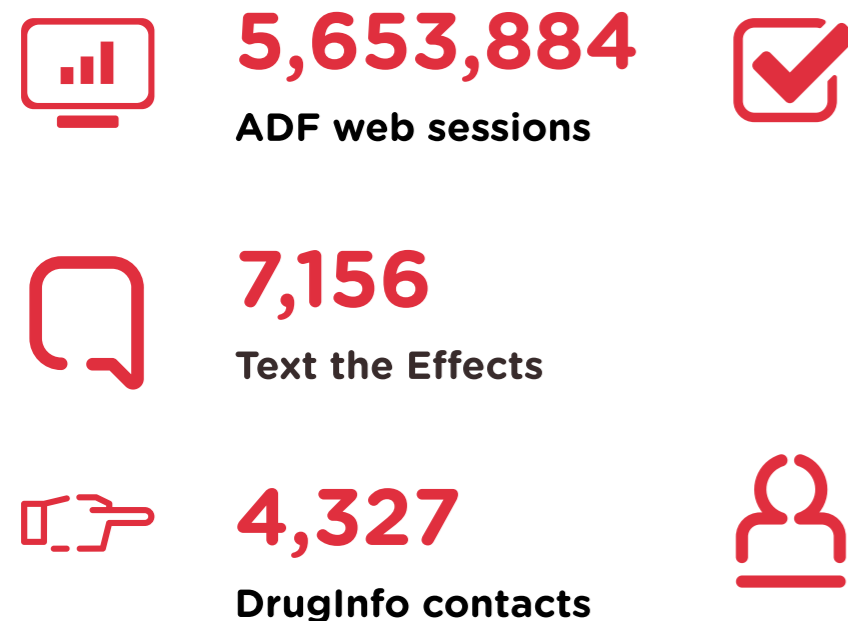
Information Services

Our Information Services are an important resource for anyone looking for support or the most up-to-date facts and advice about alcohol and other drugs.

This year, we continued to expand the ADF Library, online Drug Information Directory and ADF website; as well as publish four detailed mini-bulletins and an indepth research report into illicit drug use among young adults, ensuring consumers, communities and health workers have access to the latest, quality information.

We also identified gaps in services and information for the family and friends of people who use alcohol and other drugs and commenced developing a new portal to link them to services Australia-wide. To further improve the experience of family and friends seeking support – and build the evidence-base – we provided grants to service providers to help us identify what works best in this area.

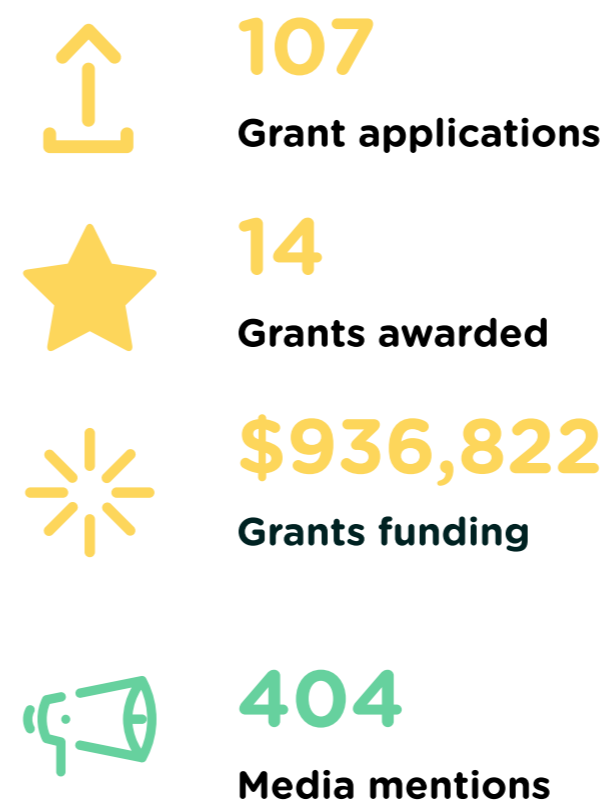
Through the pandemic, we have seen changing trends in how people have been accessing our information due to fewer public events, such as music festivals where our Text the Effects service is typically well used, and an increase in time spent at home, potentially contributing to the uplift in calls to our DrugInfo line.



