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## MEDIA RELEASE

### **Know your limits - *KNOW WHEN TO DECLARE***

Prime Minister extends his support to a new responsible drinking campaign

Cricket's proven role as a positive influence in the community is being used to encourage fans to know when to declare when they have had enough to drink.

In an Australian first, Cricket Australia and its partners Foster's Group, Diageo Australia and the Nine Network today launched their new national community service broadcast campaign, called '*Know When to Declare*', urging sports fans to take responsibility for their actions.

Prime Minister, Kevin Rudd, and Minister for Sport, Kate Ellis, joined the leaders from all four organisations at the MCG for the official launch.

The broadcast campaign will include a 30 second TV community service announcement (CSA) headlined by cricket commentators Richie Benaud and Tony Greig and is supported with 15 second ads featuring Michael Clarke and Mitchell Johnson. These commentators and players were chosen after independent research<sup>1</sup> confirmed their credibility amongst Australian sports fans, particularly amongst young men.

The main TV execution begins with the familiar refrains of 'Classic Catches', only this time rather than catches the segment is highlighting classic cricket declarations. Soon the viewers realise that the declaration drawing praise from Richie and Tony isn't that of a famous cricketer but a regular fan.

Using his familiar magic marker, Tony highlights how the behaviour of one young man in the outer could easily have spiralled out of control before the fan himself took charge by telling his mates he'd had enough to drink.

The campaign is designed to demonstrate the benefits of making the right decisions on and off the field and reminds young adults that they are ultimately responsible for their own actions.

The TV campaign will launch during Channel Nine's cricket broadcasting.

"The Boxing Day Test match is one of the iconic sporting events in Australia that attracts millions of spectators, and there is no better time to remind people to drink responsibly and enjoy the summer ahead." Nine Network CEO, David Gyngell, said.

Cricket Australia signed up to the Prime Minister's National Binge Drinking Strategy in March 2008, making a commitment to help address the issues of misuse of alcohol, particularly by young Australians.

"Cricket is a sport that brings Australians together, whether it is at home, on the beaches, in the backyard or at the MCG. Australians enjoy the cricket experience and the social benefits through having a good time with friends and family and we want to use our influence to ensure this remains true," said James Sutherland, Cricket Australia CEO.

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<sup>1</sup> Research was conducted by Pollinate

“We wanted to engage young men in a discussion about their drinking habits and rather than preaching, research told us leveraging the sporting icons they know and respect would help to deliver a responsibility message. We are therefore pleased to have the support of Richie, Tony, Michael and Mitchell for this initiative.”

According to Diageo Australia Managing Director, Tim Salt, research conducted into the target demographic was critical in shaping the campaign.

“The research confirmed cricket as a strong platform to deliver a personal responsibility message. It also highlighted that in order for the ads to be effective, it was important to depict a situation that the audience could see themselves in and could therefore relate to. We’re excited to be part of this initiative, as it continues to drive our commitment to working with others to promote a better drinking culture in our community.” Diageo Australia Managing Director, Tim Salt said.

“Most people know their limits and do make the right decisions when they are out with friends or family. We hope to convince the minority that misuse alcohol that they can choose another path,” Foster’s Group Limited CEO, Ian Johnston said.

“Through this campaign, we hope to encourage people to enjoy themselves over the summer, but to know their limits and know when to declare.”

The development of this TV campaign forms part of a new national partnership announced in November between Cricket Australia, Nine Network, Foster’s Group and Diageo Australia to drive clear standards in the responsible consumption and marketing of alcohol beverages throughout the 2009-2010 summer and beyond. The campaign is co-branded by participating organisations after independent research showed that co-branding added extra weight to the message and created stronger public recognition that this is an issue that needs to be addressed.

The campaign will air on Channel Nine and participating networks throughout the summer season.

Ends –

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**Notes to editors:**

***Know When to Declare* was created by Leo Burnett.**

**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 [www.diageo.com](http://www.diageo.com)

For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit [www.DRINKiQ.com](http://www.DRINKiQ.com) Since 2008, Diageo has been a partner of Cricket Australia through its brand sponsorship with Johnnie Walker Scotch whisky .