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Always respect, always DrinkWise campaign reaches new heights in championing moderation and respect

Lion proudly continues to support the work of DrinkWise – an independent, not-for-profit organisation that takes a whole-of-community approach to developing evidence-based alcohol education programs. Through Lion’s involvement in major events, including the National Rugby League State of Origin, we help amplify DrinkWise’s message of moderation and respect.

The *Always respect, always DrinkWise* campaign has had a significant presence at major Australian sporting, music and cultural events over the past 12 months, including the NRL State of Origin series, AFL Gather Round, AFL and NRL Finals Series and even the Taylor Swift concert in Sydney. This impactful campaign reminded fans of the importance of moderation and respect, no matter where they were watching the action – at the stadium, at the pub, at a mate’s place or from home.

DrinkWise partnered with governments, police, sporting organisations, media, stadiums, licensed venues and support services to deliver a unified message – *Always respect, always DrinkWise*.

DrinkWise research revealed that 95% of Australian sports fans agree it’s important to drink responsibly at events, 94% believe a sporting event can be ruined if people drink too much and 69% adapted their behaviour to drink in moderation after seeing DrinkWise communications.

These figures are encouraging, but reminders remain essential for those yet to heed the message.

In 2024, this campaign continued to help set expectations around acceptable behaviour, having appeared in mainstream media, digital platforms, geo-targeted social messages and via endorsements from sports stars. Fans at stadiums saw reminders on screens and outdoor billboards, while posters in pubs, mobile messaging trucks and even baggage collection carousels at airports reinforced the message. Lion helped to amplify the *Always respect, always DrinkWise* message by donating outdoor advertising assets near supermarkets and bottle shops.

This broad reaching, whole-of-community approach to moderation and respect messaging continues to drive the cultural shift towards responsible consumption for those choosing to drink.



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