

Annual Report 2021-22.

Inspiring positive change

People are at
the heart of
everything
the ADF does.





A message from our Chair and CEO.

Despite the challenges and uncertainty of a year punctuated by COVID-19, the ADF's strategic focus did not waiver.

Our sights remain firmly set on our vision of a future where Australian lives are unlimited by alcohol and other drug harms and we continue to inspire positive change at all levels – from policy makers and alcohol and other drug (AOD) service providers to the people who are the heart and soul of our communities.

We made great strides in delivering the second year of our 5-year strategic plan, completing critical foundation work to set us up to achieve all our strategic priorities.

Notably, we are establishing a suite of credible, evidence-based approaches with demonstrable impact on AOD harms; increasing adoption of evidence-based approaches that drive change; sustaining the ADF and improving impact with a strong focus on funding, systems and process; and, we are creating digital solutions to amplify reach and enable change.

We have also focussed on inspiring and engaging our workforce, ensuring our people are capable, supported and committed to achieving our 2025 Ambition.

People are at the heart of everything the ADF does.

We managed to navigate the complexity of COVID restrictions, getting together and celebrating the collective work of our program partners, sporting clubs and the ADF itself. Online and in-person.

The launch of our online Local Drug Action Team (LDAT) Community of Practice marked a major milestone, virtually bringing together LDATs regularly to share knowledge, learn and network.

Our Good Sports digital platform continued to grow, with more clubs embracing the online portal and our webinars. And we hosted a hybrid Good Sports Awards event in Melbourne with some clubs attending 'live' and others joining in the much-needed celebration online.

In May, we brought our entire workforce together for a two-day conference at the MCG - our first all-staff, in person event in three years. In the spirit of whole-sector collaboration and sharing we showcased ADF initiatives and heard from LDATs, AOD experts as well as people with lived experience. And we reunited as a national team.

In June, we also hosted our Supporting Family and Friends Symposium, featuring the results of 14 projects funded through our Capacity Building and Research Projects Grants Program, bringing together AOD sector representatives at the all day event.

This financial year brought a changing of the guard for our Board.

We farewelled long-term Chair Michael Doery and welcomed new Chair Peter Wilson and Director Barry Sandison.

Thank you to our Board, staff, funders and program participants for your commitment to alcohol and other drug prevention.

As we move into 22-23, we have the legacy of the pandemic to stem.

Alcohol and drug use has increased, with many Australians using AOD to cope with COVID-induced unemployment, anxiety, mental health problems and isolation.

We know this higher level of alcohol and other drug use in the community will become entrenched over time and will be hard to turn around – unless we work together and act quickly.

Our work has never been more important.

Peter Wilson AM

Chair

Dr Erin Lalor AM

Chief Executive Officer

“

**Thank you to our Board,
staff, funders and program
participants for your
commitment to alcohol and
other drug prevention.**

Saluting Michael Doery ADF Outgoing Chair.

This year we marked the retirement of ADF Chair Michael Doery.

Michael joined the ADF Board as our Treasurer Elect in 2003. He was appointed Chair in 2009, steadfastly steering the ADF for 12 years.

A remarkable tenure, spanning almost two decades, characterised by an ever-changing AOD environment and an ever-evolving ADF that has grown and adapted to ensure our programs and people are best equipped to make a difference.

When Michael joined we were known as the Australian Drug Foundation. Our operating budget was \$3.7 million with a lot of funding coming from an annual gala dinner!

Under Michael's leadership the ADF has established a national footprint; our workforce has expanded; Governments are our primary funders; our programs now touch millions of Australians; we have a strong reputation for community-based prevention; our evidence-based approach is widely regarded; and, we are respected internationally as the Alcohol and Drug Foundation.

We also recently celebrated our 60th anniversary. Michael has been part of the ADF for nearly a third of that time, making a significant contribution to our work. We salute him for his contribution to our efforts to reduce AOD harm in Australia.

Image: Michael Doery (centre) pictured with Glen Douglas – Chief Operating Officer and Tamara Nikolaou – Reconciliation Action Plan Manager. The ADF gifted Michael an artwork by Alara Cameron from the Charleville Local Drug Action Team in QLD, representing the importance of community work.



Connecting with
communities.



Local Drug Action Teams.

