



## SUCCESSFUL AD CAMPAIGN TARGETS PARENTS

Igniting hope for a  
better future  
Creating awareness  
in the retail  
environment

SAB gives  
'Reality check'  
for SA drinkers



INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE

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# A positive force in South African society



## MESSAGE FROM THE CHAIRMAN

We have certainly been busy over the last few months and without a doubt have achieved great success with the message of the ARA to reduce alcohol-related harm through the promotion of responsible alcohol use.

The end of 2009 saw the very successful launch of the ARA advertising campaign "one more drink" which has been very positively received by consumers, government and the advertising and media community. As a result of this success, the campaign has been extended, and is now also being broadcast on DSTV and in cinemas around the country.

The ad campaign was introduced to the liquor industry, government stakeholders, partners of ARA and the media at a well attended event in Cape Town in October. We were delighted to have as our guest, Dr Rob Davies, Minister of Trade and Industry.

The ARA members and project partners continue to be actively involved in educating consumers and generating increased awareness on responsible alcohol use.

We are moving full steam ahead in 2010, facing the many challenges in a cohesive manner and, I do believe, with a stronger and more united voice. This is certainly evident in the coverage that ARA is being given in both the print and broadcast media and in the positive interaction with government.

Michael Mokhorro  
Chairman



## Ad campaign receives critical acclaim



**November 2009 saw the launch of a series of hard-hitting ARA television adverts aimed at educating parents on the impact of their drinking behaviour on their children. The campaign creates a direct link to this message about parents needing to behave responsibly for the benefit of their children - and has been received with critical acclaim from the liquor industry and the advertising fraternity.**

### The storyline

This campaign is said to have broken the mould of responsible alcohol consumption advertising, which usually relies on shock value.

According to Anton Visser of Velocity, who directed the ads on behalf of Lowe Bull, "In this campaign you're trying to show people that their kids are affected by even the smallest transgressions and that their kids will most likely learn these same bad habits. To me, the stroke of genius is to make the scenarios relatively innocuous and "harmless" and to relate them to familiar situations that most parents find themselves in. If these scripts contained moments of bigger drama, most people would say, "That's not me." But picking your kids up at a

party or going to your kid's sports day, these are situations that most parents can't help but identify with".

### The three scenarios depicted in this campaign are:

- **Dad having had more than his fair share to drink and abusing the referee and coach at his young son's school rugby match**
- **Mom being arrested at a roadblock for being over the limit when collecting her daughter and friends from a party**
- **Father trying to give a meaningful speech at his daughter's 21st birthday party but failing dismally.**

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**Awards & acknowledgements**

The awards and acknowledgements of the ad campaign speak to its success. Two of ARA's commercials were winners at the VUKA! awards for excellence in television advertising. The VUKA! awards were introduced in 1999 by MultiChoice as a platform to reward and nurture South Africa's filmmaking talent while providing vital exposure to social causes and charities.

Respected marketing journalist Brendan Seery handed out an Orchid award to all involved in ARA's latest campaign in his column in The Saturday Star and The Saturday Argus newspapers earlier this year.

Seery highlighted ARA's message concerning the damage alcohol can do to relationships, particularly in families. He described the advertisements as "poignant, mainly because they tackle alcohol-induced damage from a different angle." About the advertisement showing an inebriated father making a clownish speech at his daughter's 21st birthday party he writes: "The look on the daughter's face is enough to warn any father not to overstep the limits. It's heart-breaking and it gets the message across. Orchids all round to everyone involved in this initiative.....for making the message so stingingly real."



**Online comments received from the public shows that the message is coming across as...**

“They're more of a comment on the fact that excessive drinking is a social norm. Clever, because big problems don't disappear by having the very worst outcome portrayed (think anti-smoking and typical alcohol abuse ads). It's the portrayal of the issue in seemingly trivial, everyday situations that hits hardest. (www.cherryflava.com)”

“Have seen some of this ads and I must say, they so relevant to the S.A market and people could easily relate to one way or other. Maybe this is the angle we need to take for HIV/AIDS in this country. (www.bizcommunity.com)”

“The ads are really cool and relevant - as Hos said, they're relevant and I've seen 2 of the scenarios actually take place. Nice stuff. (www.bizcommunity.com)”

