

SEPTEMBER 2008



A positive force
in South African
society

news

A photograph of the exterior of the ARA building. The building is white with a dark grey door and a window. A large potted plant is in the foreground. The text 'TEENAGERS AND ALCOHOL LAUNCH' is overlaid on the right side of the image.

TEENAGERS AND ALCOHOL LAUNCH

**Code training
workshops
for creative
agencies**

visit our new website: www.ara.co.za

A positive force in South African society



MESSAGE FROM THE CHAIRMAN

It gives me great pleasure to introduce the newsletter for the Industry Association for Responsible Alcohol Use (ARA).

The objective of the newsletter is to keep members and other important stakeholders abreast of developments in regard to the activities of the ARA, and it is envisaged that the newsletter will be published three times a year.

Much has happened over the last 12 months as the ARA has undergone what could almost be termed a re-launch. Adrian Botha joined us in May of 2007 and since that time the office has been relocated to Stellenbosch and Liezle Cameron-Kolala appointed as Liaison Officer.

The ARA logo has been changed to reflect a more modern image, the Code of Commercial Communication has been updated and a new Code arbitrator appointed. New position papers have been produced, a new and updated website launched, a new public relations agency, Atmosphere has been engaged to assist with a media outreach programme and a pilot project involving the publication of an outstanding guide entitled, Teenagers & Alcohol, launched to 24 schools in the Cape Peninsula, among many other initiatives.

We are therefore really beginning to get some traction in fulfilling our mission of reducing alcohol-related harm through combating the misuse and abuse of alcohol beverages and promoting its responsible use thereof. We look forward to an exciting and successful year.

A handwritten signature in black ink, appearing to read 'Mokhorho', written in a cursive style.

Michael Mokhorho
Chairman

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GUIDE FOR PARENTS TO TALK TO TEENAGERS ABOUT ALCOHOL

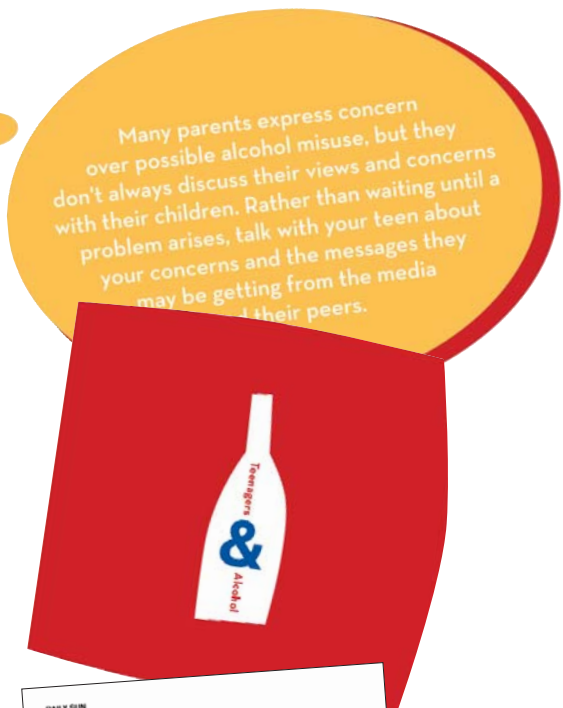
The ARA recently launched a book entitled **Teenagers and Alcohol**, a practical guide to assist parents in initiating conversations with their children about alcohol-related issues.

Teenagers and Alcohol is a pilot project for schools in Cape Town and was produced by the Bishops Support Unit with funding and support from the ARA.

Schools participating in this project include St Cyprians, Pinelands, St Georges, St Josephs, Rhodes, Westerford, Rustenburg, SACS, Rondebosch, Groote Schuur, Wynberg Boys, San Souci, Springfield, Herschel, Reddam, Bergvliet, Wynberg Girls, Plumstead and International School.

"We are keen to see this booklet in as many homes as possible. It is timeous as a number of incidents have brought alcohol abuse into the national consciousness," said Adrian Botha, ARA Director.

Botha also said that it is expected that a number of people and organisations may be interested in using the booklet because of the quality of the content. It also offers advice for approaching the problem of underage drinking in particular.



ARA representatives: Gerrit de Villiers, Hymli Krige, Riaan Kruger and Michael Mokhoro at the launch of the initiative at the Newlands Brewery in Cape Town.

