



Drinkaware  
Annual Report &  
Financial Statements  
2023

# Company Information

## Directors

Sean Quigley (Chair)  
Dr Treasa Leahy (Resigned 31st August 2023)  
Maria Cryan  
Sean Gill  
Peter Dennehy  
Paul Bailey (Appointed May 2023)  
Garrett Harte (Appointed April 2023)  
Betty Laughlin (Appointed May 2023)

## Secretary

Jennifer Bergin

## Company number

578361

## Registered charity number

20204601

## Registered office

13 Adelaide Road  
Dublin 2

## Auditor

McInerney Saunders Audit Limited  
Chartered Accountants and Statutory Audit Firm  
38 Main Street  
Swords  
Co. Dublin

## Bankers

Allied Irish Bank  
100/101 Grafton St.  
Dublin 2.

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## Chair Statement

I am pleased to present to you the Drinkaware Annual Report for the year 2023, highlighting the significant achievements and milestones of Drinkaware in serving the Irish Public throughout the year.

In 2023, Ireland emerged from the after-effects of the Covid 19 pandemic to face a number of significant challenges including the cost of living, housing, health services and the climate crisis, as well as new patterns of hybrid working.

The Drinkaware 2023 Barometer continued to capture the pulse of the nation, which amongst many evolving patterns, demonstrates that as a country, we have yet to recover from record low mental wellbeing to healthier pre pandemic levels. This is concerning, as the link between low mental wellbeing and harmful drinking patterns is well documented.

As the national independent charity working to prevent and reduce alcohol misuse in Ireland, Drinkaware's work is grounded in research, evidence,

and rigorous evaluation. In 2023, Ireland witnessed significant changes in its relationship with alcohol, which are nuanced, complex and often contradictory.

On the one hand, the OECD reports a reduction in per capita consumption of alcohol in Ireland which is to be welcomed; on the other hand, harmful patterns such as binge drinking, particularly amongst vulnerable cohorts, remain concerning and above the OECD average. It is such harmful patterns that reports such as the Drinkaware Barometer identifies and provides the focus for Drinkaware's important work.

Tackling harmful alcohol patterns of alcohol consumption requires a holistic and multi-faceted approach. Whilst the Government has many regulatory and legislative tools at its disposal, such as the pioneering Public Health Alcohol Act of 2018, evidence led information is central to reducing harm. Information and education remain key to the prevention of alcohol misuse.



Tackling harmful alcohol consumption patterns requires a holistic and multi-faceted approach.

Information and education remain key to the prevention of alcohol misuse.



There has never been a greater demand or need from the public for trustworthy, evidence led information. I'm delighted to report that in 2023 Drinkaware demonstrated an exceptional awareness level with the public (81% brand recognition), reinforcing the organisations status as the "go to" source for trusted information regarding alcohol misuse. This is a social contract we take very seriously.

Throughout the past year, Drinkaware remained steadfast in our commitment to positively impacting the lives of individuals and families across Ireland. Despite the socio-economic and mental wellbeing pressures posed by the after-effects of the global pandemic, we continued to adapt and innovate, ensuring that our programmes and services remained accessible and responsive to the evolving needs of the public.

For our small, but highly committed team, Drinkaware is certainly impactful in all its activities as demonstrated by the extent of its media reach with compelling campaigns on Mindful Drinking, Drink Driving, Parental-Focused Campaigns, Public Engagements, use of online tools, distribution of resources and educational seminars and events. I wish to thank the team for their excellent work and dedication.

From a management and governance perspective, 2023 has been a busy year for Drinkaware with some significant changes taking place. I'm delighted to welcome Dearbhla O'Brien as our new Chief Executive Officer who joined us in August 2023 bringing with her a wealth of experience from both private and not-for-profit sectors. Dearbhla is leading the organisation through the development of a new strategic approach to achieving our vision and mission whilst we complete the work flows as outlined under the current strategy (2022-2024). I also wish to acknowledge and thank those who have departed Drinkaware including former CEO Sheena Horgan for her dedicated work over the previous 5 years and Treasa Leahy who retired from the Board in July 2023. I would like to acknowledge the vital contributions of our volunteer Board members.

In 2023 we also welcomed three new members to our Board, Garrett Harte, Betty McLaughlin and Paul Bailey all with exceptional experience and skillsets of value to the organisation.

Despite economic pressures, we successfully managed our resources and maintained the trust and confidence of our stakeholders through responsible stewardship and accountability. Financially, Drinkaware has proven to be a resilient and robust organisation successfully coming through Covid with income and expenditure remaining in line with budget, returning a small surplus in 2023.

Looking ahead, we remain committed to our mission of fostering positive change and playing a proactive role in building a healthier society. As we navigate the challenges and opportunities that lie ahead, I am confident that our collective efforts will continue to make a meaningful difference in the lives of those we serve.

In closing, I would like to extend my gratitude to all involved in contributing to the Drinkaware mission of reducing the harm caused by alcohol. I wish to thank our partners, supporters, stakeholders and funders for their positive engagement with our work throughout 2023. Their support enables us to provide all members of Irish society from Young Adults to Parents, Community leaders and Individuals with the research, knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause.



Sean Quigley  
Chairman





# CEO

## Foreword

As I stepped into the role of CEO in the latter half of 2023, I was both honoured and inspired by the opportunity to lead our dedicated team in the ongoing mission to prevent harm from alcohol in Ireland. Taking on this role at such a pivotal time has allowed me to witness firsthand the incredible work being done by our charity.

Drinkaware is a small specialist team, but one with a vast reach and significant impact – I have been truly impressed by our ability to “punch well above our weight” in terms of reaching millions of people with information, facts, tools, and supports regarding the harm caused by alcohol. The first step in lasting cultural and behavioural change begins with awareness, information, and facts.

And the public demand for high-quality, trustworthy, and accessible information around alcohol has never been higher. Drinkaware is uniquely placed to meet this need. Once again, we are one of the most recognised and trusted organisations in this space. One of our proudest achievements in 2023 is that 81% of Irish adults see Drinkaware as the trusted source of information on alcohol (IPSOS B&A Barometer 2023).

2023 was a year of significant transition and growth, and I am delighted to share our achievements in several key areas within this report – all of which are based on evidence-led research.

### Research

In 2023, our signature body of research, “The Barometer,” saw its 8th annual iteration. This

research brings to life the statistics and reports behind national alcohol consumption figures. The Barometer paints a unique social picture by capturing, tracking, and tapping into the lived experiences of adults in Ireland year on year, providing insights into the who, why, where, what, when, and how of the Irish public’s behaviour in relation to alcohol. So, whilst per capita consumption is crucial to assess long - term trends and provide comparative levels of alcohol consumption in a country, the Barometer identifies unhealthy patterns within these figures in addition to positives such as intent to drink less, which cannot be identified by consumption figures alone. Such research provides the roadmap and directs the focus for our annual activities.

### **As ever, alcohol research can often reveal contradictory findings:**

In 2023, the Barometer identified the highest number (since its inception) of adults drinking on “at least a weekly basis,” rising to 6 in 10 adults, with one in four drinkers now “typically binge drinking” whenever they drink alcohol. This has risen from 1 in 5 just three years ago.

### **On the other hand, 2023 gave much reason to be hopeful.**

More drinkers than ever before say they want to drink less (36%), with over 41% making small positive changes to their alcohol consumption in the previous 30 days. These positive intentions rise to some 54% among young adults (18-24 years old). Such encouraging trends need to be harnessed and supported with tools and information that

Drinkaware is committed to providing, while also looking more in-depth at vulnerable and at risk cohorts in 2024 and beyond.

2023 also saw the return of our “Research Briefing” series, where we invite interested stakeholders to hear, learn, and discuss our research findings or to explore the data of other recognised organisations.

Identifying problematic drinking patterns, vulnerable cohorts of the population, and positive trends and intentions is crucial. However, as the national independent charity with the remit of reducing alcohol misuse, we must also provide the public with the information and support tools that will turn these positive intentions into concrete actions that will create real and lasting change.

## Outreach and Engagement

A significant part of our remit is always our outreach and engagement with the public. In 2023, Drinkaware featured heavily in the national media on RTE News, TV3, Ireland AM, National and Regional Radio, National Press, and online news, reaching some 22.7 million people with messaging and supports around the dangers of binge drinking, the benefits of mindful drinking, alcohol & mental well-being, drink driving, parental guides, and a plethora of public health awareness supports.

Our most popular public support tool, “The Drinks Calculator,” was utilised some 250,000 times over the course of 2023 peaking at bank holiday weekends. This effective tool allows the public to track their alcohol intake and calculate the time required to sober up before driving the next day.

Our most popular public support tool, “The Drinks Calculator,” was utilised some 250,000 times over the course of 2023 peaking at bank holiday weekends. The public demand for this tool increased by 21% in 2023 v 2022, clearly showing the need from the public for information and support in tracking their alcohol intake. This effective tool also assists the public with calculating the time required to sober up before driving the next day. The Drinkaware Standard Drinks Calculator also saw an increase in conversions of some 24% on 2022, again highlighting the need for information regarding what a “standard” drink is, in accordance with the “Low Risk Weekly Guidelines”.

## Education & Events

In 2023, our educational programs turned their focus to parents and young adults with a series of impactful initiatives.

A series of regional in person parental workshops, webinars and collaboration with MyKidsTime to name but a few.

In addition for the first time ever, Drinkaware delivered workshops on the dangers of Alcohol to young adult apprentices as they embark on their adult career paths.

In person is a really effective way to engage with our audience. In 2023, Drinkaware participated in several high-profile events such as the National Ploughing Championships and the Spring and Autumn Ideal Home Show Exhibition and distributed valuable information on alcohol misuse at a series of events in the Aviva Stadium.

## Aspirations for 2024

We simply want to do more and there is much to be done. We aim to reach as many Adults as possible with information and tools to support a healthier relationship and narrative around alcohol in Ireland. Tackling the harm caused by Alcohol requires a holistic, multi-faceted approach. Drinkaware welcome the Public Health Alcohol Act but recognise there is no silver bullet or quick fix to the issue of alcohol misuse.

The data is telling us that there remains a deficit of knowledge and key gaps in the public’s level of information and awareness around what a standard drink is, what binge drinking looks like, and an almost non-existent awareness of the HSE Low-Risk Weekly Guidelines for alcohol. Paradoxically, the research finds that when shown the Guidelines, half of all adults believed them to be reasonable and would follow them.

However, if the public are simply not aware of these Low Risk Weekly Guidelines, how can we expect to instigate a positive change in behaviour around same?