# The University of Stellenbosch Buddy Campaign - a campus tradition

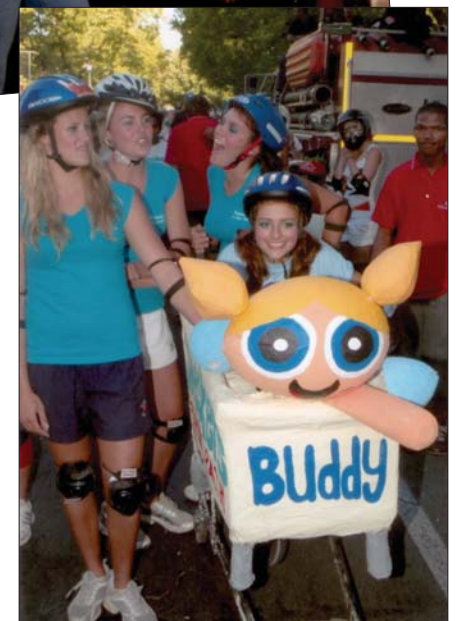
The ARA has once again committed funds to the University of Stellenbosch in support of their annual Buddy campaign to combat abuse and in particular drunk driving.

During Stellenbosch RAG/ orientation week first-year students engaged in various activities which included the Buddy Expos – a fun mascot dance that focuses on responsible drinking. All first-years were handed Buddy promotional material, such as the logos, which they were required to visibly display at all times. Due to the enthusiasm and the fierce competition amongst the residences for the coveted trophies, Buddy was omnipresent and visible at all times.

The annual Stellenbosch Buddy Bus transport to and from town during RAG/orientation week once again proved to be extremely popular. “The Buddy busses are now so well known, that we are receiving random phone calls requesting Buddy busses for all sorts of events which have no connection to RAG activities,” said Jill Galliet, Manager of Maties Rag Committee 2010.

All the advertisements for RAG events carried the ARA/Buddy logo and colourful promotional spreads in the Burger and Eikestadnuus made a huge impact. The Buddy campaign was marketed for two months on MFM 92.6 – a youth-oriented radio station based in Stellenbosch. “The posters which we designed ourselves were so popular, that we had to reprint in order to keep up with the demand,” adds Jill.

“Thank you so much for the support. ARA makes a visible difference each year. According to several sources,



Buddy is now a tradition on the University of Stellenbosch Campus. We could not do it without ARA!” concludes Jill.



# ARA EVENT A ROARING SUCCESS

**What an event! What an occasion! The ARA event in October 2009 brought together all the stakeholders in the liquor industry including government, ARA members, liquor industry bodies, national players in the liquor industry, media and community social development bodies.**

The evening started with a welcome from ARA Chairman, Michael Mokhoro of Distell and was followed by Adrian Botha of the ARA, who provided an overview of the World Health Organisation's (WHO) upcoming global strategy to reduce the harmful effects of alcohol abuse and the first public screening of the new campaign adverts. Although the event was to highlight ARA's alignment to the proposed WHO global strategy and the launch of the new advertising campaign - it was so much more than that. With representatives from all significant role-players in and

surrounding the activities of the liquor industry, it was clearly an opportunity for networking, showcasing the efforts of the industry and highlighting the need for working together for the long term benefit of all.

"We were delighted to have not only the CEOs from the national liquor companies present, but also Dr Rob Davies, Minister of the Department of Trade & Industry. The presence of Dr Davies demonstrated the ARA's objectives of working with government to combat abuse," commented Adrian Botha of ARA.

ARA members, SAB, brandhouse, Distell, KVV and ARA's partner, Life Talk Forum, put on impressive displays of their brands and demonstrated their allegiance and support to ARA. This is both significant for the member companies themselves, and for ARA, for all in attendance to realize the affiliation between the liquor companies and their alignment to the mandate of ARA.

Riaan Kruger, of SALBA and ARA member, summed it up well, "having been part of the ARA since its inception 20 years ago, I can definitely say that this was the single most impressive and successful event in the history of ARA."



Gerrit de Villiers (Vinpro) and Sally Thorp (Life Talk)



Norman Adami (CEO, SAB Ltd), Dr Rob Davies (Minister of Trade and Industry)



Irma Albers (Distell Group Ltd), Sonja Morkel (Distell Group Ltd), Heidi Bartis (Distell Group Ltd)



Liezle Cameron (ARA), Richard Chance (SAB Ltd)

# IGNITING HOPE FOR A BETTER FUTURE

The majority of South Africa's population still lives in wide-spread poverty and despair mainly due to the deeply entrenched historical patterns of inequality that have had profound effects on their living conditions. Many farm workers living on farms in the Western Cape live in these same conditions which result in various complex social and health problems such as alcoholism, Foetal Alcohol Spectrum Disorder, domestic violence and abuse. Alcohol abuse and resultant problems are especially pervasive over weekends and public holidays and this situation is in desperate need of intervention.