ARA RESPONDS TO CALLS FOR BANNING ALCOHOL BEVERAGE ADVERTISEMENTS



Adrian Botha, ARA spokesman

The industry has recently been faced with calls to ban advertisements of alcohol beverages. ARA spokesman, Adrian Botha says advertising has not been shown to increase aggregate consumption by adults or young people.

The ARA believes that the goal of advertising is to capture the largest possible proportion of the business of those over the legal drinking age who have already made the choice to drink.

Advertising has a measurable effect on market share for particular brands and substitution between brands.

However a causal link has not been established between alcohol advertising and harmful or excessive drinking patterns and resulting problems.

Banning advertising reduces consumer choice.

“An advertising ban would reduce competition and freeze market share of existing brands but have little effect on overall consumption. Estimates are that as much as half of all alcohol consumed worldwide is not advertised.”

So, comprehensive advertising and marketing restrictions therefore will not make any difference in terms of reducing alcohol related harm.

In terms of industry self-regulation, by which it is responsible for monitoring and enforcing its own conduct around the marketing of its products, can be an effective approach to ensuring responsible marketing.



ARA ADDRESSES WHO IN GENEVA

The World Health Organisation Secretariat indicated it intended to continue discussions with economic operators and other stakeholders around the issue of data collection and monitoring following a two-day consultation on alcohol production and distribution data. The two-day gathering was held at the WHO headquarters in Geneva on 19 and 20 February this year.

The meeting was held with experts representing the public health community, the beverage alcohol industry, agriculture, trade sectors and other international organisations. The purpose of the event was to discuss existing data sources on alcohol production and trade, as well as existing data gaps; to exchange views on what is needed to follow up and analyse levels and trends in alcohol consumption; and to explore possible areas of co-ordination in order to collect more reliable data on alcohol production and distribution.

The ARA Director gave a presentation on the data situation in Africa with suggestions on how some of the data available might be shared.

Additional contributions made at the meeting included presentations from:

The International Center for Alcohol Policies; the International Wine and Spirits Record; the European Spirits Organisation; WHO's temporary advisor on alcohol epidemiology and WHO's outside expert on the alcohol-related global burden of disease, Lars Moller; Programme Manager - Substance Abuse at WHO's Regional Office for Europe in Copenhagen, Maristela Monteiro; WHO's Regional Advisor on Alcohol and Substance Abuse at WHO's Regional Office for the Americas, and Federico Castellucci; Director-General of the International Organisation for Vine and Wine.

The expert consultation identified data gaps and the need for further actions to strengthen global monitoring of alcohol consumption, particularly in areas such as:

- strengthening sustainable data collection, information and dissemination systems in the public domain to follow trends
- collecting and sharing more detailed data on production, import/export, strength of alcoholic beverages and waste (not consumed)
- improving data on adult per capita consumption, both recorded and “un-recorded”, particularly in low-and middle income countries representing a large proportion of the world’s population
- paying more attention to availability

and consumption of “un-recorded alcohol”, especially containing low quality alcohol or other substances that may cause additional severe health problems

- improving information on patterns and special population groups (different socio-economic groups, ethnic/ indigenous groups) and differences between rural and urban population groups.”

While there was no specific discussion at the meeting on how and when precisely the issue could be taken forward, WHO officials have indicated that they intended to have another forum in the next year and that they hope participants will revert to the Secretariat with proposals on how best they could contribute to filling the data gaps in the areas that were identified.

UNDERAGE DRINKING

For nearly as long as people have enjoyed alcohol beverages, governments have sought to regulate them. Alcohol beverage producers acknowledge that products should be regulated. Alcohol beverages are intended for adult enjoyment, and should only be consumed by people above the legal drinking age who are not at risk.

Although youth drinking is legally prohibited in most countries, underage drinking is a serious problem in many parts of the world and unfortunately South Africa is no exception.

Countries differ widely in setting their minimum drinking age. Although the most common legal drinking age is 18, some countries, including the United States, Indonesia, and Egypt, have a legal drinking age of 21.

Research shows that drinking is one marker of adulthood and adolescents throughout world history have always wanted to participate in adult activities before they were legally allowed to do so.