Research report x 1



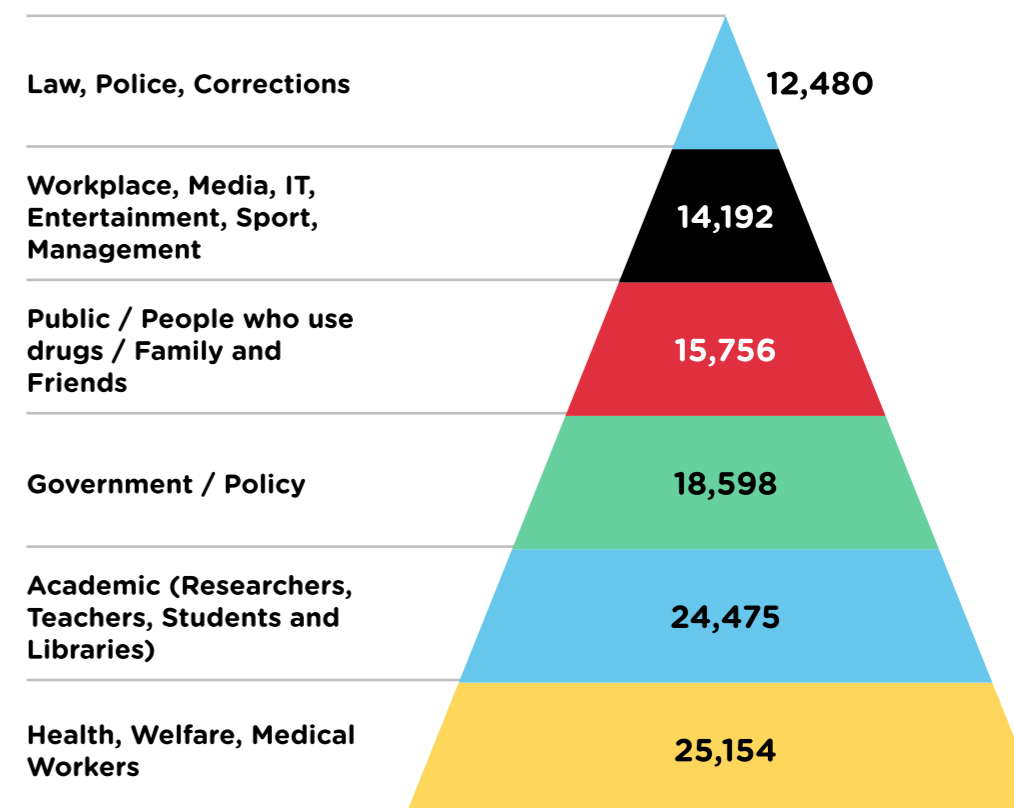
Support and services for family and friends - Grants