ARA, through Ignite (a non-profit organisation), is supporting an intervention programme for farm workers and their families in the Stellenbosch area. Ignite promotes education on alcohol and substance abuse on farms with the goal of eradicating this problem on farms. The intervention programme includes screening for alcohol use disorders and providing people with the tools for understanding their own drinking patterns and enabling them to make informed decisions. In addition, Ignite collects data on participants that is used to analyse trends and further understand the drinking behaviour of farm workers.

"During the colonial era the 'tot' (dop) was introduced as partial payment for farm workers. It is believed that this practice that prevailed for generations, promoted alcoholism and created the belief in many farm workers that they needed alcohol to get through their day. We help people to change this belief. Our Winners Programme deals specifically with raising awareness on the dangers of alcohol and drug abuse, teaching responsible alcohol use, parenting and self-management skills, promoting abstinence from alcohol by pregnant

women as well as educating expectant fathers and to train counsellors in the different community settings," says Johanna de Waal of Ignite.

"ARA firmly believes that through Ignite's programme of assisting people to change their drinking behaviour, there is an opportunity to change the debilitating effects of generational alcohol abuse and poverty on families in these communities and ignite a hope for a better future," says Adrian Botha, spokesperson for ARA.

The programme has been well received and supported by the farm owners who are noticing positive behavioural changes in farm workers and their families, including a decrease of alcohol consumption on weekends.

De Waal adds that because this is the only lifestyle many farm workers have ever known, the challenge is to replace bad practices with alternative behaviour choices and change thinking around alcohol. "Through our research we have proved that people can change their drinking, if they change their thinking," said de Waal.



Liezle Cameron of ARA attending an Ignite graduation ceremony.



## Life Talk "Tug-of-War"

Winning the "tug-of-war" that is taking place in our children's lives!

What is tug-of-war you may ask? Tug of war, tug o' war, or tug war, also known as rope pulling, is a sport that directly pits two teams against each other in a test of strength. The tug-of-war asks "which side of the rope are you on?"

In 2009 ARA partnered with an NGO, Life Talk, to address the escalating problem of underage drinking. Recently LifeTalk launched their 'Tug-of-War' campaign - an awareness-building initiative that tackles the widespread challenges facing adolescents.

"Our children are increasingly exposed to alcohol, drugs, bullying, sexual activity, peer pressure, divorce, HIV/ AIDS, crime, pornography, suicide, and other challenges. Even the 'strongest' teens are often vulnerable when exposed to these challenges. Parents also face their own challenges which can range from a breakdown in communications, single-parenting, enforcing boundaries, and marital or financial stresses or both.

Parents themselves often struggle to navigate some of these trickier years and need advice to face these challenges," says Izabella Little, founder of Life Talk.

Life Talk 'Tug-of-War' provides suggestions for addressing these challenges in a proactive manner, and its ultimate aim is to galvanize families, schools, corporate, the media and society into action. This initiative encourages everyone to get involved by being proactive in preparing the youth for the challenges of adolescence. The positive outcome is for the youth to become part of building a society where values, positive attitudes and successful choices are part of their future.

This initiative asks which side of the rope are you on? Are you on the side of bullying, alcohol-abuse, drugs, crime and HIV/AIDS, or do you want a society filled with positive values, success, two-way communications, safety, and happy, healthy teenagers?

"It's about winning the 'tug-of-war' that is taking place in our children's lives," says Little.



# LifeTalk

## ENHANCING COMMUNICATION BETWEEN PARENTS AND ADOLESCENTS.

Earlier this year ARA partnered with LifeTalk Forum to address the continuously rapid growing problem of underage drinking. LifeTalk Forum's primary objective is to address the challenging issues faced by teens in today's modern society. In line with ARA's strategy on dealing with teenagers and alcohol, ARA and LifeTalk will be developing a number of initiatives that will alert parents and teens on the reality of underage drinking and how to curb this trend by working together through education and awareness programmes.

Earlier this year ARA announced a contribution of R200 000 towards the LifeTalkForum. This funding has allowed Life Talk Forum to establish an office in Johannesburg. "At the moment the operation is run from Durban, but with the contribution from the ARA, we have been able to have a dedicated individual based in Johannesburg to run the operation," says Izabella Little, founder of Life Talk Forum.

The mission of the Life Talk Forum is to raise awareness about the issues and challenges faced by teens; focus on solutions; trigger change where necessary; and to help create happy, successful and fulfilled youth guided by sound values. The LifeTalk Forum also provides the opportunity to promote the enhancement of communication between parents and their teens and provide these parents with proactive parenting tools.

