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## MEDIA RELEASE

25 November 2009

### CRICKET AUSTRALIA, SPONSORS AND BROADCASTERS UNITE TO PROMOTE RESPONSIBLE DRINKING

Cricket Australia and its partners Foster's Group, Diageo Australia and the Nine Network have joined forces to encourage sports fans to lead the way in responsible alcohol consumption and '*know when to declare*' this summer.

The new national partnership, announced today, is the first of its kind in Australia and will see the launch of a national broadcast campaign to run during the cricket season. Further details will be announced on this initiative later this year.

The campaign builds on other initiatives by Cricket Australia and its partners to promote responsible alcohol consumption and provide clear standards that govern responsible advertising and marketing practice.

"Cricket is an iconic part of Australian summer. It is watched and played by millions of people around the country which provides us with a unique opportunity to promote healthy and active lifestyles," Cricket Australia CEO, James Sutherland said.

"We joined the Prime Minister in March 2008 in a commitment to help promote responsible consumption of alcohol in the community and agreed at the time that sport could play a part in the solution.

"Cricket Australia has a number of programs already in place to help educate players and fans about the responsible consumption of alcohol. We applaud the initiative taken by two of the major alcohol beverage companies in Australia and the Nine Network in helping to create this partnership, and sharing their expertise to help address the issue, from the grassroots through to the elite."

"Cricket provides a strong platform to promote responsible consumption. Most Australians do enjoy a drink in a responsible way, but there are groups in the community who misuse alcohol and we believe there's a lot we can do in working with our partners to help tackle the problem," Diageo Australia Managing Director, Tim Salt said.

"Australian cricketers are amongst Australia's most respected sporting role models," Foster's Group Limited CEO, Ian Johnston said. "We believe this campaign demonstrates that sports and sportspeople can play an active and important role in encouraging responsible consumption."

“Nine’s summer cricket coverage provides the perfect opportunity to promote responsible drinking practices and we look forward to working with Cricket Australia, Foster’s and Diageo on this important initiative over the coming months” said Nine Network CEO David Gyngell.

The campaign is part of an ongoing commitment from Cricket Australia and the alcohol industry to drive clear standards in the responsible consumption and marketing of alcohol throughout the 2009-2010 summer and beyond.

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### **About Cricket Australia**

Cricket Australia is the national governing body for cricket in Australia, responsible for international and interstate cricket and national coaching and development programs.

Cricket has a unique place in the Australian community, and is acknowledged as the nation’s most popular summer sport in terms of participants, spectators, media coverage and contribution to the economy.

Our vision is for cricket to be **Australia’s favorite sport**. We want cricket to be the most played, most watched, and most enjoyed sport in the country. As a values-based organisation, we are also very aware of the role that cricket has in the community. We acknowledge that we have a responsibility to invest back into the community from which we rely and draw upon to help administer the game on behalf of the Australian public.

### **About PBL Media**

PBL Media Pty Limited, is Australia’s most diversified media and entertainment group.

Its assets include the Nine Network Australia, ACP Magazines, Ticketek, Acer Arena and majority interests in carsales.com, NBN Television, a 50% interest in ninemsn as well as interests in the Australian News Channel (Sky News).

### **About Foster’s Group Limited**

Foster’s is a premium global drinks company delivering a total portfolio of beer, wine, spirits, cider and non-alcohol beverages. Based in Melbourne, Australia and listed on the Australian Securities Exchange, Foster’s brand portfolio includes many of Australia’s favourite beer, spirits and cider brands including VB, Crown Lager, Carlton Draught, Pure Blonde, Cougar and Strongbow as well as leading global wine brands Penfolds, Beringer, Lindemans, Rosemount and Wolf Blass.

Foster’s approach to the promotion of responsible alcohol consumption is informed by an extensive Alcohol in the Community Policy, promoted publicly via a consumer campaign ‘Enjoy Responsibly’. More information is available at [www.enjoy-responsibly.com](http://www.enjoy-responsibly.com)

Foster’s has been a partner of Cricket Australia since 1996, led by Australia’s favourite beer VB.

### **About Diageo Australia**

Diageo is the world’s leading premium drinks business with an outstanding collection of beverage alcohol brands including Bundaberg rum (Australia), Smirnoff vodka, Johnnie Walker Scotch whisky, Baileys Irish cream liqueur and Guinness beer.

Diageo is a global company, trading in more than 180 markets around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at [Diageo.com](http://Diageo.com). For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit [DRINKiQ.com](http://DRINKiQ.com).

Johnnie Walker has been a proud sponsor of Cricket Australia since 2006.