

MEDIA RELEASE - FOR IMMEDIATE RELEASE

DrinkWise partners with Outdoor industry to spread responsible drinking message

DrinkWise and the Outdoor Media Association (OMA) have joined forces to promote drinking in moderation to help create a positive Australian drinking culture.

More than 500 Outdoor advertising billboards illustrating responsible drinking and the message ‘*Children can inherit more than your looks,*’ will appear throughout the nation this June in targeted areas that have a higher reach to adults.

Simon Strahan, CEO of DrinkWise, said the purpose of this awareness campaign – in its second year - is to remind adults, especially parents, that they have the greatest impact on shaping children’s attitude to alcohol and future drinking behaviour.

“Our recent DrinkWise research has revealed that 20 percent of parents are not aware that children form attitudes towards alcohol long before they start drinking,” said Mr Strahan.

“Therefore, it’s vital that we continually reinforce to parents that children can inherit more than your looks. We not only end up looking like our parents, but often end up behaving like them as well.

“Our aim is to encourage parents talk to their children about responsible drinking, plus reflect on their own relationship with alcohol – especially around children.

“DrinkWise hopes that its partnership with the OMA will bring awareness to the importance of parental responsibility when it comes to children’s exposure to alcohol.

“The value of this latest Outdoor campaign is close to \$1.3 million, which brings the total investment of our OMA partnership to around \$4 million to-date. We are very appreciative of the Outdoor industry’s commitment to DrinkWise and this message,” Mr Strahan added.

CEO of OMA, Charmaine Moldrich, believes the power of influence is a meaningful responsibility.

“The Outdoor industry is keenly aware of our responsibility to support initiatives that influence healthy habits and strong families, and we are supportive of the DrinkWise message,” said Ms Moldrich.

“After our first DrinkWise Outdoor campaign in September 2018, our follow up survey revealed that 58 percent of those who saw the signs said they were more conscious of how their children perceive them when drinking, and 32 percent discussed their drinking behaviours with their family and friends.

“We are the ‘always on’ media with 93 percent of the population seeing our messages, and the perfect platform to start a national dialogue around critical issues such as this. We hope this latest DrinkWise burst will help create more positive conversations and actions around responsible drinking,” Ms Moldrich concluded.

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ABOUT DRINKWISE

DrinkWise is an evidence-based social change organisation dedicated to changing the Australian drinking culture to one that is safer and healthier. We do this through national education campaigns, partnerships with community leaders and organisations, and the development of practical strategies and resources that better support the community in relation to the responsible use of alcohol. DrinkWise is funded through voluntary industry contributions across the alcohol sector and has previously been in receipt of funding from both Coalition and Labor governments.

ABOUT OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners. The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services. A Board of Directors, elected by the members, governs the OMA. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.