The LifeTalk Forum is a free, confidential platform established in response to requests from parents and counsellors. The objective is to provide parents of teenagers with information and opportunities to discuss issues and challenges affecting teens' lives, as well as providing a mechanism to enhance communication between parents and adolescents.

"The initiative with the LifeTalk Forum alerts parents and teens to the reality of underage drinking, the trends, and the tragic consequences experienced by a growing number of adolescents" says Adrian Botha, ARA spokesperson.

# Noxolo is dreaming big

Noxolo Bonakele is a 31 year old female who has been living in the township of Mbekweni, Paarl with her sister for the past 10 years. She is the middle child of seven children and grew up in Queenstown in the Eastern Cape where her father was the only breadwinner in her household. In 1997 she matriculated from Bubele High School in Queenstown. Noxolo has always been very excited about the hospitality sector and with her bubbly and energetic personality anyone would think she is perfect for the industry. Following this passion, she has worked at La Romantica and Dros restaurants in Paarl where she worked as a runner. Hereafter she worked at a guest house in Wellington where she did everything from cleaning and cooking to escorting guests to their rooms. Noxolo loved interacting with the guests which further convinced her that the hospitality industry was ideally suited for her. In all of these positions, Noxolo was never formally exposed to the wines and to hospitality training and always wanted to learn more but says she never really received the opportunity. When she heard about the KVV Skills Program she definitely did not hesitate to apply. Noxolo says: "To be honest, I knew absolutely nothing about wines when I started the course but I was so excited and interested to learn and I now feel like I know everything!" She



Participants at the launch of the KVV Skills Program.

graduated from the course in February 2010 and since her enriching learning experience, she has been encouraging all of her friends and family to apply for this course. Noxolo comes from a community where alcohol is abused, especially by the youth. She says: "It's so sad to see when I come home from work that all the young people are standing outside drinking at the shebeen down my road. Alcohol abuse is very high among the youth in Mbekweni". Noxolo also worked at a Community Development centre in Mbekweni where she was a volunteer and it was where she started to love working with the people of her community. She hopes that the youth of her

community aim for successful futures and not be brought down by alcohol abuse. She thanks KVV for initiatives such as the Skills Program which uplift youth in communities such as Mbekweni. Noxolo currently works at Laborie restaurant on Sundays and in five years time she says: "I see myself driving my own car and having my own house". She says her next step is to learn how to work on a computer so that she can start to get more involved with the administration side of the hospitality industry. She has big dreams for herself in the hospitality industry and is determined to further her knowledge in all other spheres of this industry.

*The current ARA ad campaign recently won 2 VUKA! Awards for Best Direction and Best Script. The VUKA! Awards are a platform to reward and nurture South Africa's filmmaking talent while providing vital exposure to social causes and charities*

## BE A PROUD MEMBER OF ARA

To increase awareness of member company association and involvement with ARA, a specific logo with the words "Proud Members of the ARA" has been prepared for members to use and include in all their communications material. This logo can be used in any or all of the following mediums: Email signatures; Website; Advertising material (printing and broadcast); Internal communications; Media releases, and internal and external company newsletters.



INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE

## About the KVV Khula Skills Program

The KVV Skills programme was launched in August 2009 and aims to address the skills shortage crisis by training unemployed individuals of Paarl and Worcester in the hospitality and tourism sector. The main objective is to make a positive, sustainable impact on the communities in which KVV operates through investing in improving the quality of life and prosperity of disadvantaged communities.

The aim of this initiative is to empower selected previously disadvantaged members of the local community with the intention of equipping them with the skills necessary to enter the hospitality industry - especially with the World Cup 2010 in mind.

The training course is designed around the basic understanding of food and wine in a hospitality establishment. The biggest advantage of this course is that it has been designed specifically with the aim of developing under-privileged people. The course goes beyond a tourist experience and gives learners a new understanding coupled with skills in basic customer relations, up-selling, the responsible use of alcohol, tailoring through food and wine pairing, and transforming the wine waiter's ability to create an unrivalled experience for any guest. Part of the training includes a practical component where trainees are placed in various hospitality establishments to gain an understanding of how the industry works.

The first intake of 40 students from the Paarl community commenced in August 2009 and graduated in October 2009. The graduation ceremony was attended by Mr Alan Wnde, MEC for Economic Development, Tourism and Finance. The second group of 26 students from the Paarl community commenced in November 2009 and graduated in February 2010. The intake for Worcester of 40 students commenced in March 2010 and these students will graduate in May 2010.