The scientific literature has clearly established that parents and peers are the strongest influences on a young person’s decisions about drinking. Many factors

contribute to youth drinking, and young people who drink often show other risky behaviours. Intervention programmes can identify at-risk youth and reduce alcohol abuse and harmful consequences. Real efforts to combat underage drinking must involve the primary influencers on young people’s decisions about drinking. Alcohol producers have developed and funded a variety of programmes that seek to involve parents and peers in reducing underage drinking.

The public and private sector both agree that there is more to do in the fight against the irresponsible consumption of alcohol beverages. The industry is committed to continuing to develop, implement and support a broad array of programmes to achieve substantial reductions in irresponsible consumption and a substantial improvement in public health, and we look forward to working with other stakeholders in this process.

Underage drinking is a multi-faceted, complex social issue. There is no single strategy that will eliminate underage drinking. The most effective strategies are restricting access to alcohol and employing targeted interventions specifically aimed at young people at risk.



“BE YOUR BEST” ROCK CHALLENGE

grows in leaps and bounds

This year’s Be Your Best™ Rock Challenge™ promises to be the best that has ever been staged. More than 90 schools are involved in the project up from last year’s 83, where 7400 children participated.

Schools from Gauteng, Western Cape and KZN will be taking part in the 2008 event.

The ARA Be Your Best Rock Challenge aims to instigate positive behaviour change through affirming and empowering youth and promotes prevention through positive action.

With its original beginnings in Sydney, Australia, 27 years ago, Rock Challenge is now produced in a number of countries around the world including New Zealand, Germany, England, Scotland, The United Arab Emirates, Japan and South Africa. Research conducted in each country proves that participation in the events has a positive impact on young people and their lifestyle choices. In South Africa the focus is on young people being the best they can be without the use of tobacco, alcohol or other drugs and abstaining from sexual activity which can put them at risk.

DATES FOR THIS YEAR’S ROCK CHALLENGE TOUR:

CAPE TOWN (WESTERN CAPE)

Day 1: Tues 5 August 08

Day 2: Thurs 7 August 08

High Schools - Good Hope Centre

High Schools - Oliver Tambo Centre

DURBAN (KWA-ZULU NATAL)

Day 1: Wed 27 August 08

Day 2: Thurs 28 August 08

Primary Schools - Durban Exhibition Centre

High Schools - Durban Exhibition Centre

JOHANNESBURG (GAUTENG)

Day 1: Tues 16 September 08

Day 2: Wed 17 September 08

Primary Schools - Johannesburg Athletics Stadium

High Schools - Johannesburg Athletics Stadium

DO YOU HAVE A BUDDY?

The ARA’s Buddy programme highlights the dangers of alcohol use and road usage among students. A series of information packs are given to new students and the ARA funds the Universities’ marketing and promotional programmes. Each campus manages this promotional campaign in an authentic way.

The Universities of Stellenbosch and UCT had successful Buddy events earlier this year.



WORKSHOPS ON THE ARA CODE OF COMMERCIAL COMMUNICATION

In May 2008, the ARA held workshops in Cape Town and Johannesburg respectively. The members' creative agencies met at the SAB World of Beer in Newtown and Oude Libertas in Stellenbosch for what was a fun-filled day.

Participants were taken through the ARA Code of Commercial Communication and were then shown ads that were either in contravention of, or adhered to the Code, and had to judge the ads.

This is first time that the ARA has conducted workshops for creative agencies to train them on the Code. The ARA believes that this will go a long way towards embedding self-regulation when the people who actually work on the adverts have clear guidelines and the necessary background to guide them in their efforts.

DID YOU KNOW?
The Code of Commercial Communication is a guide for alcohol beverage manufacturers, distributors, retailers and informal traders. It includes rules for advertising, promotions, packaging and digital media.



WHAT IS THE ARA CODE ARBITRATOR'S ROLE?

When a complaint cannot be resolved through constructive co-operation with a member of the ARA, a panel hearing is convened to consider and rule on the complaint in terms of the ARA's Code of Commercial Communication. The independent arbitrator chairs the panel hearing and is required to hand down a ruling within 48 hours of the completion of the hearing. The independent arbitrator is assisted by two assessors.

Deline Beukes, the ARA code arbitrator, is very passionate and would like to foster a greater sense of self-regulation in the

industry. She believes that self-regulation is the best way to regulate advertising.