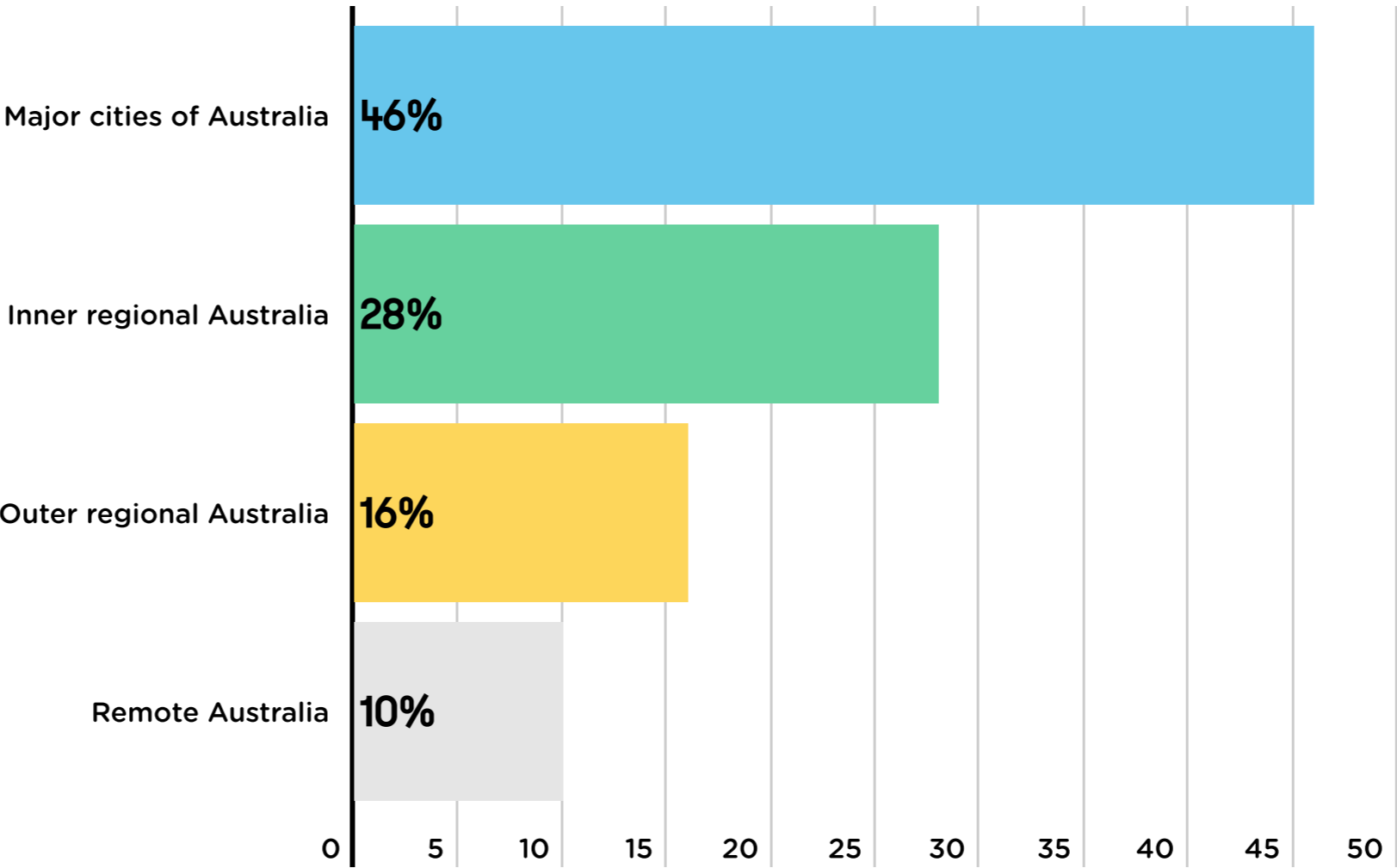
This year, we continued to deliver the Local Drug Action Team (LDAT) program to 277 LDATs from around the country, with \$2.5 million of grants distributed to deliver evidence-based programs tailored to local communities.

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 grassroots, 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 programs that they then implement through an approved Community Action Plan (CAP). 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 continuing to be delivered in six sites in SA and NSW.

LDAT Locations



Grants Dispersed



Planet Youth Sites



438
CAPs
completed



1600+
Partner
organisations



97
Media mentions



11.39m
Media reach



569,116
Social media reach



13,342
Social media
engagements

Inside a Local Drug Action Team.

Around 3,000 people flocked to Giiyong Festival in south-east NSW in early 2022 for a day of music, dance, performance and Aboriginal culture. And the launch of the *Djamaga Music: Songs from the South Coast* album - an exciting recording project initiated by the Bega Valley LDAT to promote social inclusion.

It started with song writing and music production workshops to build participants' self-confidence and culminated with local Aboriginal musicians writing and recording original music for the CD.

Music is a way for communities to connect and socialise. For many cultures, music and song are central to identity, place and belonging.

“What we found is the more that First Nations people can engage with culture and heritage, and have the opportunity to express themselves creatively, this is the key to them feeling stronger, having more pride and limiting the use of alcohol and other drugs.”

Andrew Gray, Executive Director, South East Arts



Good Sports.

Good Sports supports and inspires community sporting clubs to set-up a better environment for players, volunteers, supporters and officials, helping tackle tricky topics such as alcohol, drugs, smoking, mental health and safe transport.

Now in its third decade, it is Australia’s most successful health promotion initiative in community sport.

This year, COVID-related restrictions significantly disrupted sporting clubs’ seasons, reducing revenue, members and volunteers. The pandemic also saw alcohol use increase. Consequently, the need for Good Sports clubs that provide an opportunity for community members to connect in a safe and inclusive environment has never been greater.