For further information please contact Zanele Xaba on 021 807 3353 or xaba@kvv.co.za



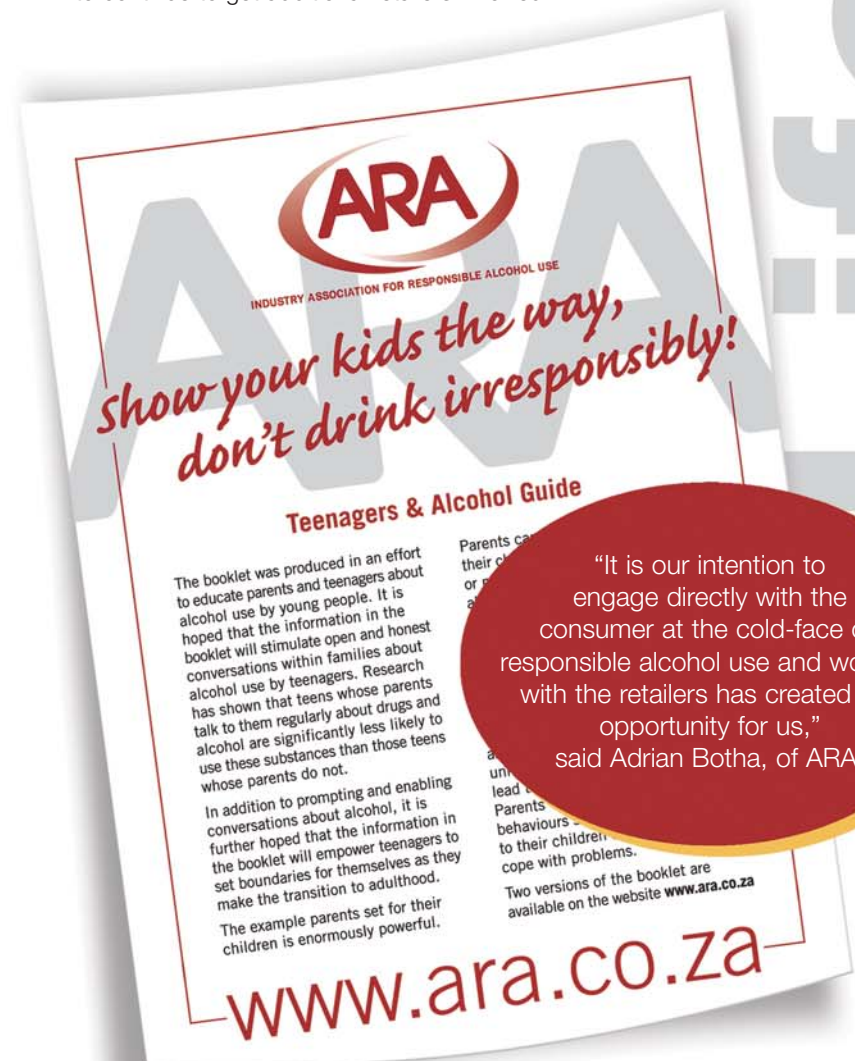
## CREATING AWARENESS IN THE RETAIL ENVIRONMENT

Over the last few months ARA and LifeTalk have engaged with liquor retailers to create awareness to its customers on alcohol abuse.

The campaign involved in-store material that included stands at the doors, till stands and leaflets distributed nationwide to ARA associate members, including Tops, Makro and Diamond Liquors.

"It is our intention to engage directly with the consumer at the cold-face on responsible alcohol use and working with the retailers has created this opportunity for us," said Adrian Botha, of ARA.

To date more than 1 500 stands have been distributed as well as thousands of leaflets, and it is the intention of ARA and LifeTalk to continue to get additional retailers involved.



## Alcohol Evidence Centre launches signals war on drunk driving

SAB, together with law enforcement authorities, has launched various state of the art Alcohol Evidence Centres (AEC) in specified areas across the country. Towards the end of last year Alcohol Evidence Centres were launched in Soweto (Dube), Pietermaritzburg (KZN) and the Western Cape.

Another three centres are due to be launched in the coming months in, Kempton Park (Ekurhuleni), Balito and Tshwane. These centres will also be equipped with the necessary tools to accurately detect a driver's blood alcohol concentration level through a single breath sample.

This specific campaign forms part of a countrywide initiative by SAB to tackle drunk driving. The accuracy of the data collected at these centres is expected to dramatically improve the prosecution rates of those detained under suspicion of driving under the influence of alcohol.