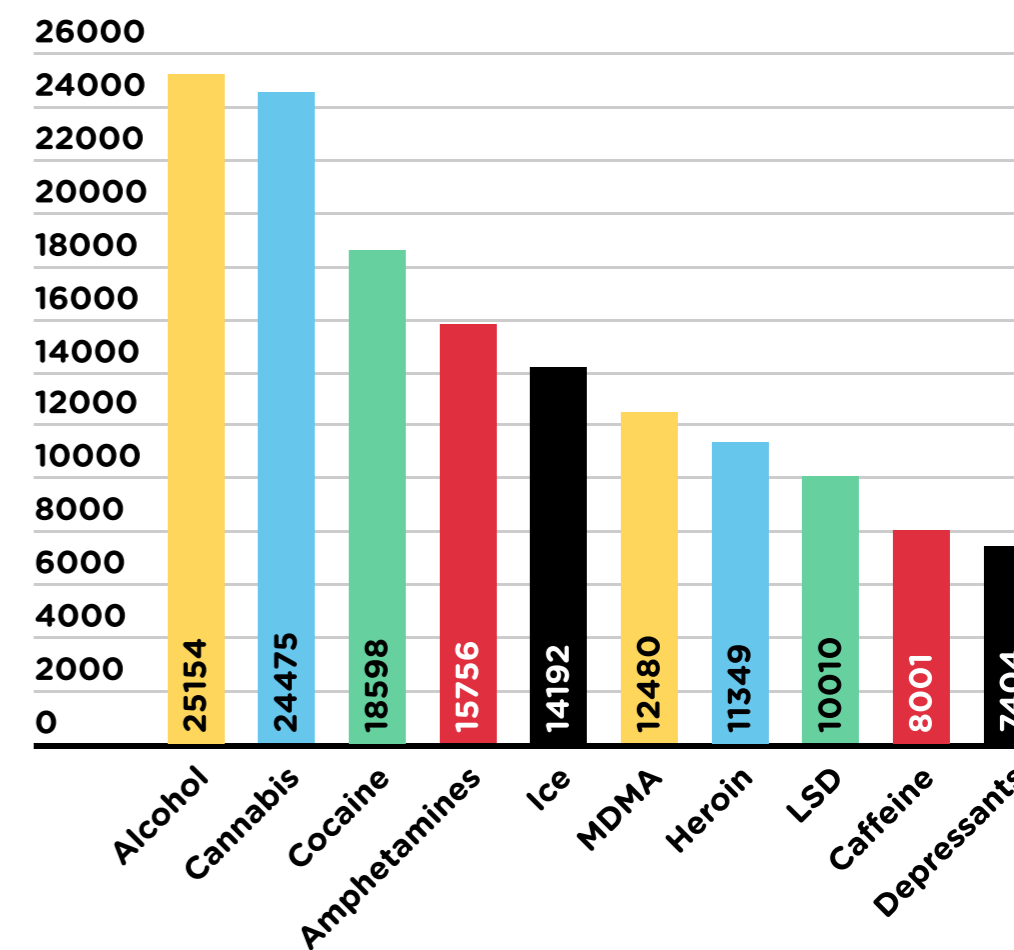
Mini bulletins x 4



The ADF Library is heavily utilised by health and welfare workers



Most popular searches



Sharing quality information.

Campaigns

This year, we increased our efforts to raise awareness of alcohol harms and support people to reduce harmful drinking, delivering awareness campaigns to tackle the dangers of increased drinking due to COVID-19 and we also supported the launch of Australia's new drinking guidelines.

The '*Celebrate You*' social media campaign showcased the benefits of drinking less – from better health to healthier finances – as lockdowns for the first wave of COVID were eased in mid-2019.

And, our follow up '*Break the Habit*' mass media campaign, funded by the Australian Government, worked to raise awareness of the habits that may have been developed during the pandemic, encouraging people to reconsider increased home drinking and put the lid back on the bottle.

In December, just in time for Christmas, we supported the release of the National Health and Medical Research Council's updated drinking guidelines. The '*Take the guesswork out of drinking*' campaign, provides information about low risk drinking and shows Australians what a standard drink really looks like. Phases 2 and 3 of this campaign will run in 2021-22.

This financial year, our original 2019-20 pandemic response '*You Haven't Been Drinking Alone*' continued to gain attention, receiving six national and international awards.

15

**ADF program
campaigns**

3

**Community
awareness
campaigns**

Campaigns.

Break the Habit.