Prevention is better than a cure as the saying goes.

Crucially, it is also important to embed awareness around the tangible life-changing benefits that reducing alcohol consumption can bring. This is surely not an insurmountable task, as evidenced by the growing appetite for information and change in our data.

As we begin building a new strategy for 2025 onwards, we aim to tackle this awareness deficit and to build on positive social change by taking this conversation to another level.

This new approach is now underway for 2024, using real-life people's experiences in our efforts to bring about cultural change and move the dial away from alcohol misuse. By way of example our 2024 "Here's to Change" campaign sees Irish Hip-Hop artist, Nealo sharing his personal story of the benefits of taking control of his relationship with alcohol and making healthier choices.

2024 will see Drinkaware communicating data and facts on a more person to person basis, bringing data and education to life and focusing on reaching people where they are at using video, online seminar briefings and podcasts rather than simply driving website traffic.

I would like to thank our Chairman, Sean Quigley, for his leadership and support and the wider board members of Drinkaware for their guidance, autonomy and confidence.

Drinkaware is the only independent charity operating in the space of preventing harm caused by alcohol through engaging information campaigns and outreach. We do so without any financial support from the government or the public purse.

A huge thanks goes to our corporate base of license holders, without whose financial support the vital work of Drinkaware would not be possible. This support is given in complete trust, at arm's length without fear or favour, allowing Drinkaware to serve the public, with whom our social contract is sacrosanct.

Sincerely,  
Dearbhla O'Brien  
CEO, Drinkaware

“

In 2023, the Barometer identified the highest number (since its inception) of adults drinking on “at least a weekly basis,” rising to 6 in 10 adults, with one in four drinkers now “typically binge drinking” whenever they drink alcohol. This has risen from 1 in 5 just three years ago.

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# About Drinkaware



## Our Vision

An Ireland where alcohol is not misused.



## Our Mission

To prevent and reduce the misuse of alcohol in Ireland.



## Our Values

Achieving this mission requires ambition, trust, credibility, collaboration and value for money. These are our values. They act as our guiding principles and our ethical pillars, and they have underpinned Drinkaware's work since the charity's inception in 2016.

## Ambition

In a society where 6 in 10 adults are drinking alcohol on "at least" a weekly basis (Behaviour & Attitudes 2023) and where 1 in 4 adults "typically" engage in binge drinking when they do drink, our vision is certainly ambitious, but we believe Ireland can write a different story and build on the growing desire amongst adults to drink less and we are singularly focused on supporting it.

## Trust

81% of the general public are aware of Drinkaware as a provider of trusted information on alcohol (Behaviour & Attitudes, 2023). We take that trust very seriously as the basis of our social contract to deliver on our vision.

## Credibility

Our campaigns and programmes are shaped by evidence led research and evaluation. We deal in facts, not conjecture or myths. Our programmes are delivered by experienced professionals and grounded in the fields of education, research, health promotion and communication. And our credibility is fortified by our independence – our unequivocal governance that separates our Executive from our funding.

## Collaboration

No societal issue can be solved in isolation. Positive change can only happen through persistent and continuous collective efforts, so at Drinkaware collaboration is not a destination but a journey. We seek to partner, share, and confer on everything we do because only then can we contribute to the change we seek.

## Value for Money

To be effective as a charity, Drinkaware must be efficient and must be sustainable. The rigour we apply to our programmes therefore is the same that we apply to our finances so that we can demonstrate value for money in terms of the cost benefit i.e., impact.

# Our Strategy in Summary

Drinkaware's strategic focus for the 2022-2024 strategic plan is to maintain our relevancy, reach and reputation and to "be" the lead alcohol education and awareness charity in Ireland.

In 2023, the critical question remained the same - what was the change we wanted to see? For Drinkaware this is, as it always was, an Ireland where alcohol is not misused. Our vision and mission are our driving force, continually prompting us to reflect on how we can use our resources and expertise to meaningfully contribute to this ambitious societal change.

Through our Strategic Plan 2022-2024, our contribution to change is focused on delivering four identified Levers of Change:

## Levers of Change

### 1 Improved Knowledge

Ensuring that people are aware of what constitutes alcohol misuse. The aim of this lever is for people to know and understand what misuse is, and how it can affect their health, relationships and lives overall. If people are not aware of what constitutes alcohol misuse, they cannot know that they are drinking to a level that may cause harm to their health. Our research tells us that knowledge of the HSE low-risk weekly guidelines among adults in Ireland remains critically low (3% of Adults can correctly identify the guidelines, B&A 2023). There is much work to do to improve this understanding but without this baseline knowledge, unintentional alcohol related harm in Ireland will continue.

### 2 Increased Motivation

Drinkaware will continue to facilitate an inclusive movement that can bring people along the journey towards change together, informed by our data which in 2023 shows the highest number of Adults (36%) want to drink less and with some 41% having made positive changes to their drinking habits, the highest such incidence in the Barometer to date. Can this be changed to 'Drinkaware are committed to empowering the adult population in Ireland to make the changes they desire in reducing their alcohol intake.

### 3 Improved capacity and capability to make a change

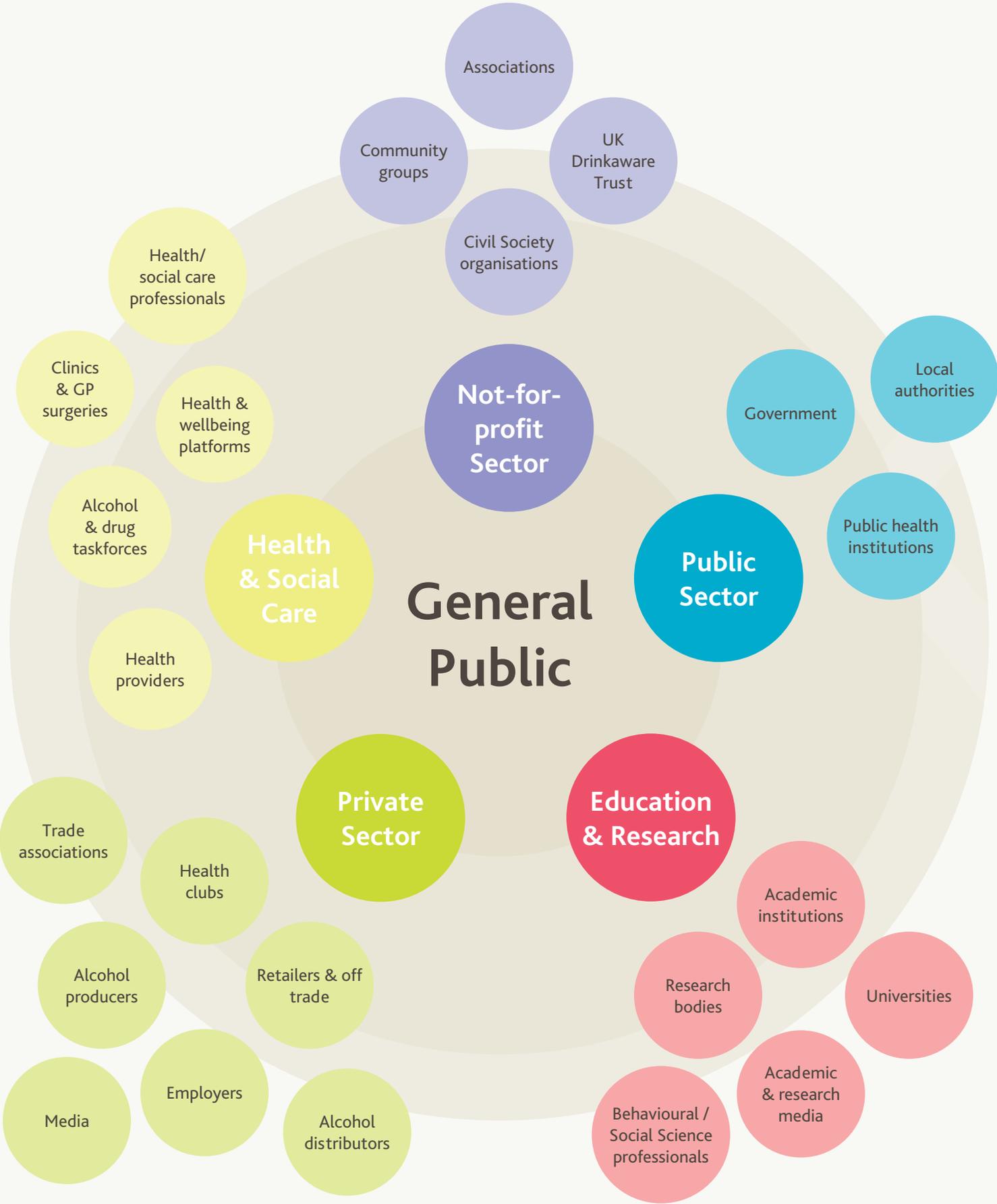
Change must also be accessible. The language we use is relatable and personable, not scaremongering or didactic. The practical, evidence-informed tools we produce are easy to use and free to access to individuals, organisations and communities nationwide. We constantly strive to work collaboratively and share our information, research and tools to support wider reach, access and engagement.

### 4 The incentive (reward) to change

Shifting the cultural expectations around alcohol use and misuse in Ireland is critical for Drinkaware. We want to build on the desire and motivation of more and more Adults seeking to reduce their alcohol intake, to transform the cultural narrative of Ireland as a nation of excessive alcohol consumption. This begins with a change in attitude and behaviours particularly amongst our youth who need alternatives, positive options and to be shown a healthier way forward. Socialising without alcohol needs to be embraced and to become the norm.

We are encouraged to see that 54% of 18-24 year olds want to drink less . We must do all possible to help them do so.

# Stakeholder Map





# Outreach & Engagement

## Overview

Drinkaware runs regular media and digital campaigns and produces evidence-informed tools and resources for the general public. The resources and campaigns are also widely utilised by community, health, youth and education organisations. Our work in this area is led by an experienced team and utilises Drinkaware's extensive social marketing and communications knowledge.

## Objective

- a. to support greater awareness and understanding of alcohol misuse and harm
- b. to provide practical supports to empower and enable people to drink less or cut out alcohol

## Goal

To protect, promote and improve public health and wellbeing in Irish society by preventing and reducing alcohol misuse and harm.