Over 740 new clubs joined Good Sports this year, exceeding our annual target, and more than 700 clubs achieved full Good Sports accreditation by successfully working through the program and implementing practices and policies around alcohol, other drugs and safe transport.

In March, the annual Good Sports Awards were announced to club representatives and Australian Minister for Sport, Senator Richard Colbeck. This year a new category of ‘Staying Connected’ was also awarded to celebrate clubs’ efforts to keep members connected and supported during lockdowns. A list of winners and their stories can be found on the Good Sports website.



5,279
Metro
clubs



5,528
Regional /
remote
clubs



741
New clubs

Location breakdown of accreditations



1,127
Total accreditations
for FY21-22



126
Webinars /
forums delivered



411
Awards nominations



4,771,623
Social media reach



443,658
Paid social media
engagements



120
Media mentions



9.98m
Media coverage

Inside a Good Sports Club.

Tasmania's Glenorchy Basketball Association was crowned Good Sports 2021 National Club of the Year.

The club's focus on inclusivity is demonstrated by their leadership program for junior members with training on bullying, good sportsmanship, alcohol and drug harm, and nutrition. All kids are encouraged to live the club motto: 'Respect all, fear none', and embrace a healthier lifestyle.

Glenorchy Basketball has also shifted the drinking culture among older members to focus on healthier alternatives. Being good role models for their younger members is top of mind.

Showing they care about health both on and off the field, the club has also provided mental health training for all members – from management right down to the juniors.

“

We have always prioritised a safe and welcoming place for everyone, regardless of their background, race or sexual orientation. And the Good Sports program helps to support us in striving towards this goal.”

Rodney Graham, Club President



11,084

National total
community programs

277

Local Drug
Action Teams

10,807

Good Sports Clubs



**Building the
evidence base.**



Evidence.

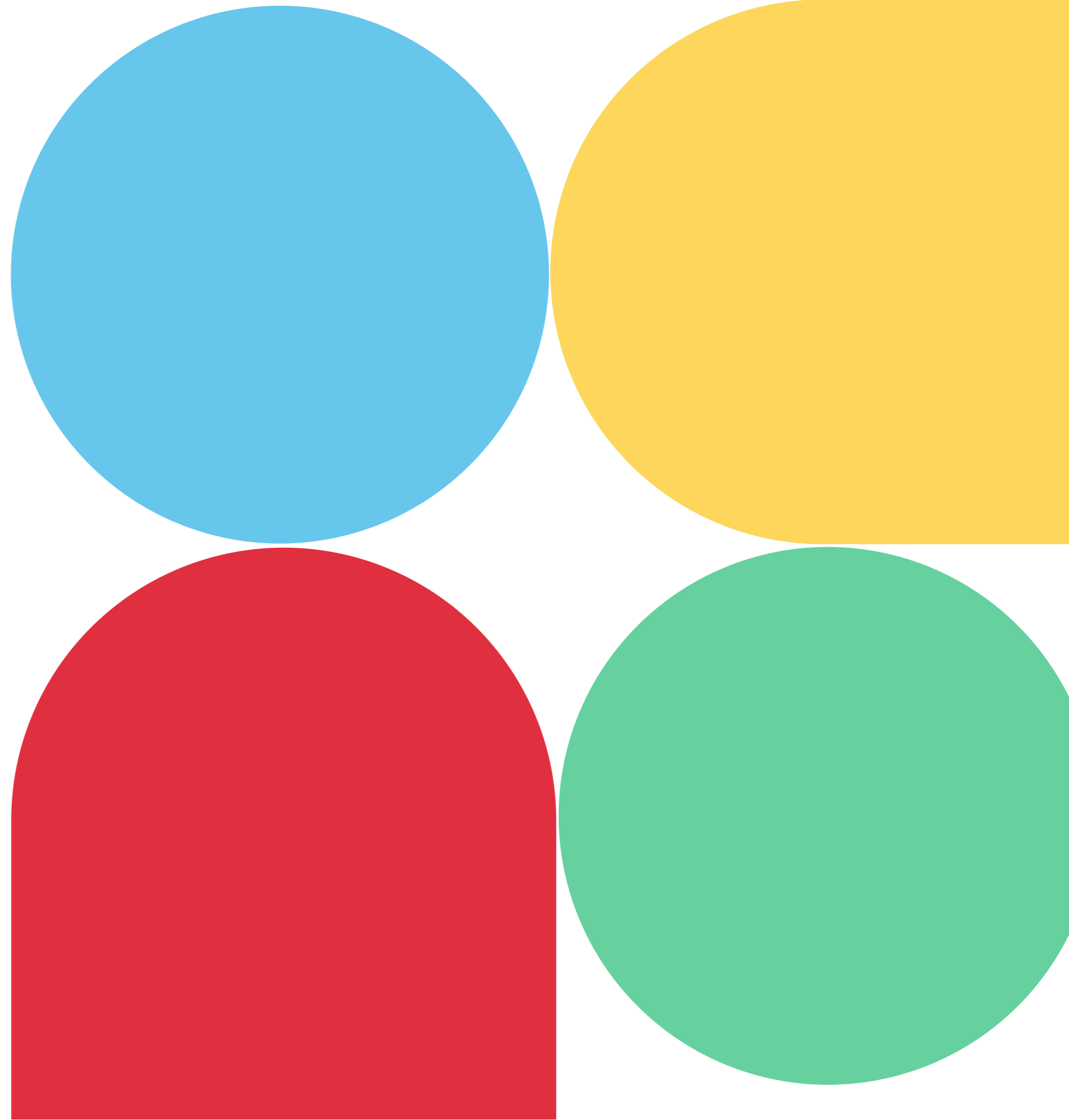
Knowing what works is an ADF priority, with evidence and quality data underpinning all programs and content.