"Research has shown that effective enforcement and prosecution are the most effective ways to change attitudes and behaviors among those who drink and drive," observed Vincent Maphai, Director of Corporate Affairs and Transformation at SAB. "By equipping police with tools to better arrest and

prosecute irresponsible drivers, we hope to make drinking and driving socially unacceptable."

The equipment supplied for the centres include Dräger Alcotest breathalyzers and a closed-circuit television network to monitor the testing process. The breathalyzer machines are able to take an instant and accurate reading of the amount of alcohol in an individual's bloodstream. The reading is then used as evidence to secure a conviction of drunk driving.

"We hope that the contribution of equipment will act as an effective deterrent to those who may still consider drinking and driving," added Maphai. "A significant shift in mindset is required among those South African drivers who drink and we believe that this equipment is one of the most practical and effective ways to affect change among individuals and ultimately, the society as a whole."

With the law enforcement authorities conducting regular roadblocks, those people whose breathalyzer tests reveal more than 0.24mg of alcohol per litre of oxygen on their breath, will be brought to the relevant AEC for further testing, and upon a positive result, charged with a criminal offence.



From left to right: Mr Mike Mabuyakhulu (MEC for Economic Development and Tourism), Mr Willies Mchunu (MEC for Transport and Community Safety and Liaison) and Dr Vincent Maphai (SAB Director of Corporate Affairs and Transformation).

## ARA in line with global strategy on responsible alcohol use



The Director General of World Health Organisation (WHO) plans to submit the draft global strategy on responsible alcohol use to the World Health Assembly in 2010. The strategy's objective is to use all available evidence and existing best practices to develop a set of recommended measures for countries around the world to implement, taking into account the individual circumstances of each country.

For South Africa, the harmful effects of alcohol abuse include; underage drinking, drinking and driving, abuse and fetal alcohol spectrum disorder (FASD). For ARA and its members, the development of this WHO global strategy is not going to be a new direction for the local market, but rather a continuation and extension of what the industry has worked hard to do for more than 20 years.

For the ARA, the focus areas are, and continue to be, self-regulation by member companies and industry stakeholders, partnerships with government, public health bodies and other related organisations, education related to the risks of alcohol misuse, and the responsible use of alcohol beverages.

Aligning with this upcoming WHO global strategy to reduce the harmful effects of alcohol use, ARA along with all its existing initiatives, launched an advertising campaign in November 2009, aimed at educating parents on the impact of their drinking behaviour on their children.

These adverts have already won a number of awards including 2 VUKA! Awards and a Creative Circle award for the director.

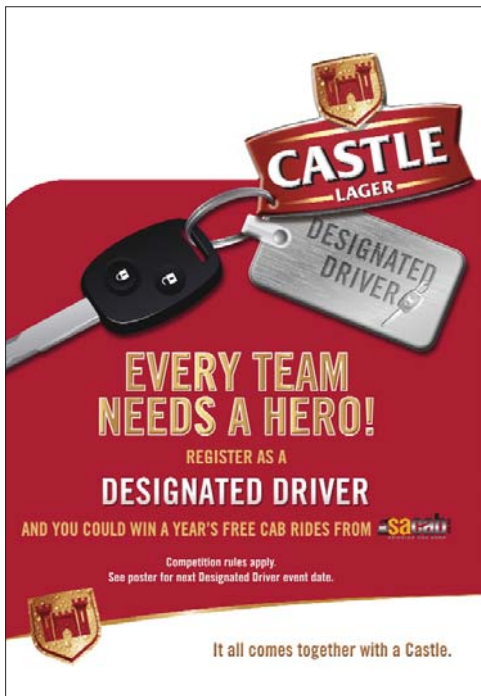
**"Our research has indicated that whilst teenagers don't like to admit it, they really do care what their parents think and are strongly influenced by their parents' behaviour.**

**The message to parents is - if you drink, do so responsibly and set an example. Be a role model for your children,"** says Adrian Botha, ARA spokesperson.

Other recent examples of where the ARA has been involved in trying to reduce the harmful effects of alcohol include:

- Partnerships and financial contributions to non-profit organisations which have a complementary mission and objective to that of ARA and which are able to work directly in the communities, for example the Foundation for Alcohol Related Research (FARR), Northern Cape community organisations (local theatre groups, SANCA), University awareness programmes (Buddy Campaigns) and LifeTalk workshops at schools aimed at parents and educators;
- A previous ad campaign targeting teenagers with the message "Good idea Bad idea";
- Teenagers and Alcohol booklet - a practical guide for parents on how to communicate with their children about alcohol which was launched in 2008 with a simplified version developed in 2009;
- The LifeTalk Forum engaging with parents, educators and teenagers.