# Key Outputs in 2023

## Public information media campaigns

Throughout the year Drinkaware makes significant contributions to the ongoing public discourse around alcohol misuse and harm in Irish society. Much of this is achieved through our regular media campaigns focused on sharing up-to-date national data relating to the behaviours, attitudes, and motivational drivers of alcohol consumption in Ireland. In 2023, we contributed 374 pieces of coverage across national and regional media with a cumulative reach of over 22.7 million.

## Media Highlights

### Mindful Drinking

Increasing awareness and understanding of mindful drinking was a priority topic for Drinkaware in 2023 and featured heavily throughout much of our media outreach for the year.

Our 'Have a Merry and Mindful Christmas' campaign in December was particularly successful with coverage in 18 media outlets including the Irish Daily Mail and a highly effective and practical appearance on Ireland AM reminding viewers how to use a Drinkaware Measuring Cup and think of our acronym SANTA to help them practice mindful drinking over the festive season.

Further sustained coverage on mindful drinking throughout the year consisted of regional and national print and broadcast, bringing the conversation of a more mindful approach to drinking to the forefront of the national narrative on alcohol.

### Mental and Physical Health

Throughout 2023 Drinkaware provided information on the potential health harms associated with alcohol including both mental and physical health. This included a focus on breast cancer and alcohol in October, as well as a key focus on men's wellbeing for Men's Health Awareness Week in June. This media campaign focused on helping men to create a healthier approach towards alcohol and was inspired

by Drinkaware's research findings, which revealed that some 60% of men drink alcohol to cope. The campaign was hugely successful with coverage nationwide including on national radio stations like Today FM, resulting in reach of almost 650,000.

### Parents

Throughout the year we reached out to parents through the media to support them in having conversations around alcohol and mental health with the young person in their life. Ahead of both the Leaving Certificate examinations and the results, Drinkaware encouraged parents to speak to their children about alcohol, advising parents to engage with them about how to celebrate the Leaving Certificate examinations and the results in a safe manner. This media outreach alone reached over 1 million people and was supported on our digital channels.

In April we also launched our new parents booklet 'Talking Matters', as well as launching parents webinars in May and August as part of our collaboration with parenting website MyKidsTime. This activity was supported by wide-reaching media outreach including prime-time interviews with Drinkaware spokespeople on national outlets like RTE Radio 1's Drivetime, resulting in an overall reach of 1 million for this activity.

## Drink Driving

Throughout the year and in particular ahead of bank holiday weekends, Drinkaware continued our work speaking to the public about the dangers of driving the morning after drinking. Highlighting the need to allow the body time to process alcohol and debunking many of the common misconceptions around 'sobering up' the morning after drinking.

This media outreach allowed us to consistently promote the use of the Drinkaware Drinks Calculator as a useful tool to avoid the dangers of drink driving and resulted in consistent media coverage at regular intervals throughout the year. Our targeted media campaigns during key periods like Easter and Christmas empowered us to connect with and impact over 2 million individuals regarding the risks of drink driving.

## Low-Risk Weekly Guidelines and Standard Drinks

Throughout 2023 the Drinkaware team focused many media opportunities on the lack of awareness and understanding of the low-risk weekly guidelines and standard drinks. Drinkaware believes that understanding, awareness and compliance of the guidelines is a key driver in achieving the mission of an Ireland where alcohol is not misused and thus, information on the guidelines and on what is a standard drink is featured consistently across our media appearances and coverage and was heavily supported through the Drinkaware digital channels.

Media coverage included an interview with Drinkaware on RTE's flagship Six One News which generated over 650,000 reach and focused on the importance of knowing the low-risk weekly guidelines and resulted in a significant spike in visits to Drinkaware's website.

## Research

### ***Young Adults in Ireland: an insight into 18-34 year olds' alcohol use and wellbeing (Position Paper)***

In May, Drinkaware published a position paper on the topic of alcohol use and well being amongst 18-24 year olds in Ireland. This paper sought to initiate discussion on young adults, in the context of alcohol and particularly its association to mental wellbeing.

The Position Paper formed the basis of discussion for an in-person briefing event at Buswell's Hotel in Dublin with key stakeholders from across the political spectrum.

## Barometer 2023

The 2023 Drinkaware Barometer saw its key findings released to the media in November, generating significant interest and conversation thanks to its unique insights and significant data. A highlight of this included an appearance from Drinkaware on Ireland AM to discuss the key findings, as well as further coverage in outlets nationwide across print, online and broadcast such as the Irish Sun. Further findings were released in the run-up to Christmas, exploring people's motivations for drinking as we tried to encourage a more mindful approach for the festive season. Both of these initial releases resulted in reach of over 1.3 million for the Barometer in late 2023, with many more opportunities to share its findings planned for 2024.

## Looking Forward

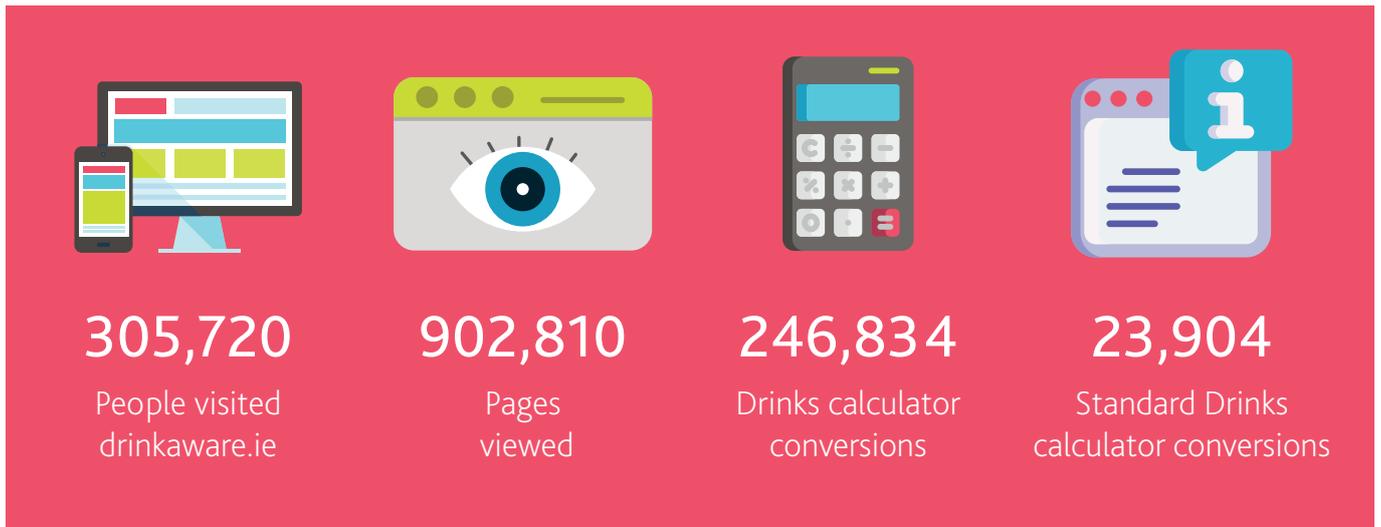
In line with our Strategic Cycle 2022-2024 our aim for 2023 was to continue with messaging that illustrated the evolving trends regarding alcohol use and misuse. Our communications moved towards storytelling and person-centered content, making it relatable to all.

To focus on our media activities, we continued to target certain population groups in need of support. This was achieved through our coverage for parents, mental health and health harms specific messaging while also continuing to provide a new narrative around Ireland's relationship with alcohol through our Annual Barometer. We continued with our always on messaging regarding drink driving, the low risk weekly guidelines and how to socialise safely. Looking forward to 2024, we will aim to continue with this strategy, with a clear focus on quality coverage in high reaching channels, providing relevant information and shifting the expectations of the Irish public around alcohol use.

# Digital Health Promotion

Drinkaware runs regular and timely digital campaigns to inform & educate the public on alcohol related harms and drinking behaviours while offering tips, advice, and increased access to practical tools to enable people to make informed choices about alcohol consumption.

The Drinks Calculator remained our most popular tool on Drinkaware's website with almost 250,000 uses throughout 2023, a 21% increase on the previous year. In addition to this, our Standard Drink Calculator drove 24,000 conversions.



Our digital strategy for 2023 saw us move away from solely driving visitors to our website, to a more long-term goal of optimising the website through organic search, while using social media for engagement and reach. Our key performance indicators for 2023 included improved quality metrics on the website, improved search engine rankings, conversions and engagement. It was key for us to drive increased

engagement for those who visited the website via increased conversions on our tools, particularly the Drinks Calculators. The results of this shift in strategy are clear as we reported a significant increase in conversions to our two key online tools. The Standard Drinks calculator saw almost three times more conversions per month in 2023 than it did since its launch in 2022.