38,250,000
Cumulative reach



163,000
Campaign website visits



5,073
TV ads



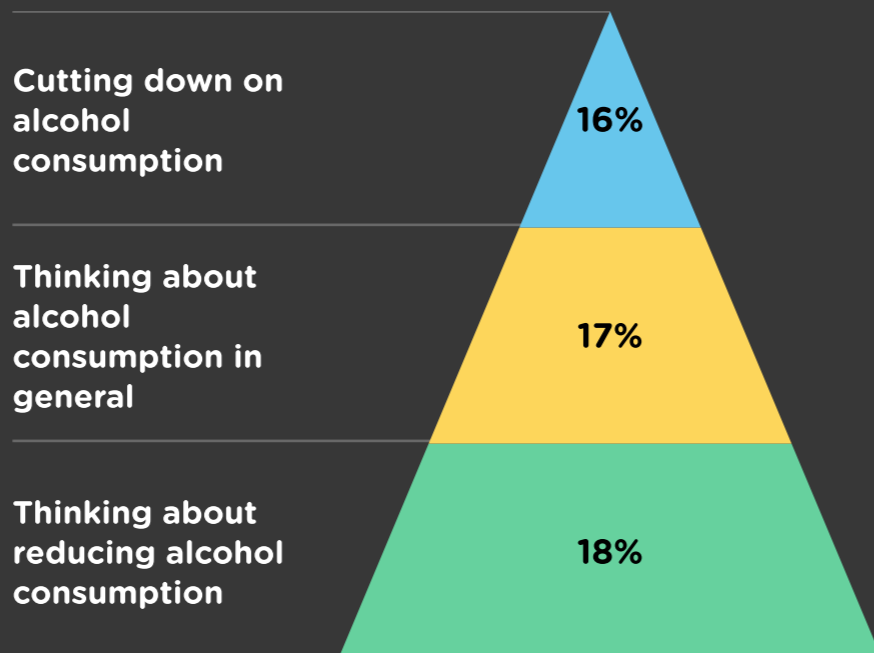
983
Media mentions



80%
Highly rated the campaign as believable



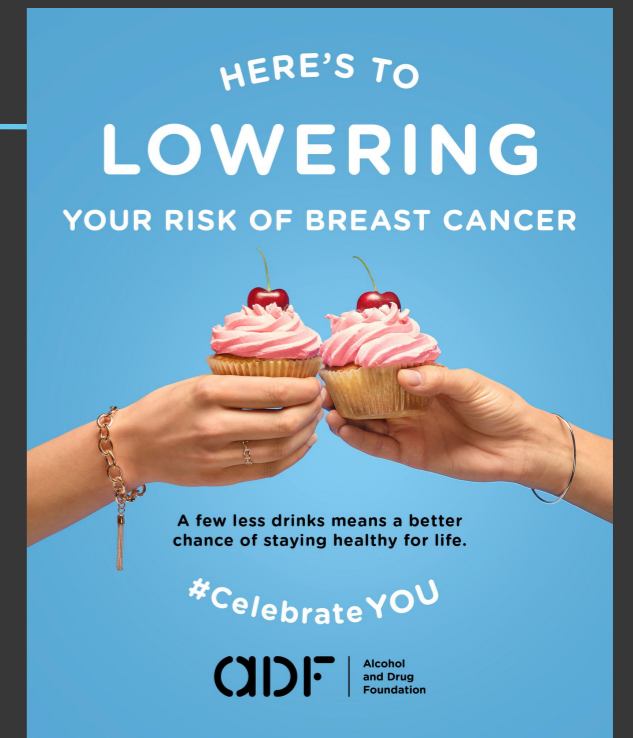
52% took action:



Celebrate You.



6.78m
Cumulative reach



Take the guesswork out of drinking. - Phase 1



38.9m
Cumulative reach



You Haven't Been Drinking Alone.



6
Awards



Championing change.

Advocacy

We maintained an active advocacy and policy agenda in 2020-21, centred on our suite of regularly updated Position Papers, which reflect the latest evidence.

Despite most of our key meetings moving online due to COVID-19 restrictions, we maintained strong ties with contacts in both the Commonwealth and State Governments as well as our traditional coalitions and partners, such as the National Alliance for Action on Alcohol (NAAA), Alcohol Change Victoria (ACV), alcohol and other drug peak bodies and the Foundation for Alcohol Research and Education (FARE).

Through these strong ties, we have played a lead role in coalitions across Australia working to see stronger regulation around online sales and delivery of alcohol and changes to drug laws that reduce harms by taking a health response to drug possession.

New Position Papers

- 1 Medicinal cannabis products
- 2 Online sales and home delivery of alcohol
- 3 Vaping
- 4 Pharmacotherapy (aka Medically Assisted Treatment for Opioid Dependence)
- 5 Supervised injecting facilities



2.2b

Media coverage
(total reach)



8,258

Advocacy web page
(unique page views)



3,750

Media mentions



748

Position Paper views



18

Submissions to enquiries
and consultations



Championing change.