**"As an industry body, we remain committed to reducing alcohol-related harm. Our objective is not just to shift attitudes, but to actually attempt to change behavior and thereby ensure only the responsible use of alcohol beverages by those who choose to consume them,"** added Botha.



## CASTLE DESIGNATED DRIVER CAMPAIGN KICKS DRUNK DRIVING TO THE CURB

As an exciting new initiative by the SAB, the Castle Designated Driver promotion ran in 80 outlets nationwide over the 2009 festive season. At each participating outlet, activations were held where customers could nominate themselves as the designated driver for their group of friends for the evening.

All the “Designated Drivers” were breathalysed and had to be under the legal limit to participate in the promotion. They were also given free non-alcoholic beverages to enjoy during the evening.

Towards the end of the night, each “Designated Driver” was breathalysed again and if they were under the legal limit for the evening they were entered into a lucky-draw with some great prizes. The grand prize was one of 24

safe ride home packages (ie. a taxi ride home every week for a year). As a partner of the promotion, SACAB provided the prizes.

As part of the campaign SACAB also introduced the ‘taxi phone’ concept, which was made available at various outlets. Calls made from the taxi phone are free and allow customers to call a taxi company when they have had too much to drink and unable to drive themselves home. In total 62 phones have been placed in outlets around the country and are still in use.

In promoting the campaign, Castle ran an extensive PR campaign and managed to secure almost R2 million worth of media and digital coverage, including presence on blogs, Facebook and Twitter.

## SAB gives ‘Reality check’ for SA drinkers

Last year SAB launched a massive hard-hitting public awareness campaign targeted at drivers and mothers-to-be about the negative consequences of irresponsible drinking. The ‘reality check’ campaign was the largest investment to date by SAB in raising awareness about the negative consequences of irresponsible drinking.

Intended to be a complementary campaign to other external and internal programmes, both from SAB and other

companies and strategic stakeholders (such as law enforcement agencies and government), the main aim of the campaign was to educate drinkers on the personal and societal consequences of drinking while pregnant and driving under the influence.

“SAB is committed to addressing drink driving proactively and pragmatically. This specific campaign challenged some of the myths, as well as excuses, used to justify irresponsible drinking and

Castle Lager became the first alcohol brand ever to be featured on the Stay Alert Stay Alive’s public service announcement TV advertisements. Well-known South African DJ’s also supported the initiative and Sasha Martinengo had the following to say; “The Castle Designated Driver campaign is a brilliant initiative and should be continued and supported whole-heartedly. SAB pro-actively displayed that having a designated driver should become the norm amongst all people of all ages.” Gareth Cliff commented, “It was the most practical, socially-responsible and effective anti-drunk-driving campaign.”



driving,” said Vincent Maphai, Director of Corporate Affairs and Transformation at SAB and the person responsible for spearheading the campaign.

**“The objective of this campaign was to try to start changing mindsets and ensuring that more South Africans understand the added personal responsibilities that comes with consuming alcohol.”**

## NEW APPOINTMENTS

### ROBYN CHALMERS

**SAB** *Head of Department: Media Relations and Communication*



#### What is your background?

Prior to SAB, Robyn worked at SAA for a number of years where she managed the communications function. Before that, she was the Deputy Editor at Business Day, culminating a career of more than 16 years as a journalist who had worked in various positions at newspapers in South Africa. Robyn studied Journalism at Rhodes University and has received a number of awards throughout her career, including Sanlam Journalist of the Year, Telkom Journalist of the Year and Bifsa Journalist of the Year. Having an excellent grounding in the media and a strong understanding of the corporate environment made Robyn exceptionally well suited for her new role at SAB. The organisation is delighted to have her on board especially at this exciting and challenging period in SAB’s history.

#### Why does your job at SAB entail?

As head of media relations and communications, I oversee the delivery of a proactive communications strategy. As such, I manage all communications with media and I am also responsible for internal communications, corporate marketing and events.

#### What is most fulfilling about your job?

The ability to be proactive in our communications and see the response both externally and internally is highly fulfilling. In many organisations, communications tends to be largely reactive, and the focus for SAB is to ensure that we are proactively telling our story and driving the dialogue.

## Toneelstuk oor drankmisbruik te sien

KIMBERLEY. – Skole en ander belangstellendes wat wil hê die toneelstuk *Nugter Keuses* – wat oor drankmisbruik en gesinsgeweld handel – moet by hulle opgevoer word, kan van hulle laat hoor.