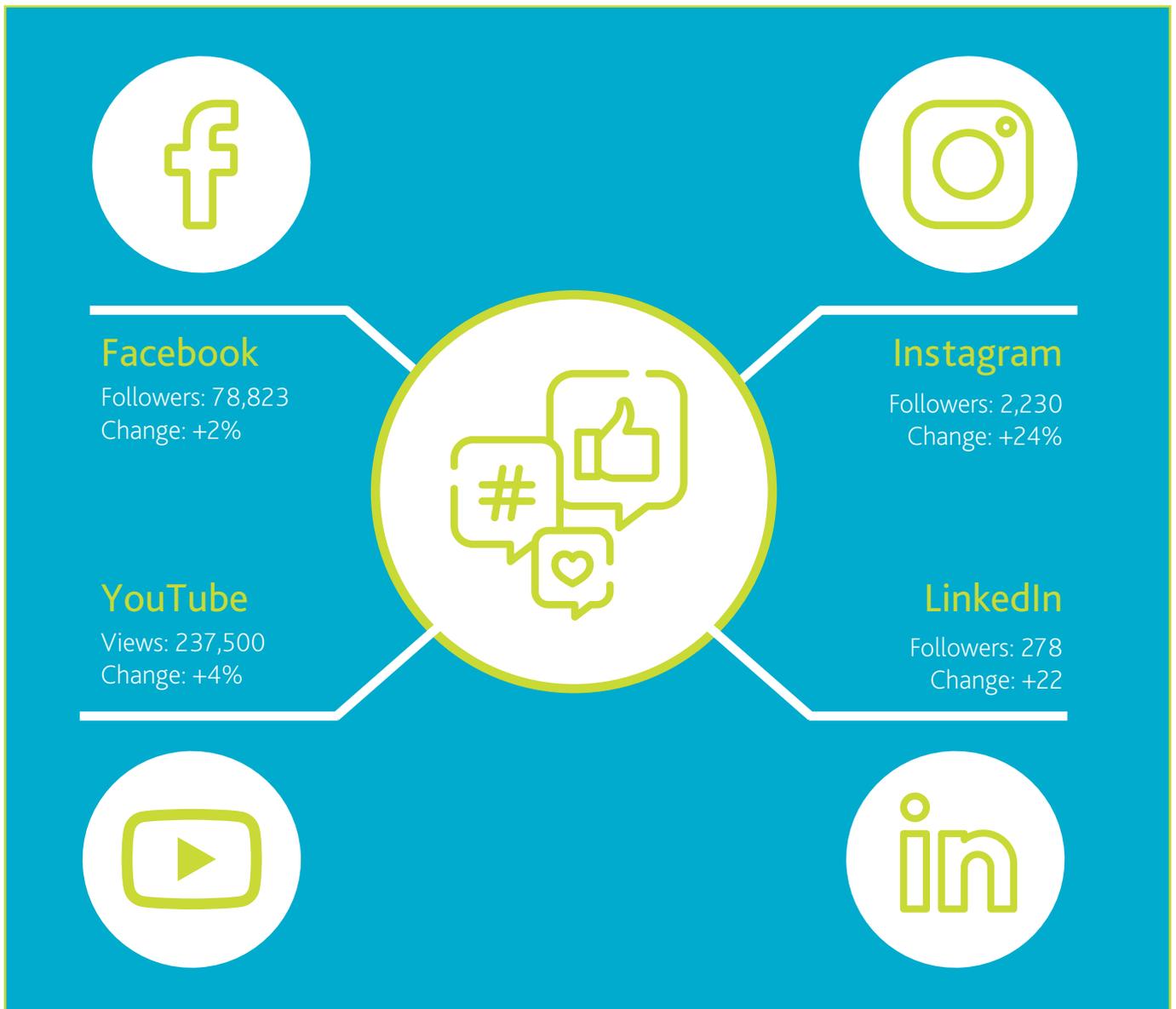
## Social Media

Our goal for social media was to focus on user engagement. We know that social media platforms increasingly try to keep users on the platform, so we concentrated on meeting people where they are, with the information they need. This was achieved by posting regular content on popular themes including: Drink Driving, The Drinks Calculator, and The Low-Risk Weekly Guidelines while also running social, paid advertisements throughout the year.

The goal of increased engagement was also supported by a creative refresh on our social media channels beginning in quarter 3 of 2023. This involved a shift in focus towards real people, and where possible, to make use of video assets. With

industry best practice showing that real people, as well as video content, drive higher engagement, this made sense and proved a valuable opportunity to test different content styles ahead of 2024.

Social activity focused primarily on Facebook and Instagram, but YouTube was also utilised and proved very effective, especially with males, who are a traditionally difficult audience for Drinkaware to engage with. 70% of the 237,500 views in 2023 were male and the 18–24-year-old age cohort were the most likely to watch our content, making up 29% of viewers. YouTube has proved a very successful audience for reaching both males and the younger age cohorts. The most popular video content focused on better drinking habits and information on when it's safe to drive the morning after drinking.



## Website updates/New pages

As part of our strategy to improve user experience and performance, the Drinkaware website had several updates throughout the year. A new National Age Card page went live in August in response to a significant volume of search activity on this topic. In June, our Safe Summer Socialising hub was launched to provide useful tips and information to the public over the summer period.

## Blogs

Drinkaware published 16 blogs in 2023, as part of our new strategy to improve website performance and user experience. While in previous years there was a heavy focus on publishing blogs every 1-2 weeks, our website audit revealed that many of these blogs were going unnoticed, and adding layers to our website that ultimately did little to improve its interest for users. The decision was made to focus on more quality blogs with 1-2 max blogs per month, shorter in length, but boosted for better results in organic search channels via the inclusion of hyperlinks and key search terms, and with each blogs SEO ranking verified to ensure maximum results.

This approach still enabled us to share a number of engaging and relevant blogs on a wide range of topics throughout the year including Dry January, Sober Socialising and Navigating Bereavement. We also

featured guest blogs from Turn2Me on the subject of Mental Health, and MyKidsTime on tips for parents. The success of this new strategy was clear with blogs performing increasingly well throughout the year. For example, our No Booze November blog which went live in October was within the top 10 most popular pages on the Drinkaware website within the 1st week of it going live.

## Newsletters

As per the stated targets, 12 General Newsletters were sent out in 2023, which meant a monthly newsletter to all our followers throughout the year, an increase on both 2021 and 2022 as planned. The average open rate was 30.37%, well above industry benchmarks of 25%. Our click through rate of 2.75% was also in line with industry benchmarks of 2.7% highlighting how useful our subscribers found the newsletters. Drinkaware subscribers remained steady at approximately 46,000. Our newsletter provides subscribers with information about our campaigns, research and resources, as well as events and public health reminders. In 2024, we will continue with our monthly newsletters.

## Looking Forward

2023 was another successful year for Drinkaware's digital outreach. This was somewhat of a transitional year, with shifting strategies and priorities and a focus on improving the overall user experience for members of the public who engage with us through our digital channels.

From website optimisation to a creative refresh, we continually searched for ways to further engage the public and the increased number of conversions from our most popular tools like the Drinks Calculator, as well as the growth in our follower numbers on social media is evidence of the success of this strategy.

Moving forward into 2024, we will continue this evolution with a focus on Drinkaware's overall 'digital presence'. This will involve creating new, exciting types of content with a clear focus on video, as well as maximising our reach via influencer partnerships. We will also be measuring our impact in more ways, taking a global approach that focuses not just on yearly website visits, but considers metrics from across our digital footprint.

# Public health awareness support

Drinkaware recognises the links between alcohol misuse, public health and wellbeing. This is why we proudly support national and international health awareness campaigns. By working together to raise awareness of these campaigns, the Irish public is made aware of the link between alcohol and various health problems, such as poor mental health, bowel cancer and heart disease. Additionally, Drinkaware uses these campaigns to direct the public to resources that empower people to make healthier choices.



## Looking Forward

In 2024 we will continue to support the above-mentioned events and seek out opportunities to engage with organisations in raising awareness of alcohol harms and its impact on health and wellbeing.

# Collaborations and co-operative activity

## MyKidsTime

Drinkaware partnered with parenting website MyKidsTime in 2023, working together on several initiatives, including parents webinars, social media content and a survey of parents and their concerns alcohol and children. MyKidsTime also contributed a guest blog to the Drinkaware website, and the survey results will continue to inform our work with parents and digital content into 2024.

## Drinkaware Drip Mats

With the support of Diageo, Drinkaware produced drip mats for use in bars, pubs and restaurants across Ireland. The mats included three different tips to drink less: 'Try alcohol free', 'alternate your drinks with water' and 'stay out of rounds'. The mats included a QR code directing people to the Drinkaware drinks calculator for more information. To increase distribution, we partnered with the Vintners Federation of Ireland (VFI) for distribution across Ireland. In 2023, 7,000 drip mats were distributed including 5,000 which were provided to VFI affiliated pubs around Leinster, and 2,000 which were sent to the Galway races.

## Drinkaware & The Aviva Stadium

2023 saw Drinkaware partner with The Aviva Stadium for a variety of different sporting events. This allowed Drinkaware team members to attend matches such as the Rugby Summer Series where we could distribute Drinkaware resources to the public.

## Marie Keating foundation

The Marie Keating foundation is always a great supporter of Drinkaware's work providing advice and guidance on messaging relating to Cancer and Alcohol. In 2023 this relationship continued with support on Breast Cancer messaging in October and joint sharing of information, ensuring that the public are informed of increased risk of cancer from alcohol use.

## Coca Cola Hellenic & RSA – Designated Driver campaign



Continuing a long tradition of support, Drinkaware was invited alongside Minister of State at the Department of Transport Jack Chambers, Sam Waide Chief Executive of the Road Safety Authority and representatives from An Garda Síochána, the VFI, RAI, HFI and LVA, to attend the press launch of the annual Christmas campaign that rewards those who stay sober on nights out to ensure their friends and family members get home safely.

## Looking Forward

Drinkaware strongly believes that collaboration is essential to achieving our goals. Engagement with key stakeholders will remain a priority for the Outreach and Engagement team in 2023. Drinkaware is open and willing to engage with all mission aligned stakeholders with the aim of promoting and protecting public health. It is the hope that we will continue with the partnerships that ran in 2023 but also increase our collaborations.

# On-the-ground public engagement

2023 saw continued and increased engagement from Drinkaware at public events the length and breadth of Ireland. The Drinkaware team were delighted to once again return to the National Ploughing Championships and engage with the public through other events during the year, from major sporting fixtures to leading exhibitions.

## The National Ploughing Championships



The National Ploughing Championships are a wonderful opportunity for the Drinkaware team to meet with and speak directly to the public they serve. Over 200,000 people attended the Ploughing Championships across the three days in 2023 and the demand for conversations

and resources was seen throughout the three-day event. Over 12,550 resources were handed out, with countless conversations taking place covering topics of concern to the public, for example, drink driving, talking to young people, alcohol's impact on mental health, and the low-risk weekly guidelines.

## Aviva Stadium

Our measuring cups were directly handed to members of the public at one of the international rugby warm up matches. Overall, 500 measuring cups were given out to the public. The public reception to the cards was very positive. Visits to Low Risk Weekly Guidelines page increased by 9.6% MOM.

## Ideal Home Show



The Ideal Home Show takes place in Dublin's RDS twice a year in both April and October, with over 400 exhibitors speaking to over 50,000 attendees across both show dates. Drinkaware made the decision to attend both shows in 2023 and our attendance was a resounding success with a total of almost 14,000 resources shared with the public across the Spring and Autumn events.

## Agricultural Shows

In order to further increase our reach, and ensure we are meeting the public in all areas of the country, Drinkaware had public information stands and representatives present at a selection of agricultural shows in Summer 2023, including Elphin and Strokestown. Across all of the events, engagement and interest from the public for non-biased, factual information around alcohol was high, and this was reinforced by the almost 1500 resources which we distributed at these events.

## Young Adults Position Paper Launch

In May, Drinkaware hosted an in person event for public representatives at Buswell's hotel in Dublin. The event saw the launch of Drinkaware's position paper on young adults and alcohol and was very well received, with over 25 attendees from across the political spectrum.

## Looking Forward

In 2024 the Drinkaware Outreach & Engagement team hope to increase public engagement at different events throughout the year. The team will once again attend the National Ploughing Championships, but it is envisioned that new events will be trialed, including opportunities to engage with different, more diverse audiences. The O&E team will also continue to improve our webinar hosting capabilities so that more people can attend our online webinars moving forward.