"It provides a swift, flexible, inexpensive and effective means of ensuring that advertising is prepared with a sense of social responsibility to the consumer and society and with proper respect for the rules of fair competition," she says.



Deline Beukes

NEW APPOINTMENTS

PRISCILLA SINGH - BRANDHOUSE

Corporate & Brand PR Manager



What is your background?

I grew up in Durban and have lived in Cape Town for the last 10 years. I am married and have two sons, aged 4 and 1.

Why did you choose to work for the company you are working for now?

Brandhouse is THE best company to work for in South Africa and the Deloitte Best Company To Work For Survey 2007 bears testament to that. The company has a great set of values and calibre of people.

Brandhouse has some terrific brands and it's great to be associated with all the Premium Brands that it offers. Many people that I meet are envious that I work at Brandhouse and that makes me proud to be part of such a vibrant organisation.

What is your career and why did you choose it?

I like to think of myself as a media specialist, having worked as a journalist and a media relations practitioner. I enjoy keeping my finger on the pulse and am a self-confessed news junkie. I love meeting new people and finding out all about them and being a journalist gave me the luxury of translating those meetings into story-telling in newspapers and magazines.

What has contributed to your success?

Self-determination and the willingness to succeed at everything I do. I thrive on new challenges and seeing how I can make a difference or contribute. I also ensure that I'm having fun doing my job and am fortunate to have had that wherever I've lived and worked.

What are your interests?

I love reading (usually two books at a time!), cooking, entertaining, travel, and I am an aspiring golfer. I am also a great fan of rugby and also love tennis and would love to get that going again.

HEIDI BARTIS - DISTELL

Communications Manager



What is your background?

I grew up in Upington, which is known for its extremely hot summers, and for being the best Kalahari experience and the gateway to Namibia. I am married to Dan, and we have two boys, Maximillion and Dexter, who are 8 and 14 years old.

Why did you choose to work for the company you are working for now?

I can identify so readily with Distell as a great company rooted in South Africa and crafting leading brands for people to enjoy responsibly. I like being part of the 4,000-strong brandcrafting team, and I genuinely regard Distell as Africa's leading producer and marketer of fine wines, ciders and ready-to-drinks. Although moving from the service industry to the FMCG industry is proving quite challenging, it is also refreshing - and it becomes easier when you are part of a winning team.

What is your career and why did you choose it?

As Communications Manager, my portfolio includes external communication, internal communication and investor relations. I thus play a key role in managing the reputation of Distell. Communication is the lifeblood of corporations, governments, communities and families, so how could I not choose it?

What are your interests?

I enjoy reading and spending time with my family. I also enjoy jazz with a glass of Distell's finest red wine.

IR RESPONSIBLE

**DRAW THE LINE
DON'T DRINK AND DRIVE**



SAB Supports SADD

The South African Breweries (SAB) is supporting the South African's Against Drunk Driving (SADD) 'Responsible Drinking and Driving' University project.

The project trains university students to peer-educate fellow students about the harmful effect of drinking and driving and to encourage responsible behaviour.

The participating universities include the University of Cape Town, the Nelson Mandela Municipality University and Stellenbosch University. SADD has partnered with the various student committees at these universities to make the project a success.

SAB have also sponsored (through SADD) KAB, a buddy bus company, to transport students at UCT to and from party venues, to help prevent drinking and driving/walking. KAB will offer free transportation to about 1,600 students per month for the 3rd and 4th terms at UCT.

ARA ADDRESSES NATIONAL PRESS CLUB

The ARA recently briefed the National Press Club in Pretoria on the role that the organisation is playing in promoting the responsible use of alcohol in society as well as the projects that ARA is involved in.

Adrian Botha also spoke about the national challenge of underage drinking and addressed the issue of the health warning labels and spoke of the progress the organisation has made in this regard, working together with government.

SAB CONTINUES PARTNERSHIP WITH SANCA

The South African Breweries (SAB) has sponsored the work of South African National Council on Alcoholism and Drug Dependence (SANCA) for a number of years. One of the key projects SAB has been funding is the SANCA POPPETS education and training programme.

The POPPETS is an outreach programme targeted at crèches, pre-primary and primary school learners teaching them about substance abuse through the use of narrative stories and puppets.

This year the programme will be run in Gauteng province. It has been run in Eastern Cape (2003), Northern Cape and Limpopo (2004), Western Cape (2005) and the North West.