This year we established the Evidence Framework as a core function of how our Evidence and Innovation Team gathers, appraises, synthesises, and uses evidence to guide our work.

The Framework ensures we have a clear overview of evidence-based approaches that prevent and delay alcohol and other drug use and reduce harm. It also helps us identify evidence gaps to determine where we need to build the evidence base through innovation, partnerships and practice-based research.

In addition, the Evidence and Innovation Team developed a Search and Review Procedure that supports a robust process for evidence synthesis and translation, along with a plan to develop organisational capacity for evidence translation.

These key elements will set the ADF up to successfully support increased understanding of what works so we can better enable change.



Information Services and Support for Family and Friends.

Our Information Services and Support for Family and Friends program is investigating what works in delivering information and support to families and friends of people who use alcohol and other drugs, identifying where there are gaps in services and working to close those gaps.

This year we delivered...

Path2Help

An intuitive, online portal, launched in October 2021. The tool steps users through a simple set of questions to provide tailored support referrals based on their specific needs and location. It houses over 10,000 Australian support services and has become a central access point for family and friends to find evidence-based, practical and timely information and referrals.

1

Path2Help Tool

11

Assessment questions



14,679
Tool completions



74%
Accessed support information



10,000+
Referral services

Outcomes Framework

In partnership with the National Centre for Education and Training on Addiction, we developed the *Outcomes Framework for information and support services working with family and friends impacted by alcohol and other drug use*. The Framework provides a standard set of metrics to help support services working with family and friends of people who use drugs measure the quality and success of their service delivery. It was launched at our Supporting Family and Friends Symposium in June 2022. The ADF has been funded for a further 12 months to continue the rollout of the Family and Friends Outcomes Framework to service providers.

Capacity and Research Grants Program

This year, we completed our two-year Grants Program. The program was designed to build on the evidence of what works to improve service quality and gather data to demonstrate the impact of services that support family and friends of people who use alcohol and other drugs. Fourteen service delivery and research organisations were funded for both capacity building and research projects. All capacity building grantees demonstrated a notable uplift in their skills in developing and implementing an evaluation after participating in the program. Research grant recipients also reported positive outcomes from their projects with many continuing their research work beyond the funding period. The program concluded with our Supporting Family and Friends Symposium, which showcased the 14 projects. The event was a great success, with participants speaking about the value of evaluation and sharing information.



Innovation.

We are also enabling change by capitalising on the digital age, developing innovative solutions to empower local communities for impact.

This year we have invested in...

Fostering innovation to 'do it better'

During COVID, we launched our Innovation Framework to create conversations around continuous improvement and new ideas and enable staff at all levels to contribute to those improvements. We now have Conceptualisation Days to explore 'blue sky' thinking. An Ideas Hub has been created to identify opportunities to progress ideas and a budget has been established to allow us to trial ideas suggested by staff. Additionally, more than a third of our staff have taken part in formal innovation training.

Establishing a broad and engaged Community of Practice

Our LDAT Community of Practice (CoP) was launched this year to foster capacity and capability building, innovation and knowledge sharing. The CoP brings our ADF staff and LDAT communities together from across the country to share, what works (and what doesn't), learnings and insights, collaboration, and information sharing through a range of formal and informal sessions leading to better outcomes, improved collaboration, increased knowledge and confidence.

Creating 'Off-the-shelf' evidence-based modules

Through the LDAT program we developed and piloted a series of three modules that use a simple step-by-step structure to guide communities and individuals to deliver evidence-based activities that prevent and reduce harm and facilitate readiness for change. The Parenting, Mentoring and Peer Support modules were piloted with a number of LDATs and an external evaluation found them to be effective with LDATs reporting they were easy to understand, more cost effective, easy to use and helpful. They will be rolled out to all LDATs in the new financial year.

**Sharing quality
information.**

Information Services.

Our Information Services Program developed a range of evidence-based resources and initiatives, providing Australian communities with information on alcohol and other drugs, prevention, early intervention and harm reduction facts and advice.

A highlight, in a busy and exciting year, was the roll out of our new standalone website, Trade Facts. The site was built from evidence, cross sector collaboration and youth participation processes. Trade Facts provides simple, relevant and non-judgemental information about drugs and help seeking tailored to young tradies.

We continued our focus on partnerships collaborating with the Royal Australian College of General Practitioners on the development of a synthetic cannabinoids infographic for over 10,000 GPs and we also partnered with Safer Care Victoria and Alfred Health to create drink spiking resources for emergency departments.