# Health promotion resources

Drinkaware's extensive range of evidence-informed tools and resources offer practical ways to drink less or cut out alcohol to protect health and wellbeing. In 2023 the Drinkaware measuring cup continued to be the most popular resource, followed by the Alcohol & You Booklet and the Drinkaware Calculator Wheel. The Drinkaware public health resources are popular with the general public, healthcare professionals, parents and educators. The new Talking Matters booklet for parents was launched in April and proved extremely popular with the public with 916 booklets ordered and 2005 booklets distributed throughout the year.

## Our resource orders in 2023



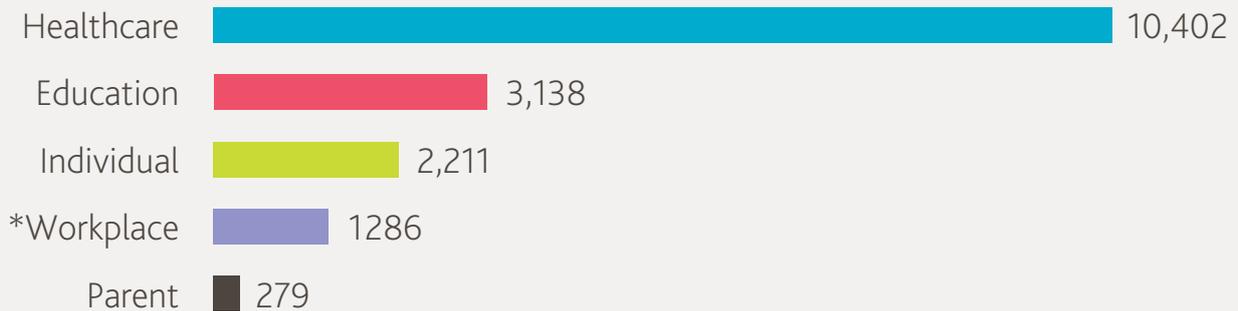
748

orders were placed for our resources



17,566

measuring cups, booklets, calculators and posters were distributed nationwide



*\*does not include all workplace orders*

In addition to this, over 26,000 resources were distributed through engagement opportunities at a variety of events such as the Ploughing Championships and the Ideal Home Show.

## Looking Forward

Drinkaware will continue distributing our vital resources to as wide an audience as possible, both through our online order system, as well as looking at further opportunities for direct distribution through public engagement. We will continue to consult with our Research Department to identify new resources that merit consideration.

# Workplace Wellness Programme 2023



In keeping with our health and wellbeing remit, guided by a logic model (Kellogg Foundation 2006), Drinkaware's Workplace Wellness Programme is an evidence-informed intervention that aims to reduce

the misuse of alcohol by providing education and support to workplaces. The anticipated outcomes include increased awareness of what alcohol misuse is, and a willingness/intent to change behaviour.

A number of options are available to employers, including in person workshops, online webinars, pre-recorded webinars covering general information, alcohol and its impact on health and alcohol, stress and sleep, alcohol awareness for parents and bespoke options are also available for companies with a specific request.

In 2023 we engaged with 20 companies, held 11 webinars/workshops with over 170 attendees and hosted 2 information stands.

## Benefits to the workplace



Healthier employees



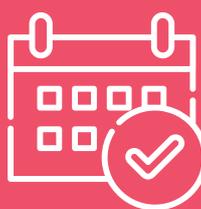
More engaged workforce



Positive wider social benefits



Reduced incidence of accidents/injury.



Reduced absenteeism



Increased productivity

## Looking Forward

The Drinkaware Workplace Wellness Programme is a unique offering that provides workplaces with a safe space to explore issues relating to alcohol use. In 2024 it is hoped that this offering will be scaled, updated and improved recorded webinars will be produced along with new webinar and workshop offerings.



# Key Impacts in 2023

## Listed below are the key impacts of our Outreach & Engagement Work in 2023

### Increased:

1. The breadth of the national conversation telling the evolving story of alcohol use in Ireland and its complexities, challenging alcohol's place in Irish culture and speaking to the growing demand for a positive alternative. Our pragmatic tone, high quality research and empowering supports which provide relatable and practical advice and information to the public increased our reach with specific population groups in need of support in 2023.
2. A consumer-friendly and helpful narrative on alcohol that provides the facts and tangible actions to put behaviour change into practice. Through our public webinars, digital activities, safe summer socialising and collaborations, Drinkaware's reputation as a credible and pragmatic expert on alcohol consumption and behaviour change means the charity is a key called upon contributor to media debates on alcohol and our research and messaging are regularly cited.
3. Increased our unrivalled reach and engagements with the public, through both media coverage and digital activities as seen with a reach of over 22 million, appearances on flagship programmes such as RTE News or Ireland AM, online and broadcast (national and regional), demonstrates the evolving work of Drinkaware as the leading charity on alcohol use, misuse and empowerment for change.
4. Increased direct face-to-face public engagement with the public through events such as the National Ploughing Championships, sporting fixtures and the Ideal Home Show throughout 2023.
5. Increased use of critical tools in the fight against drink driving with an over 20% increase in conversions on our online Drinks Calculator tool in 2023.
6. Increased interest/intent and also capacity to change as indicated by the 2023 Barometer, where both positive changes that have already taken place and intent to make positive changes are now at the highest level ever, Drinkaware is acutely aware of the demand for our work, resources and support.

### Maintained/ Established

1. Listened and responded proactively to the changing needs of the public. With various content targeting the specific needs of the public, the Drinkaware team responded to the continuously changing landscape of 2023, providing information the public needed throughout pinnacle points of the year.
2. High levels of interest in the Drinkaware Workplace Wellness programme, delivering to the needs of employers through online webinars and public health resources.

# Our Research

## Overview

Research plays a critical strategic role in Drinkaware and is viewed as an organisational asset. The charity is committed to ongoing investment in relevant and timely research that informs all our public outreach and engagement campaigns. This research is shared with stakeholders to progress collaborative efforts to improve the nation's health. This ensures each programme we deliver and every resource we produce is evidence-informed and subject to robust independent evaluation to achieve the organisation's public health goals.

Drinkaware's research is overseen by a highly competent, experienced and professional team, and is both rigorously analysed and cross-referenced against other available national and international data to deliver significant and constructive reports and studies.

## Objective

To use our research to encourage a greater and deeper understanding of alcohol consumption and its impact on a national level, which in turn serves three purposes:

- a. ensures the validity, relevance and efficacy of our other work and programmes
- b. supports our stakeholder engagement with other civil society and health organisations
- c. increases our national and EU collaborative and shared learning opportunities.

## Goal

For Drinkaware's research and its implications for health promotion and alcohol harm reduction to be recognised as making a valuable and valued contribution to the issue of alcohol misuse and harm.

'Our research explores, questions, analyses, measures and actively seeks the evidence that is needed to shape and scope our work to enable positive behaviour change and help prevent and reduce alcohol misuse.' (Dr Ann Stokes, Research & Impacts Manager, Drinkaware)

# Key Outputs in 2023

## Published research and papers

In 2023, Drinkaware commissioned, analysed and reported on two statistical studies. A comprehensive overview of each is detailed in this section of the report.

### Young Adults in Ireland: an insight into 18-34 year olds' alcohol use and wellbeing ([Position Paper](#))

#### Overview

The purpose of Drinkaware's Annual Barometer (conducted by IPSOS B&A) is to deliver timely and comprehensive insight and context that enriches understanding of Irish adults' behaviours and attitudes towards alcohol. This delivers a greater knowledge on the use and misuse of alcohol that in turn helps shape more effective interventions and preventions, including Drinkaware's public information, engagement and education programmes. The research serves an additional critical purpose, to flag evolving patterns of attitudes, behaviours and culture regarding alcohol and lifestyle in Ireland, which signposts potential forward projections based on past and current behaviours. It is against this research backdrop that a position paper on young adults was written using available evidence from our Barometer data series up to 2022 to support key areas of concern that we have identified over the course of several years and require more understanding.

#### Objective

This position paper sought to initiate discussion on young adults (aged between 18-34), in the context of alcohol and in particular its association with regards to mental wellbeing. COVID-19 brought about dramatic change to the daily routines of billions of people across the world. Physical and social distancing measures as well as a series of lockdown phases, led to a radical re-organisation of social, economic and cultural relations that was

particularly pronounced for young adults (those aged between 18-34) for whom the onset of the pandemic meant being separated from friends and family, interruption to their education and work, aggravated accommodation and housing issues and the disruption and/or deletion of many key emerging adulthood milestones. The long-term impact of this is as yet unknown, but the more immediate outcomes are beginning to surface and merit discussion. Increased understanding of young adults' alcohol use and wellbeing will in turn help to shape more effective interventions and preventions, including Drinkaware's public information, engagement and education programmes. It was proposed that the findings of this position paper would also provide a vital foundation for future research activities that we intend to carry out in 2023 and 2024 that listen to and capture young adults' own voices. We need to fully understand the motivations, attitudes and behaviour that drive consumption and misuse, if we expect to help.

#### Key findings

##### Context is key (and understanding the contradictions)

- Alcohol data cannot be examined in isolation – it is nuanced and complex
- There are many powerful determinants of alcohol usage, of which age is one

##### Alcohol consumption

- Delaying the age of first drink is an important

protective factor for hazardous drinking and developing alcohol dependency later in life.

- The age of first drink in Ireland is getting younger, for those aged under 35 the average age of 1st drink is 14.8 years, compared with 17 years for those aged 50+.
- Young adults report lower levels of weekly drinking (33% 18-24 yrs old)
- but higher levels of binge drinking in the past 30 days (68% of 25–34yrs olds).

### Positive intentions

- 1 in 3 would like to drink less.
- 4 in 10 have made small positive changes to their drinking
- Self-agency matters to them - prefer supports that empower them to make their own informed and better decisions eg, clear information, drinks calculators, etc.
- No-Lo alcohol drinks the most cited option as moderation technique for 18–24-year-olds.

### Mental health & wellbeing

- Irish & international research identifies a corroboration between low mental wellbeing and an increase in alcohol consumption during the pandemic.
- Only 15% of 25-34yrs report high levels of mental wellbeing.
- Young adults are more likely to state that impact on mental health is an influence for them to drink less.
- 62% of those aged 34 and under said they 'know people in my social group that either consume illicit drugs as a substitute for alcohol' or use illicit drugs 'with alcohol'.

