

MEDIA RELEASE

6 November 2009

Australian Drug Foundation celebrates 50 years...with a little rock'n roll

The Australian Drug Foundation today celebrates its 50th anniversary with new approaches on supporting young Australians.

Initiated in response to soldiers returning from wars with serious alcohol problems, the Foundation was formed to ensure alcoholics and their families could get help without shame.

Today's CEO, John Rogerson, is following in the footsteps of past Presidents, such as Sir Edward 'Weary' Dunlop, by trialing new methods of tackling problems associated with alcohol and illicit drug use.

"Our view today is still seen as controversial by some but no different to our founders 50 years ago – putting health first and treating drug users as people," Mr Rogerson says.

We believe that people who use drugs, and those who experience drug-related problems, should be treated with the same respect and rights that every Australian enjoys," Mr Rogerson added.

Mr Rogerson has recently appointed a new Youth Strategy Team called Y-POD (Youth Perspective on Drugs). The group is a think tank of people under 26 years who provide a realistic youth view on policy and education around alcohol and other drugs.

"Alcohol and drugs are a real issue, particularly for young people and any organisation trying to achieve change should be engaging with the needs of young Australians," said Mr Rogerson.

CEO John Rogerson has also given the green light for the organisation to roll out a Healthy Music pilot – a project designed to work with licensed venues to create a respectful drinking culture through live music performances and broadcasts.

"We have the power to create positive change and healthier communities and I believe we need to be innovative in our approach to achieving that – where better than in licensed venues?" says Mr Rogerson.

Today, more than ever, the Foundation plays an important role, fuelling debate and driving cultural change relating to problems associated with alcohol and other drugs.

For media enquiries, please contact Renee Lustman on +61 3 9278 8109 / +61 430 948 380 or email media@adf.org.au for your copy of the Foundation's 50 year history.

The Australian Drug Foundation is Australia's leading body committed to preventing alcohol and other drug problems in communities around the nation.

The Foundation now works with a wide range of Australians in governments, sporting clubs, workplaces, health care settings and schools, offering educational information and campaigning for healthy and strong communities.