We have increased our focus on ensuring priority populations have access to relevant information by developing AUSLAN videos for our website and continuing our Translations Project, which addressed key information needs identified by partners working with multicultural communities. Five resources have now been translated into up to nine languages each.

Our Text the Effects service, which provides information on different drugs via SMS, underwent a significant review, ensuring all drug information is relevant to the needs of the people who text the service requesting on-the-spot information. We have seen a significant uptake in the use of the service following the review.

ADF Library remains the largest and most up-to-date alcohol and other drugs (AOD) library in Australia, providing free access to a wide range of specialist print and online resources. Its member base continues to grow, as does our Drug Information Directory and website. We also continue to support other organisations across the sector ensuring their website content is evidence-based and stigma free.



Information Services.



55,036

Drug Information Directory / Help & Support Services sessions



9,341

Text the Effects enquiries



6,056,278

ADF web sessions



3,799

DrugInfo contacts



452,149

Social media engagements



2,323,792

Social media reach



920.58m

Media reach



4.7k

Media mentions

Mini Bulletins x 4

1

Medicinal cannabis products

2

Synthetic cannabinoids

3

Supervised injecting facilities

4

Pharmacotherapy

Launched a standalone website: Trade Facts - achieved 13,038 website sessions in first 2 weeks

AUSLAN website videos x 3

Alcohol awareness videos updated and translated into 9 languages.

Insights articles written or reviewed x 48

Multicultural communities consulted, 3 infographics developed and translated to 5 languages:

1. Alcohol and partying
2. Random roadside breath testing
3. Random roadside drug testing

ADF Library statistics



4,932

Members in total



11,000+

Journals and databases



486

New members



13,759

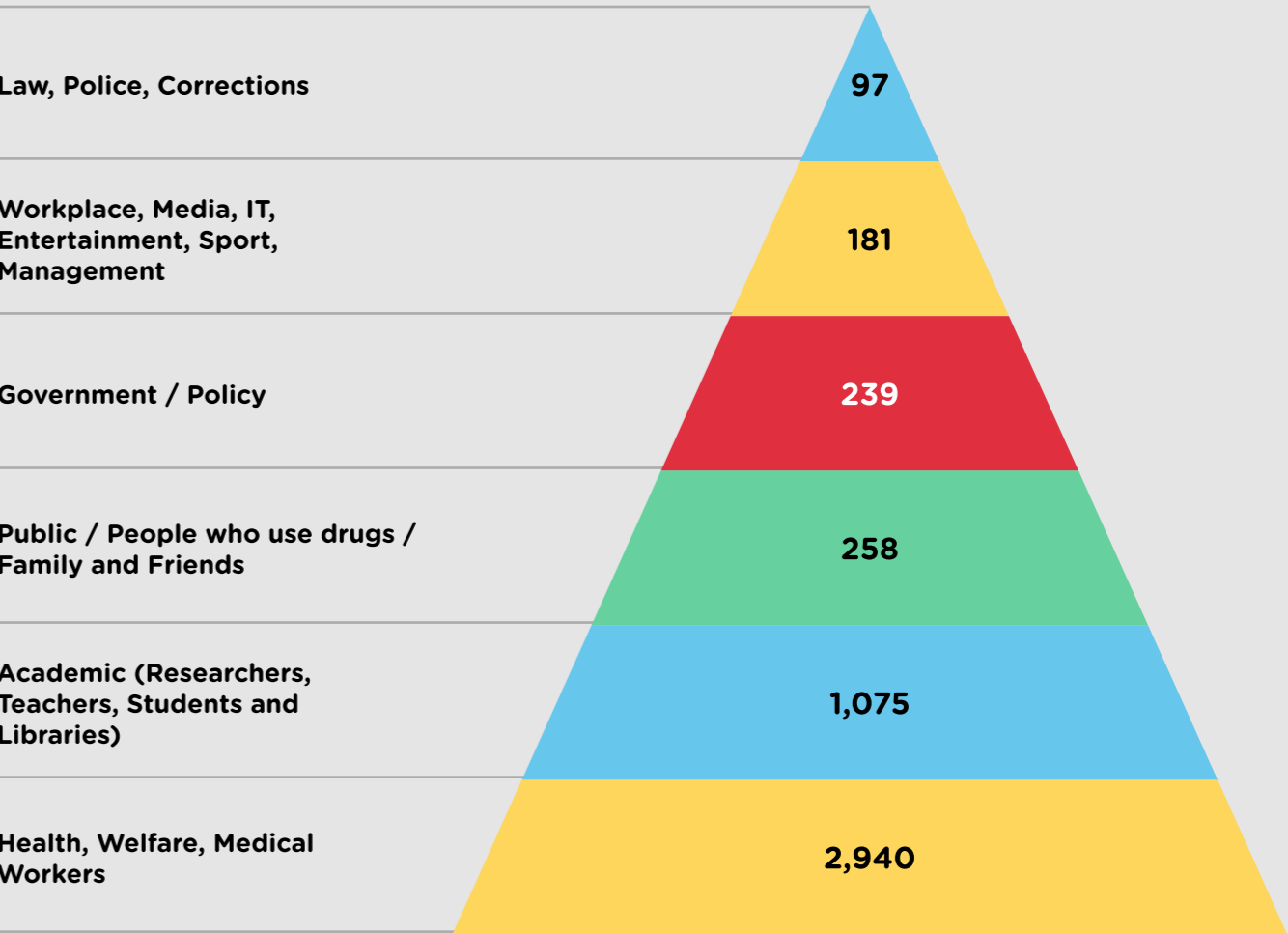
Total searches



15%

Total growth in 12 months

The ADF Library is heavily utilised by health and welfare workers



Campaigns.

In 2021, we launched the help seeker portal - Path2Help - developed specially for family and friends of people who use alcohol and other drugs. A campaign to promote the new tool and drive awareness and use amongst the target audience was launched in October, running through to April.

Another major focus this year was continuing to support the Commonwealth Department of Health and the South-Eastern New South Wales Primary Health Network (SE NSW PHN) to increase awareness of the revised National Health and Medical Research Council guidelines to reduce health risks from drinking alcohol.

The campaign, *Take the guesswork out of drinking* was launched last year, and the final media activity ran throughout this year. As part of this campaign we developed and delivered a nationwide community engagement strategy utilising the principles of marketing to build on, and complement, existing campaigns and resources.

Post-campaign research, conducted by Nielsen, revealed that both phases successfully improved knowledge of what constitutes a standard drink, the recommended maximum number of standard drinks per week, and that drinking within the Drinking Guidelines reduces risk of injury. Both phases also successfully nudged positive behaviour change, through increasing likelihood

to discuss the new Drinking Guidelines with others. The campaign also supported those drinking at a risky level to consider reducing their alcohol intake and being very likely to do so in the next 3 months.

The *Take the guesswork out of drinking* campaign was awarded a silver in the GOV Design Awards 2022 in the Community Activation category. The award celebrates creative and innovative solution design for the successful delivery and provision of community services.

In June, in collaboration with HALT, we launched the Trade Facts website which provides simple, relevant and non-judgemental information about drugs and their effects, tailored to apprentices and young tradies in the trade and construction industry. This website was developed following research into illicit drug use and harm reduction messaging for young adults, which identified young tradies as having the greatest need for targeted harm reduction messaging. We ran a social media campaign in June to raise awareness of this website in this target audience. Key messages focused on how long certain drugs stay in your system, including cannabis, MDMA, ice and cocaine.

17

**ADF program
campaigns**

1

**Community
awareness
campaign**

Campaigns.

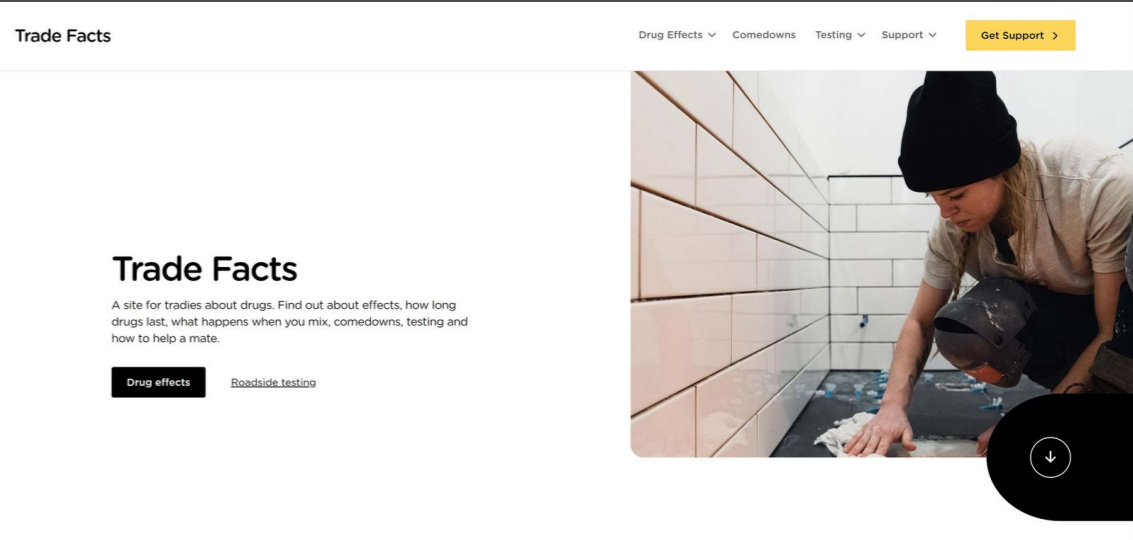
Path2Help.