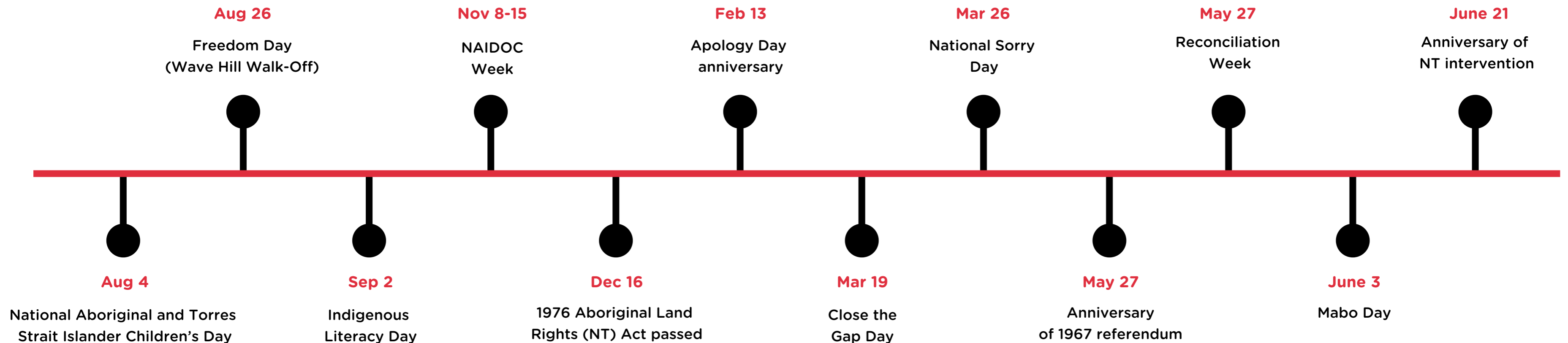
Reconciliation Action Plan

Organisation-wide, we are creating a welcoming and inclusive environment that values the knowledge and experiences of Aboriginal and Torres Strait Islander peoples.

At the heart of this is our Innovate Reconciliation Action Plan (RAP), which provides us with a roadmap of activities to learn and increase accessibility across our workforce and within our programs.

This year, we focussed on evaluating and tracking our stakeholder engagement with Aboriginal and Torres Strait Islander organisations and groups; joined Supply Nation to increase our procurement of Aboriginal and Torres Strait Islander businesses and services; engaged the Australian Institute of Aboriginal and Torres Strait Islander Studies to access cultural awareness staff training; reviewed our publications to ensure appropriate inclusion of Indigenous peoples; and, celebrated significant dates of recognition and reconciliation across all our offices.

Organisation-wide, we are creating a welcoming and inclusive environment that values the knowledge and experiences of Aboriginal and Torres Strait Islander peoples.



Building a strong foundation.

Our people are the key to the successful implementation of our new five-year Strategic Plan.

As such Strategic Priority 3 is firmly focussed on inspiring and engaging our workforce, increasing our skills-base and ensuring our staff are supported and committed to achieving our 2025 ambition.

This year, staff wellbeing and connection was paramount, with the majority of our workforce working from home to varying degrees across the year.

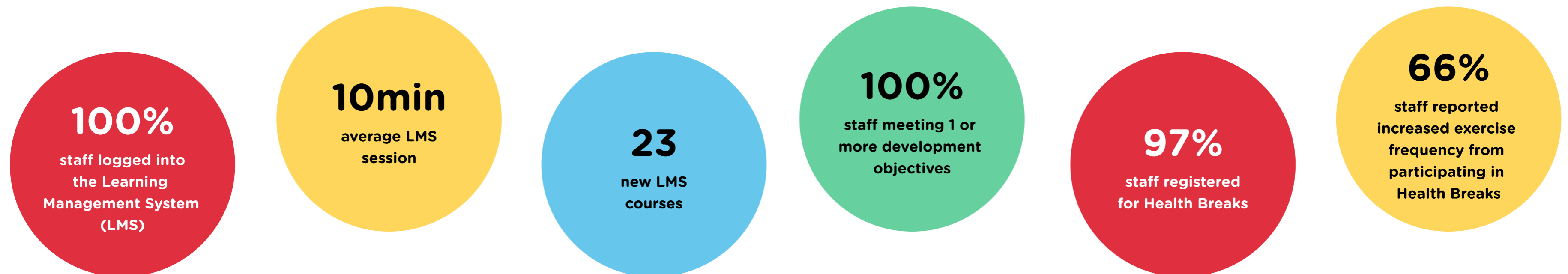
To support both physical and mental health, we again engaged online service provider, Health Breaks, to facilitate virtual stretching, exercise and mindfulness sessions and group challenges.

We also maintained our commitment to staff learning and development, rolling out our competency framework and expanding our online Learning Management System (LMS).