## Recommendations

1. Targeted and relatable alcohol awareness and information campaigns that promote knowledge, elicit positive intention and build capacity to support healthier behaviour
2. Broader and inclusive discourse at a political, community and public level
3. Qualitative research that captures young adults' voices and supports tenable intervention ideation and co-creation
4. Forum of multiple stakeholders to explore what a collaborative and ethical approach to Under 18s could entail that empowers them onto a healthier path into adulthood

# Barometer 2023

## Overview

The Barometer has been conducted by Ipsos B&A on behalf of Drinkaware on seven different occasions over the last seven years, namely January 2017, June 2017, January 2018, April 2019, April 2020, May 2021, and June 2022. We also conducted a Drinkaware Index in conjunction with Ipsos B&A during 2018 that comprehensively analysed hazardous drinking in Ireland and was published in May 2019. Pre-COVID-19 data is important in highlighting factors that precede changes in drinking patterns. Collectively, extensive data gathered since the commencement of the Drinkaware Barometer series in 2017 allows for an annual examination of drinking practices over time and how they relate to other practices within daily life. A quota-controlled sampling procedure is utilised to deliver a nationally representative sample of 1,000 adults aged 18+ with online surveys being conducted at a specific point each year. Questionnaire design incorporates internationally recognised question models including the AUDIT-C, Drinking Motive Questionnaire: Revised Short Form and Short Warwick-Edinburgh Mental Wellbeing Scale. This delivers greater knowledge on the use and misuse of alcohol that in turn helps shape more effective interventions and preventions, including Drinkaware's public information, engagement and education programmes. The research serves an additional critical purpose, to flag evolving patterns of attitudes, behaviours and culture regarding alcohol and lifestyle in Ireland, which signposts potential forward projections based on past and current behaviours.

## Objective

The objective of this specific study was to examine Irish adults' behaviour and attitudes towards alcohol in the unique context of post COVID-19 pandemic and the current cost of living crisis during 2023. This study also sought to examine some of the key determinants of the public's attitudes and behaviours regarding alcohol, and the 'wider picture' of adults' experiences in Ireland e.g., stress/ tension, mental health, economic impact, household dynamic as well as the behaviour of other adults. Ultimately, the main objectives of this research were to understand the who, what, where, when, how and why of drinking among adults in Ireland in 2023. Now in our eighth iteration of the Barometer, it

was essential that we took care to repeat the core questions that need repeating. However, we were also conscious of in so doing, building or creating more avenues for exploration that run the risk of us not having the capacity to do justice to all the findings in this ever-expanding data set.

In June 2023, following careful consultation regarding specific questions for the 2023 Barometer, we signed off on the content for the questionnaire in June and commissioned Ipsos B&A to undertake its latest in a series of Drinkaware Barometers examining Irish adults' behaviour and attitudes towards alcohol. Data collection took place during July and August 2023.

## Key findings

**The key findings from our 2023 Barometer were published in November 2023.**

The research reveals that positive indicators and behavioural shifts continue to grow, many to their highest level ever, however, when and how adults drink continues to be an ongoing concern:

- For the fourth year in a row, over half of adults in Ireland drink alcohol on "at least a weekly basis" – this figure is now just shy of 60%\*\*
- For the second year in a row over ¼ of drinkers say that they typically engage in binge drinking when they drink
- Also, for the second year in a row, well over half (56%) of adults who currently drink have engaged in binge drinking in the past 30 days

As a nation we are experiencing a cultural shift regarding alcohol with evidence of positive intentions continuing to grow, however the "at least weekly" consumption levels remain high, and the figures for binge drinking continue to increase year on year.

Regular weekly drinking, as revealed by these figures, is now a clearly established norm that has steadily increased since the COVID-19 pandemic. These figures show a consistent upward trend since 2018 when the number of adult drinkers who drank at least weekly stood at 44% – a difference of 15% compared to the 59% who now say they drink on a weekly basis (or more) in 2023.

These figures are released against the backdrop of continued cost-of-living pressures and the legacy of the COVID-19 pandemic. The top 3 most mentioned drinking occasions from the research are all based in the home, a trend that has become normalised since the COVID-19 pandemic, with 33% drinking with family over mealtimes or 29% drinking with a partner/housemate during the day or evening at least once a week. Potentially worrying is that 32% of drinkers are now drinking at home alone at least once a week, compared to 8% who report going out for a drink alone. With the data showing that almost one in four adults (24%) are now putting alcohol in their supermarket shopping at least once a week – despite the cost-of-living pressures – the centrality of at-home drinking, as well as the specific practices associated with drinking at home, are key to understanding alcohol consumption patterns and ultimately how to reduce and prevent alcohol-related harm.

However, while the cost-of-living pressures continue to cause difficulties for many, finances can be a significant influence to drink less with 45% citing personal finances as a general reason for doing so and 52% of drinkers that had reduced consumption saying they would rather spend their money on other things or 32% saying they can't afford to drink as much as they used to. Overall, nearly 2/3 of adults (63%) cite physical health or fitness as a reason to drink less with 31% citing mental health as an influence for reduced drinking.

The 2023 Barometer also uncovers several positive indicators which have been growing steadily year-on-year in relation to cultural attitudes and expectancies regarding alcohol in Ireland, including:

- 36% of adults now agree they would like to drink alcohol less often, the highest such incidence in the Drinkaware Barometer to date
- 41% say they have made small positive changes to their drinking habits in the past 30 days
- Both of these sentiments peak amongst those under 25 years, with 54% of 18–24-year-olds saying they would like to drink less often and 57% having made small positive changes
- The HSE low-risk weekly guidelines are now considered 'reasonable' by half of all adults
- The incidence of Irish adults who would follow the guidelines if they were aware of same has increased to 50% – the highest ever reported figure

## Looking Forward

Further segmentation analysis of 2023 Barometer data commenced during Winter 2023. As part of this process, the Drinkaware research team began to draft a comprehensive overview of the 2023 findings while also examining the potential legacy of COVID-19 Pandemic. This will form a key part in the development of third paper in the Barometer Research Paper Series. This full research paper was published in 2024.

In line with previous years, it is envisaged that the full data table and library of Barometer data since COVID-19 will be available to those wishing to view further details. We welcome secondary analysis of this data following permission and completion of a declaration. Please contact [research@drinkaware.ie](mailto:research@drinkaware.ie) for more information.

The 2024 Barometer survey is underway, with the initial date to be released towards the end of the year.

# Conference presentations

Conference presentations provide Drinkaware with an opportunity to disseminate our research work, facilitate networking among peers, as well as creating opportunities for future collaborations. The Drinkaware team made a successful submission to an acclaimed international conference during 2023.

## International Society of Substance Use Professionals ISSUP CONFERENCE – Thessaloniki, Greece 2024

Drinkaware submitted two abstracts to present poster presentations to the International Society of Substance Use Professionals (ISSUP) 2024 event [Link](#)



GREECE chapter



**Following review, both submissions were accepted.**

- Submission Title: An examination of Irish adults' behaviour and attitudes towards alcohol in the context of the legacy of the COVID-19 pandemic
- Submission Title: Drinking at home: a qualitative exploration of parental drinking practices in the context of the COVID-19 pandemic

## Looking Forward

The Drinkaware Research team will continue to make submissions to relevant national and international conferences in 2024.

# Active & additional research projects

## Barometer Research Paper Series

Following publication of the key findings from the 2023 Barometer, the Drinkaware research team commenced development of the latest Barometer Research Paper, the third in the series to date. The focus and purpose of this specific paper is to provide a comprehensive overview of 2023 Barometer findings while also referring to previous Barometer findings as relevant in helping to demonstrate how Irish adults are currently drinking and if/how their behaviours have changed. Key findings will be presented in this paper across eight key themes namely:

1. Patterns of alcohol consumption
2. Prevalence of Binge and hazardous drinking
3. Motivations for drinking
4. Occasions for drinking
5. Mental wellbeing
6. Behavioural change - positive steps and challenges
7. Support for moderating drinking
8. National attitudes to drinking practices

It is envisaged that work on this research paper will be complete by Spring 2024.

Due to the large volume of data, we intend to also publish future summary papers in 2024 focusing further on several topics and issues covered in this main 2023 overview report such as mental wellbeing and the HSE low-risk weekly guidelines. A deeper examination of these specific issues using data from recent Barometer surveys as well as relevant national and international research was also initiated during 2023. It is envisaged that this work will continue in 2024 and be published as a summary paper, thus providing important evidence for future campaigns.

In line with previous years, it is envisaged that the full data table and library of Barometer data since COVID-19 will be available to those wishing to view further details. We welcome secondary analysis of this data following permission and completion of a declaration. Please contact [research@drinkaware.ie](mailto:research@drinkaware.ie) for more information.

## Young adults next steps: qualitative research project

As highlighted in the recommendations of the Young Adults' position paper published in summer 2023, Young Adults in Ireland: an insight into 18-34 year olds' alcohol use and wellbeing, qualitative research is required that captures young adults' voices and supports tenable intervention ideation and co-creation. The next step therefore for the Drinkaware Research Team was to prepare a research proposal to undertake a body of research during 2024. The proposal was completed during Winter 2023 and it is envisaged that a qualitative research project will commence in 2024 following board approval and securing a research partner to assist with fieldwork and analysis. The overall aim of this proposed research project is to explore the views and experiences of drinking alcohol among young adults' lives in Ireland.

The specific objective of this research is to further investigate the data from the Drinkaware Barometer series regarding young adults' experiences of drinking alcohol by:

- a. Gathering insight into the lived experiences of young adults' drinking practices to create a better understanding of its prevalence and drivers
- b. Exploring the specific gaps in knowledge, intent and behaviour among young adults' and alcohol consumption.

**The proposed research question that will guide this study is as follows: *How do young adults experience alcohol and what role does it play in their lives?***

What we know about young adult's drinking in Ireland from the quantitative body of evidence gathered through the Barometer series is that whilst the emerging data shows a positive cultural and expectations shift, some key areas have either not changed, or have gotten worse. The data can consequently appear contradictory. Young adults for instance are the most health conscious and sober curious but are also the highest binge drinkers. Addressing alcohol consumption issues requires

appreciating and holding these contradictions in tandem and speaking to them in context. While existing quantitative research provides potential explanations for young adults' consumption patterns and trends for drinking alcohol, there is little understanding of how young adults experience alcohol in their everyday lives in Ireland in 2023-2024 and ultimately what do they need/gaps in information. Qualitative research that listens to and captures young adults' own voices, with young adults themselves and considers what co-created programmes might look like should be the cornerstone of any future interventions and preventions targeting this audience, hence what we are proposing to undertake during 2024.