22,465,737
Total Reach*



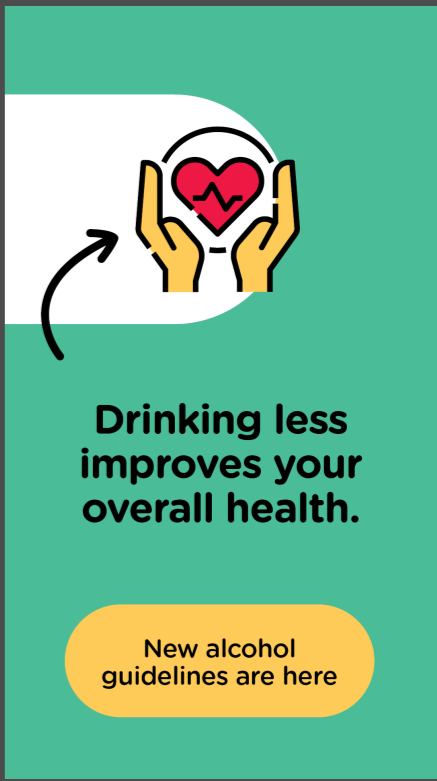
Trade Facts.

263,935
Total Reach



Take the guesswork out of drinking. Phase 2-4

23,657,285
Total Ad Impressions



* Figure may include duplication across channels

**Championing
change.**

Advocacy.

Our key advocacy objectives are centred around the evidence that ensures a health response to possession of illicit substances and strengthening efforts in prevention and early intervention.

Our advocacy has also been focussed on the reduction of alcohol-related harm, addressing the price of very cheap alcohol, access to alcohol (particularly alcohol bought online), and the promotion of alcohol via digital platforms.

We played a lead role in advocating for AOD policy and ADF funding across Australia in the lead up to the South Australian election in March 2022 and the Federal election in May 2022. And, we have been at the forefront of advocacy work to see stronger Government regulation around changes to drug laws that reduce harms by taking a health response to drug possession, rather than a criminal response.

This year, we continued to maintain strong ties with key stakeholders in both the Commonwealth and State Governments as well as our traditional sector 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). We have also maintained strong national and state-based relationships with the Australian Medical Association (AMA) and the Royal Australian College of General Practitioners (RACGP), as well as other medical organisations.

Position papers published

1

Minimum Unit Price (Update)

2

MDMA-assisted Psychotherapy

3

Alcohol Advertising and Sponsorship

4

Products Mimicking Alcohol




864

Position Paper downloads




7

Submissions to enquiries and consultations




377.74m

Media coverage (total reach)



8,718

Advocacy web page (unique page views)



520

Media mentions

Reconciliation Action Plan.

This year we completed implementation of our Innovate Reconciliation Action Plan (RAP), which provided us with a roadmap of activities to learn and increase accessibility across our workforce and our programs.

And, we have progressed development of our follow up draft Stretch RAP, which will be submitted to Reconciliation Australia in October 2022. This represents the ADF’s continued commitment towards reconciliation and will be used to embed reconciliation activities across the organisation and expand our impact in Aboriginal and Torres Strait Islander communities.

Cultural training has been a priority with new and existing staff attending the first post-COVID face-to-face Cultural Respect and Safety training in April, with planning under way for a second session in 22-23.

We have also launched the Australian Institute of Aboriginal and Torres Strait Islander Studies on-line cultural awareness training for all staff; reviewed our publications to ensure that they are culturally safe and appropriate; and, celebrated significant dates of recognition and reconciliation for Aboriginal and Torres Strait Islander peoples across all our offices.

Image: Kasey Hilderson – Senior Community Development Officer and Tamara Nikolaou – RAP Manager visited Rob from the Dubbo Local Drug Action Team (pictured centre) as part of the western NSW community engagement trip in March 2022.

Our Innovate RAP has been successfully completed



16 Dates Observed



Building
a strong
foundation.

Over the last year we have been focussed on supporting staff to come back together following the gradual easing of COVID-19 restrictions.

This has been achieved through a number of different initiatives.

Returning to the office.

Based on staff feedback, our Flexible Working Arrangements Policy has been updated and we have implemented a hybrid working model for staff to attend the office two days per week. This supports our ability to connect and collaborate across teams, while offering flexibility for staff to manage their work as well as their home and family commitments.

Focussing on staff development.

In addition to the training initiatives introduced to support our Reconciliation Action Plan implementation, we have continued to increase learning opportunities through our Learning Management System (LMS), with over 80 hours of self-paced learning content available for staff to access online.

Celebrating face-to-face.

After clocking up immeasurable hours of online video meetings, we finally emerged from COVID and brought all employees together face-to-face for the first time in three years for a two-day All Staff Event. With Melbourne's MCG as our backdrop, it was two days of celebration, sharing and learning and an opportunity for staff to gain a broader understanding of the impact of the ADF's work in the community – and get to know interstate colleagues better.