TOPS from The Spar Group is one of the ARA's valuable associate members.

FARR PROJECTS & ACTIVITIES

DE AAR

The Foundation for Alcohol Related Research (FARR) is rounding off the longitudinal study in De Aar. During this study children aged 5 - 6, who were diagnosed with Foetal Alcohol Spectrum Disorder (FASD) as infants, were assessed to evaluate their development to date and to identify specific problems that they might encounter. This will enable FARR to provide the schools and Grade 1 educators with relevant information to facilitate optimum management of these children when they enter Grade 1 in 2009.

FARR is in the process of establishing a therapy room at the Joan Wertheim FARR centre in De Aar. This room will be equipped with the necessary equipment to facilitate the work of the occupational and speech therapists responsible for the children who are being referred to them. These children do not necessarily have FASD, but they have all being examined and assessed by the medical specialists and neuro-developmental psychologists working for FARR.

The door-bed-garden project is well established at the centre, with two previously unemployed women working in the gardens every day. The Enthamjeni Municipality pays their salaries. Vegetables produced in these gardens form the main ingredients of the soup prepared in the kitchen where children involved in the stimulation group (offered at the centre) are fed on a daily basis.

ASHTON

The restoration of the FARR centre in Ashton has been completed. Negotiations are underway to start with a prevention, intervention and research project in this area.



ARA PROVIDES SPONSORSHIP FOR TRAINING DIVISION

ARA has provided FARR with a sponsorship to 'kick-start' its training programme. Training workshops on the prevention and management of Foetal Alcohol Syndrome have been offered to the Departments of Health and Social Development in the Northern Cape and various workshops to parents and caregivers in the Western Cape Province. At least two more workshops to government departments are planned for the rest of the year.

A medical consultant has been appointed to facilitate the development of specialised training packages.



“We feel very strongly that the Maties RAG initiative has set an example as a leader in the national Buddy campaign. In fact Buddy has become a tradition on our campus and has created an impact on the lives of Maties students.”

Students at University of Stellenbosch

ARA MEMBERS 2008



African Terroir • Baarsma SA (Pty) Ltd • Brandhouse
Cape Classics Exports (Pty) Ltd • Constellation Wines South Africa (Pty) Ltd
DGB (Pty) Ltd • Distell • Edward Snell and Co Ltd • FirstCape Vineyards
Graham Beck Wines • Halewood International SA (Pty) Ltd
Historic Wines of the Cape • Jonkheer Boerewynmakery (Edms) Beperk
KWW • Mooiuitsig Wynkelders (Edms) Beperk • Newton Johnson Wines
NMK Premium Global Brands • Origin Wine • Paarl Wine
Pernod Ricard SA • SMC Brands SA (Pty) Ltd • Spier Wines (Pty) Ltd
The Company of Wine People • The Really Great Brand Company
The Winery of Good Hope (Pty) Ltd • Vinimark

ARA ASSOCIATE MEMBERS 2008

Adry Suppliers	Northside Distributors (Pty) Ltd
Afrique Interlink (Pty) Ltd	Quest Wines CC
Africa's Beer Wholesalers (Pty) Ltd	Reciprocal Wine Trading
Bethsab Beer Wholesalers	Samuel Sipho Thekiso
Boland Beer Distributors	Simonsvlei Liquor Merchants (Pty) Ltd
Contract Packaging Solutions CC	Southern Cape Beer Disributors (Pty) Ltd
Diamond's Discount Liquor	Spirits of Cape Town
Ermelo Beer Wholesalers (Pty) Ltd	Sussens Group
Floyd's Place	Tabak Duty Free
Greytown Beer Distributors	TFD Network Africa
Hamba Buya Liquor Distributors	Thoyandou Beer Distributors
Louis Trichardt Beer Wholesalers (Pty) Ltd	The Keepers of the Quaich
Madadeni Beer Wholesalers (Pty) Ltd	The Spar Group Ltd
Makhosonke Tavern	Tiki Liquor Store
Midlands Beer Wholesalers	Universal Beverages
Midmar Liquors Limited	Vryheid Beer Wholesalers (Pty) Ltd
Mkuze Beer Distributors (Pty) Ltd	Westonaria Beer Distributors (Pty) Ltd
Mountain River Wines (Pty) Ltd	



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