ADF staff - 115 total

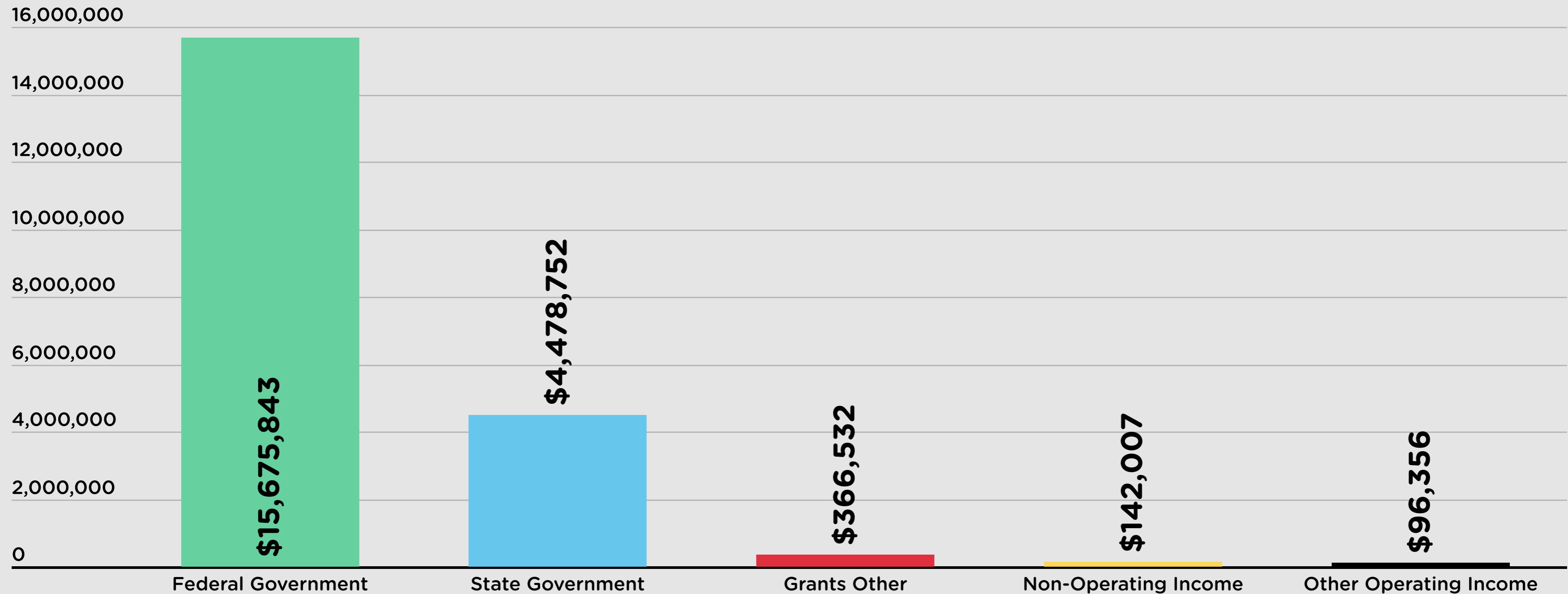


● VIC 69 ● NSW 14 ● QLD 9 ● SA 8 ● WA 6 ● ACT 3 ● NT 3 ● TAS 3



Financial report.

To view the ADF's full financial report for the year ended June 30, 2021, visit adf.org.au/adf-annual-report-2020-21



Thank you.

Our funding partners

Australian Government: Department of Health

Victoria: Department of Health and Human Services, Transport Accident Commission, VicHealth

New South Wales: NSW Ministry of Health and Transport for NSW

Northern Territory: Northern Territory Government

Queensland: Queensland Health

South Australia: Wellbeing SA (SA Health) and Department of Planning, Transport and Infrastructure (previously Motor Accident Commission)

Tasmania: Department of Health and Human Services and Department of Premier and Cabinet

Western Australia: Western Australian Cricket Association, Healthway (Government of Western Australia)

Our Board

Michael Doery - joined 2003; appointed Chair 2009

Ron Steiner - joined 2006; retired 2020

Professor Tanya Chikritzhs - joined 2010

Genevieve Hawkins - joined 2014

Jennifer Hendry - joined 2015

Peter Kendall - joined 2015

John Thompson - joined 2015

Professor Steve Allsop - joined 2018

Joshua Chalmers - joined 2018

Serge Sardo - joined 2020

Karina Keisler - joined 2020

Corporates, Trusts and Foundations

Joe White Bequest

Mary Simpson Trust Account

Perpetual Foundation

The Baker Foundation

Leaving a gift in your will.

The Alcohol and Drug Foundation has a long and proud history of working to prevent and minimise the harm caused by alcohol and other drugs in Australia. Leaving a gift to the ADF in your will has the power to continue this work for future generations of Australians. We are extremely grateful to all those who have supported our mission this year.

adf.org.au

Gifts in Wills - Quick Information

Legal Name: Alcohol and Drug Foundation Incorporated ABN: 66 057 731 192

Registered Address: Level 12/607 Bourke Street Melbourne VIC 3000

Do you need wording for your will or have any other questions?

Please contact the Gifts in Wills Team on 03 9611 6105.



Wellbeing SA





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