100%
staff logged into
the Learning
Management System
(LMS)

16
new LMS
courses

2,500+
individual learning
sessions

ADF staff – 110 total



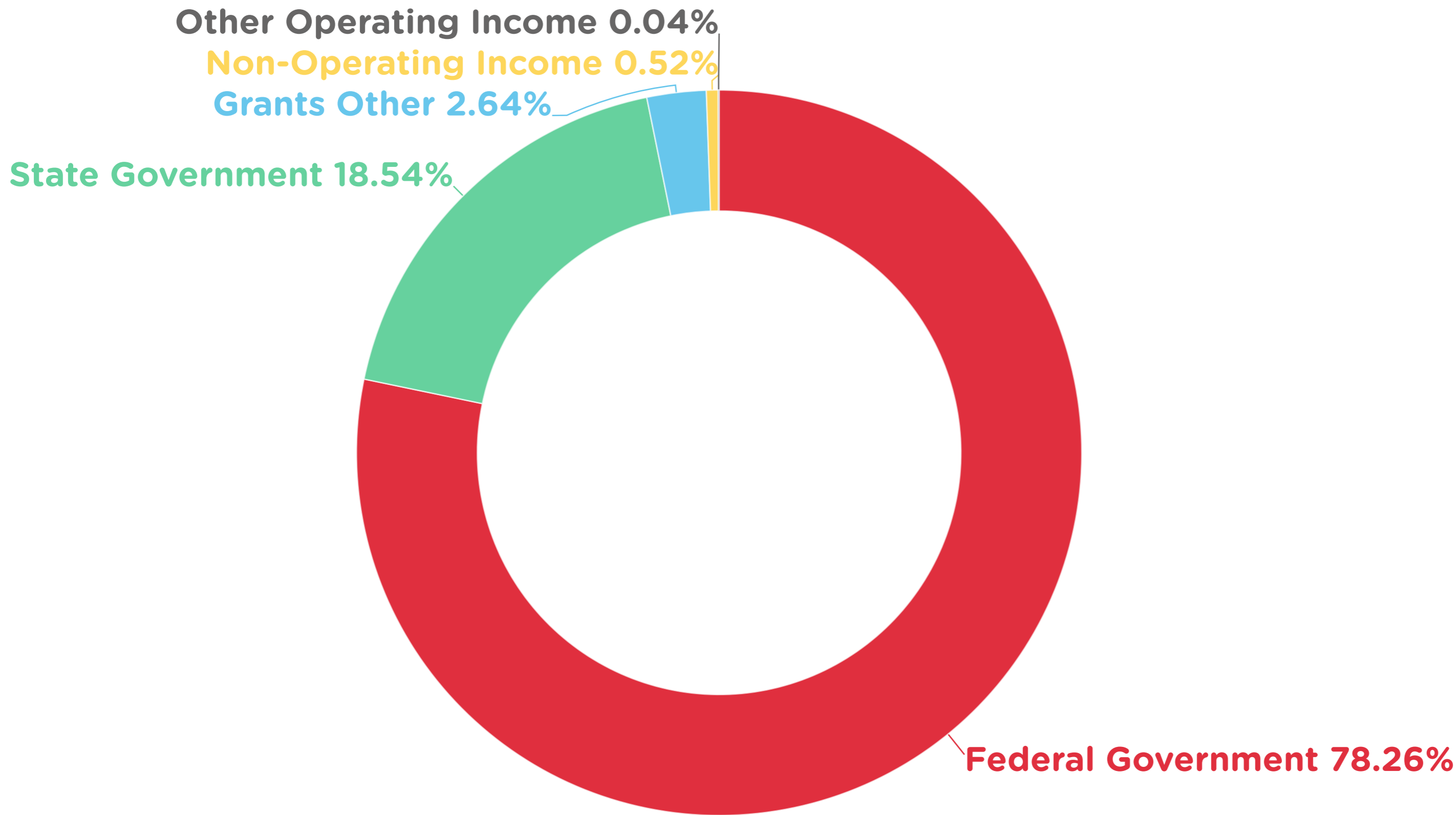
● VIC 66 ● NSW 12 ● SA 10 ● QLD 7 ● WA 8
● ACT 3 ● TAS 3 ● NT 1



**ADF staff pictured at the MCG
for the All Staff Event, May 2022.**

Financial report.

To view the ADF's full financial report
for the year ended June 30, 2022, visit
adf.org.au/adf-annual-report-2021-22



Thank you.

Our funding partners

Australian Government: Department of Health, DISER
– Department of Industry, Science and Resources

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

New South Wales: NSW Ministry of Health
and Transport for NSW, COORDINARE LIMITED

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), Flinders University

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

Peter Wilson – joined and appointed Chair 2021

Michael Doery - joined 2003; appointed Chair 2009; retired 2021

Professor Steve Allsop – joined 2018

Joshua Chalmers – joined 2018

Professor Tanya Chikritzhs – joined 2010

Jennifer Hendry – joined 2015

Karina Keisler – joined 2020

Peter Kendall – joined 2015

Barry Sandison – Joined 2021

Serge Sardo – 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. We are extremely grateful to all those who have supported our mission this year.

adf.org.au

Gifts in Wills – Quick Information

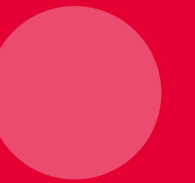
Legal Name: Alcohol and Drug Foundation Incorporated ABN: 66 057 731 192

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.





adf.org.au