By carefully listening to the experiences of a sample of people in a non-prescribed manner through a series of semi-structured focus group discussions, the qualitative approach taken in this proposed research project will provide the best approach to enhance our understanding of the unresearched topic that is young adults' drinking experiences in Ireland in their own words. Storytelling will be at the heart of this study. Young adults themselves will be a core research partner to be consulted across all phases - data collection, analysis and write up, thus having an integral role in shaping and informing this research project (through expert by experience!). The empirical evidence gathered will provide vital learnings into the specific gaps in knowledge on alcohol consumption among a sample of young adults. The results of this study will be crucial to informing, and also the development and roll out of tools and collaterals to assist with reducing alcohol misuse (i.e. provide young adults with both knowledge and skills to change behaviour).

## Inequalities & Inequities

In 2023, the Drinkaware research team commenced a detailed initial scoping exercise and review of literature on inequalities, inequities and the alcohol harm paradox. It is envisaged that Drinkaware will facilitate a Research Internship for an Early Career Researcher during 2024, in order to expand in scope this project with an extensive review of the relevant literature finalising the overall hypothesis and the commissioning of field research.

## Consumption

The Drinkaware research bank development was initiated in 2020 and throughout 2021 and 2022 we built upon the work that took place in 2020. The aim of the research bank is to provide the latest national and international data relating the alcohol consumption in Ireland. Providing an understanding and trust in the importance of continued research on alcohol consumption, misuse, and harm, and on related areas of positive behaviour change. Throughout 2023, the consumption sections of the website were updated to reflect the most up to date data/publications.

## 2024 Barometer planning

As the national charity working to prevent and reduce the misuse of alcohol in Ireland, it is imperative that we continue to gather and analyse evidence-informed research on the experiences for Irish adults in relation to their attitudes and behaviours around alcohol consumption.

## Response to the public consultation on the Healthy Ireland Men Action Plan 2017-2021

In May 2022, Drinkaware welcomed the opportunity to respond to the public consultation on the Healthy Ireland Men Action Plan (HI-M) 2017-2021). The main aspects of our submission discussed potential collaboration with groups and charities that already work directly with men, social personal and health education programmes in schools for boys, access to factual, relevant information and providing a rich source of data from which patterns of current and emerging behaviours regarding alcohol use.

Read [here](#) the summary of response published in 2023.

## Looking Forward

We will continue to gather data and insights on the behaviours and attitudes of Irish Adults towards alcohol and delve deeper into areas in need of extra insights/reporting. We also hope to further explore and expand our work on young adults and inequities as part of our three-year strategic cycle.

## Research Briefings

In 2023, we were delighted to continue with the Research briefing series. We created this series to reach out to all stakeholders and to build a community of active and interested researchers in the health and behaviour change space. The research briefings since their initiation in 2019 have provided a platform for researchers and wider stakeholders to engage with relevant topics, sharing ideas and increasing the necessary collaborative effort required to address alcohol misuse and harm.

We encourage collaboration both with Drinkaware and each other through creating an opportunity where we can collectively discuss issues relating to alcohol in Ireland and in so doing, contribute to sharing learnings and knowledge.

We hosted our 10th research briefing event during 2023 which was attended by 19 stakeholders from diverse backgrounds across the wider health promotion space including NGOs, semi-states and academics including early career researchers. Since its initiation in 2019, over 280 stakeholders have attended a mix of virtual and in person briefings.

## Winter 2023

### Research Topic: Drinking behaviour and attitudes among adults in Ireland – key trends and patterns

Speaker: John O'Mahony, Director, Ipsos B&A

Read the Key Takeaways here ([HIGHLIGHT LINK TO RESEARCH BLOG POST NOV 2023 https://www.drinkaware.ie/drinking-behaviour-and-attitudes-among-adults-in-ireland-key-trends-and-patterns](https://www.drinkaware.ie/drinking-behaviour-and-attitudes-among-adults-in-ireland-key-trends-and-patterns))

## Public Affairs

Hosted a cross-party Research Briefing with members of the Oireachtas to highlight the findings on alcohol use with respect to young adults in Ireland.

## Looking Forward

An internal and external review of the research briefing series will be conducted in early 2024 in order to assess the future direction of the series. With a total of 283 participants in the briefing series to date, the programme provides a significant sharing of learning between stakeholders.



# Key Impacts in 2023

Listed below are the key impacts of our Research Work in 2023

1. **Unique and current data** that depicts the true extent of alcohol misuse and harm among the adult population in Ireland. This data allows Drinkaware to understand the demographic groups most at-risk of experiencing alcohol harm and informs the ongoing development of targeted behaviour change interventions. This including our new, updated 'Talking Matters!' booklet for parents, as well as outreach campaigns focused on mindful drinking and mental and physical health among many others.
2. Signposted **emerging trends that merit further research** to add to the existing knowledge base of drinking patterns, including but not limited to, further exploration of Young Adults, and inequities and inequalities.
3. **Good practice in research** regarding behaviour and attitudes regarding alcohol has been established and shared as indicated in our successful poster submissions on our Parents Qualitative Research and the Barometer Series that were made during 2023 to international conferences taking place during 2024.
4. Useful and important knowledge regarding alcohol in Ireland is utilised by Drinkaware to increase our work's resonance with the desired audience and especially its efficacy. For example, our digital and social media messaging referencing shifts in behaviour, awareness of harms and barriers identified in the research has improved our engagement figures. This knowledge can also be utilised by other stakeholders engaged in health and wellbeing education and promotion.
5. The establishment of Drinkaware's reputation for credible and valuable research, that delivers evidence-informed interventions, as indicated by Drinkaware's extensive coverage of our research, in particular the 2023 Barometer key findings. The research briefing series has attracted over 280 people from various industries/professions.
6. Greater knowledge exchange in order to address alcohol misuse and related harm. This is evidenced by the keen interest at our second in-person briefing for political stakeholders.
7. **Increasing knowledge exchange** in order to address alcohol misuse and related harm. This evidenced through our engagement with stakeholders from diverse backgrounds across wider health promotion space including NGOs, semi-states, political stakeholders and academics including early researchers.
8. Our research gives Drinkaware a legitimate and compelling reason to communicate with all stakeholders with the shared objective to reduce and prevent the misuse of alcohol, to further collaboration and co-operation in the longer term.

# Education

## Overview

In 2023, the focus of our education work shifted to supporting and educating parents. This was also supported by work with young adults (18-24years) in the Further Education, 3rd Level and Apprenticeship sectors.

## Parents / Guardians

Supporting and educating parents on their key role in reducing and preventing underage drinking is a priority of Drinkaware and a societal imperative. Parents are the primary educators of their children. Primary prevention, stopping early alcohol use before it starts, requires significant changes in attitudes, beliefs, knowledge, and behaviour, all of which can be supported by effective parental alcohol education. Through collaboration and the collective efforts of Irish society from parents to educators, charities and government, Drinkaware believes we can make a lasting difference to the next generation's relationship with alcohol.

Drinkaware works to reduce alcohol misuse in Ireland which includes educating parents about underage drinking and delaying the age of first drink which is currently 15.8 years (Drinkaware, Barometer 2023).

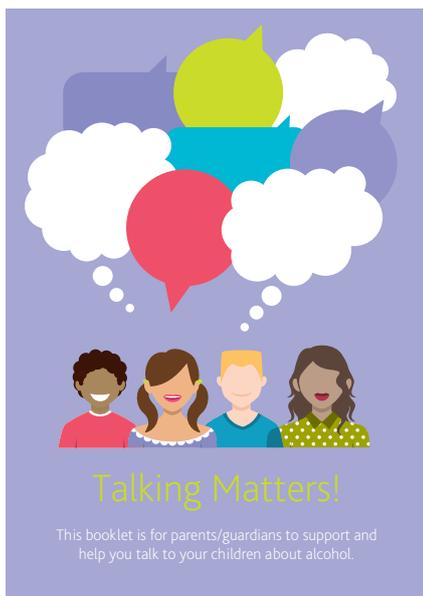
Education plays an important role in a child's attitude to and decisions around alcohol. Parents are a child's first teacher and by having a strong, open relationship with children during their formative years, parents can have a very powerful impact. Creating a supportive and nurturing relationship in the home enables children to make healthy decisions and this applies to their relationship with alcohol in the future.

## Goal

Drinkaware's parent outreach, workshops and webinars are designed to enable parents to prevent the start of underage drinking and reduce the number of young people who drink through effective parent conversations with young people that challenge the normalised expectations and fact-based knowledge of young people.

# Key Outputs in 2023

## Parents



### Talking Matters

Drinkaware updated its parents booklet in 2023, with the new 'Talking Matters!' material available from April onwards. To promote the launch of this booklet, our Education Manager gave multiple media interviews to outlets around Ireland, including a prime-time interview on RTE Radio 1's Drivetime. We also amplified the launch of our new parent's booklet and updated messaging with support on all our digital channels, including the Drinkaware website and social media.

### MyKidsTime



Drinkaware partnered with parenting website MyKidsTime in 2023 to further engage with parents and provide information and advice on how to

prevent children from engaging in underage drinking. The partnership was wide-ranging and included a webinar for parents, an article from Drinkaware on the MyKidsTime website, helpful content across social media and a co-created survey that allowed us to gather significant insights into parental concerns around alcohol.

### Parent Workshops

Drinkaware has developed a workshop/webinar to engage parents in a discursive and inclusive way and is offered nationwide and free of charge. This interactive workshop features:

- the latest research about young people and alcohol in Ireland risks of early alcohol use on a teenager's development
- strategies parents can use to start the conversation about alcohol
- age appropriate advice for parents to continue the conversation
- advice for parents on being role models, boundaries, consequences and active communication.

Between 2018 and 2023, 23 workshops/webinars were delivered to parents.

### Aims of Parent Workshop

1. To introduce Parents to the work and mission of Drinkaware
2. To provide an overview of alcohol use in Ireland
3. To provide facts and knowledge to help parents have a conversation about alcohol with their children
4. To establish what other supports parents would benefit from

# 2023 Parent Engagement



Delivered in person **Parent Workshops regionally** (Moate, Roscommon, Bunclody)



Delivered Online **Webinars to parents.**



Wrote **Blog Series:** "New Beginnings" "St Patrick's Day," "Examinations ending and celebrations", "The Ripple Effect- Alcohol and its impact on others," "Navigating Bereavement" and Alcohol this Christmas."