Dit word gratis aangebied. Luidens 'n verklaring bied die Noord-Kaapse premier se komitee vir misdaadbekamping dit aan. Die borg is die Verantwoordelike Alkoholverbruik en Gesinsgeweld Kommissie.

re is reeds met dié toneelstuk gehou. Dorpe soos Upington, De Aar, Britstown, Vosburg en vele ander is besoek. Sowat 35 112 leerlinge en volwassenes kon sover die storie van een gesin se hartseer met drankmisbruik beleef. Die leerlinge kon ook die positiewe gevolge van die toneelstuk beleef.

## Kids 'drink as parents do'

**KIM HELFRICH**  
SOUTH Africa's Industry Association for Responsible Alcohol Use (ARA) is to launch a campaign next month to educate parents on how their drinking affects their children's. ARA research is that "while teenagers don't like to admit it, they do care what their parents think and are influenced by their behaviour."

drinking patterns afterwards...  
"The message to parents is: if you drink, do so responsibly and set an example."  
"Be a role model for your children."  
To back this, the R9-million ARA campaign will focus on showing parents how to drink responsibly on children.

## STINGS

### Drunk as a skunk

A tipsy dad abusing the referee at his young son's school rugby match, a lift club mom who's arrested at a road block for being over the limit and an aggressive father making a rambling speech at his daughter's 21st birthday party. Those are scenes from the lives of drunken parents who embarrass their children



in a campaign directed by Velocity's Anton Visser for the Industry Association for Responsible Alcohol Use.

SAKE 24 (Saterdag Koers)  
Thursday, 23 October 2010, p. 12



In een van ARA se nuwe televisie-advertensies kry 'n seun skaam vir sy kadrugtige pa wat te diep in die hierblieke gekyk het en moies maak by skoleport.

## Bedryf bestee R80 m. teen te veel drink

Carin Smith, Kaapstad

Rolspelers in die drankbedryf het die afgelope boekjaar sowat R80 miljoen bestee aan bewustmakingsprojekte om verantwoordelike alkoholverbruik te bevorder.

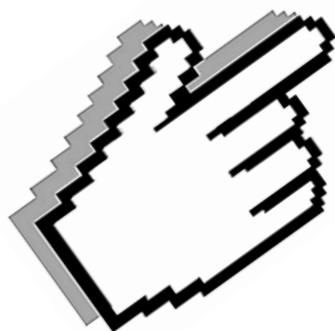
Volgens mnr. Adrian Botha, direkteur van die ARA, die bedryfsvereniging vir verantwoordelike alkoholverbruik, is veral gefokus op bewustmaking oor drink-en-bestuur, geweld weens alkoholmisbruik, jong mense onder die wettige ouderdom wat drank verbruik en detail-alkoholstroeem.

"Dit is uiters belangrik om die versaking te weerstaan om eenvoudige oplossings vir die komplekse probleme van alkoholmisbruik te probeer vind. Die probleem is nie soseer alkoholmisbruik nie as dieperliggende maatskappij-

faktore. Daarom is 'n mensel van selfregulering, die opdrag van hoëde wetgewing oor die verkoop en verbruik van alkohol en bewustmaking nodig," sê Botha.

Hy dink nie 'n verbod op alkoholadvertensies sal 'n invloed hê nie en sou eerder wou sien dat individue en gemeenskappe groter verantwoordelikhed vir hul keuses neem.

"Dit is soos om te redeneer dat net omdat daar motorongelukke is, niemand meer mag bestuur nie," sê hy. Hy sê dit sal nie help om sêrens bloot te verbied of kuterpekkie vroeër te laat sit nie. Hulbe moet eerder by die groter bewustmakingsnetwerk betrek word. Die ARA stigter vroeg in November sy jongste reeks televisie advertensies van stapel om verantwoordelike alkoholverbruik aan te moedig.



"Watch out for the new design of the ARA website aimed at appealing to a wider public audience including parents, teenagers, researchers, policy makers, marketing industry and the media. [www.ara.co.za](http://www.ara.co.za)"

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Madadeni Beer Wholesalers (Pty) Ltd  
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Masscash  
Mathathu J Africa Trading  
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Midlands Beer Wholesalers  
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Milestone Beverages  
Mkuze Beer Distributors (Pty) Ltd  
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Natal Wine Merchants  
Nessas Liquor Distributors  
NLC Distributors  
Northside Distributors  
Palm Tree Distributors  
Pan African Corporate Holdings  
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Profumi D'Italia Marketing CC  
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Southern Cape Beer Distributors (Pty) Ltd  
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