Addressed Key Parental concerns via the **Parent Hub** on the Drinkaware website



Revised and launched **Parent Booklet** with a new title "Talking Matters!"



Informative and research-based workshop. Everyone is having the same struggle as you at home and we are all doing our best.



Collaboration with MyKidsTime to **progress Parent Webinars**



Published **article** for MyKidsTime about the **important role of parents** in educating young people about alcohol.



Engaged Research with MyKidsTime to **survey parents.**



Delivered parent resources to and **engaged with hundreds of parents** at the National Ploughing Championships, Strokestown Agricultural Show, Elphin Agricultural Show and Ideal Homes Exhibition.

## Looking Forward

In 2024 Drinkaware will continue to support parents/guardians, to provide them with support, tools, and advice in delaying the age of first drink.

Our engagement with parents/guardians will be scaled through webinars/workshops with interested companies and the public. We will also continue with public engagement at events such as the National Ploughing Championships. We will continue to post blogs for parents on drinkaware.ie also.

# Further Education (FE), Apprentices and 3rd Level institutions

Alcohol education of young people is important at a time in their lives when they are moving away from home and carving out their own identity in the world.

Undertaking Further Education, Third Level or Apprenticeships can be a significant time for young people around alcohol. Certain aspects at this time can lead to excessive alcohol consumption including unstructured time, being away from home and parents, access to money and alcohol being freely available.

Some students may go to Third Level/FE and apprenticeships having already established drinking habits. Some students may see drinking and drinking to excess as a normal part of Third Level/FE years. This can pose serious health and safety risks for the individual and society and lead to health issues both short and long-term.

## FE, Third Level and Apprentices Workshop

Drinkaware has developed a workshop for the above category of students which is interactive, using experiential learning methodologies enabling students to reflect on their attitudes to, beliefs about alcohol and how these can impact behaviour, while learning about the impact of alcohol on health and wellbeing.

### The aims of the workshop are:

1. To introduce students to the work and mission of Drinkaware
2. To provide an overview of alcohol use in Ireland
3. To provide students with facts and knowledge about alcohol with specific focus on young people
4. To look at ways to protect health and well-being.

## Workshops Delivered in 2023:

- Delivered workshop to students in ATU, Castlebar and sent them measuring cups
- Delivered workshop to students in Normandie Business School and gave them measuring cups and booklets
- Delivered 5 workshops to 283 apprentices in Waterford Wexford ETB and gave them measuring cups and booklets



## Looking Forward

It is hoped that engagement will increase within Third Level institutions.

# Conferences and Webinar Participation

- Tackling Drug Dependency and Misuse in UK- Public policy exchange
- Webinar on Tackling Alcohol Dependence - Public policy exchange
- Mental Health webinar - Aware
- AAI webinar Get the Facts- on the label - Men's Health Ireland
- Parent webinars from Positive Choices webinar series - Peer influences on substance use and mental health during adolescence.
- What Works Ireland Evidence Hub Launch with Minister Roderic O Gorman, an online tool designed to increase access to effective prevention and early intervention programmes
- Aware webinars on Health and Wellbeing
- Matilda Institute - Peer influences on substance use and mental health during adolescence
- Aware - Men's Health Week Webinar on Men's Mental Health with Brent Pope, Hugh Wallace and John Murray
- HSE Talking Health and Wellbeing Podcast with Professor Bobby Smyth, Consultant Child and Adolescent Psychiatrist, on the role of parents in the area of substance prevention
- Claremont webinar on Preventing Violence, Crime and anti-social behaviour with experts in bystander theory.
- Positive Choices webinar on vaping - long term effects of school-based prevention
- HSE Webinar- Young people and alcohol- What do we know and what can we do about it?



# Key Impacts in 2023

Listed below are the key impacts of our Education Work in 2023

1. Increased engagement with Parents as key protectors or enablers of young people's engagement or not with alcohol.
2. Increased knowledge about alcohol and its short and long-term effects through receiving accurate and consistent information, empowering parents to enable young people make informed choices which will impact their health and wellbeing.
3. Strengthened capacity to improve behaviour during adolescence regarding alcohol use and delay the age of first drink through parents' impact and influence on young person's attitudes and beliefs.
4. Increased opportunities for parents to be better informed about alcohol and its effects on the developing mind and body and an awareness of the importance of role modelling and monitoring around alcohol.
5. Increased intention, motivation, and capability of parents to speak to their children about alcohol as indicated by parents' feedback.
6. Broad connection with parents through media engagement regarding role of parents in alcohol education at regional and national level.
7. Clear messages delivered to parents through workshops and webinars.
8. Parents further supported with parent booklet "Talking Matters!" which is available to them free of charge.
9. Research with parents enables their voices to be heard regarding their concerns around alcohol and young people, what supports them in this work and what they found works or didn't work.



# Structure

Alcohol Awareness Foundation Ireland (AAFI) is incorporated as a company limited by guarantee (Company Number 578361), without share capital and trades as Drinkaware, with third party licensing rights to the name and logo in the Republic of Ireland.

The company has received charitable status from the Charities Regulator (20204601) and operates out of its registered address in central Dublin.

The organisational structure of the charity is set out in the chart below.



## HR and Staffing

At any given time in 2023, Drinkaware had four full-time and two part-time staff with expertise specific to the delivery of Drinkaware's strategy. 2023 staffing was as follows:

- CEO
- Communications Director
- Research and Impacts Manager (part-time)
- Education Programme Manager (part-time)
- Finance and Office Manager
- Communications/Digital Media Officer.

Remuneration is considered from a sector perspective, utilising the Community Foundation of Ireland's National Pay & Benefits Survey for Community, Voluntary and Charitable Organisations. Employee's pay scale and package are reviewed at the annual performance appraisal.

Staff performance is reviewed and managed on an annual basis through a formal process. Drinkaware is committed to supporting every employee to reach their potential and achieve their personal goals, which in turn will assist the organisation to achieve its objectives.

The Staff Handbook outlines the performance appraisal policy which applies to all employees who have successfully passed their probationary period. The appraisal is a formal process centred on an annual meeting of each employee and their line manager to discuss his/her/their work.

The purpose of the meeting is to review the previous year's achievements and to set objectives for the following year. These should align individual employee goals and objectives with organisational goals and objectives.

Drinkaware does not employ any volunteers.

## Staff costs & employer pension scheme

Wages and salaries	€	321,864
Employers PRSI	€	29,683
Retirement benefit	€	7,826
	€	<u>359,373</u>

Retirement benefit costs include employer contributions and operating costs for the defined contribution scheme of €7,826 (2022 contribution was €6,895.) Drinkaware contributes up to 5% of the employee's pensionable pay to the scheme. All staff can opt to make personal contributions once they have passed their probation.

## Staff policies

In keeping with HR best practice guidelines, Drinkaware has a suite of appropriate HR procedures and policies that include but are not limited to: Health & Safety; Internal Financial Procedures, Employment Policy/Contract; Data Protection; Equal Opportunities; Working from Home; Political Activities; Bullying & Harassment; and Disciplinary & Grievance Procedure; amongst other topics.

# Governance

Drinkaware is a national charity governed by an independent voluntary Board of Directors and regulated by the Charities Regulator. Drinkaware is committed to maintaining the highest governance and transparency standards, as outlined in the Strategic Plan 2022-2024. We comply with the Governance Code for Community, Voluntary and Charitable Organisations. We review and report on this compliance annually.

Drinkaware's financial statements are prepared in keeping with the Charities Statement of Recommended Practice (SORP) in accordance with FRS 102 (effective January 2015) and the requirements of the Companies Act 2014.

## Board of Directors

Drinkaware is governed by a voluntary Board of seven Directors from the education, business, finance, communications, health, sociology, legal and behaviour change communities who oversee our operations and strategic progress.

Our Board Members do not receive remuneration. Each member of Drinkaware's Board is required to

agree and adhere to the charity's Governance Terms of Reference. Individual commitment to upholding these terms is recorded during the on-boarding process.

## Board make-up

Board Directors are appointed by the members of the company under the provisions of its Constitution. They are recruited in line with a competency framework that takes account of the company's mission and values. The person holding the title of Chief Executive Officer is not a Board Member.

The Board consists of a maximum of nine board members (including the chair and eight ordinary Board Members) appointed by co-option. Board Members are the members of the company as per the Articles of Association. The term of office is typically three years and Board Members are eligible for reappointment to the Board but may not serve for more than two consecutive terms.

In 2023, the Directors of the company were:

Name	Appointment	Resigned	Attendance
Sean Quigley (Chair)	March 2020		5/5
Dr Treasa Leahy		31st August 2023	2/5
Maria Cryan	11th December 2018		4/5
Sean Gill	4th March 2022		4/5
Peter Dennehy	21st March 2022		1/5
Paul Bailey	May 2023		2/5
Garrett Harte	May 2023		3/5
Betty McLaughlin	May 2023		1/5

Full biographical information of company directors is published at <https://drinkaware.ie/about/meet-our-teamand-board/>

## Board reporting & decision making

The Board delegates operational responsibility for the day-to-day running of Drinkaware to the Chief Executive Officer.

As per the Board Terms of Reference, the Board is responsible for reviewing and approving of the following:

1. Strategic plan
2. Governance framework
3. Monitoring of performance
4. Adoption of the Annual Financial Statements
5. Adoption of the Annual Report
6. Approval of the annual budget
7. Approval of acquisitions of land and property
8. Approval of disposals of land and property
9. Approval of acquisitions and disposals of land and property which are below market value
10. Approval of contracts and expenditure in excess of €10,000
11. Approval of expenditure exceeding that previously approved by the Board
12. Appointment and removal of the Chief Executive Officer
13. Delegation of Board functions
14. Creation and dissolution of Board Committees
15. Appointment and removal of members of Board Committees
16. Approval of changes to the corporate structure of Drinkaware
17. Approval of bank arrangements, including the opening of all new bank accounts
18. Appointment of External Auditors.

Five Board meetings took place in 2023. The Chair, supported by the Secretary, is responsible for setting the agenda of the Board and the standing Board agenda includes:

- Approval of minutes from previous meeting
- Conflicts of interest
- Consideration of matters arising/unresolved items from the previous meeting
- Written operational report from the Chief Executive Officer
- Budget and Finance reports
- Governance and Risk reports

## Board recruitment and induction

The Board annually conducts a review, which includes Drinkaware's Board Competency Framework, an expertise/competency mapping exercise, to identify any gaps in expertise that would enhance organisational oversight.

With Board-approval, the CEO and Chair initiate recruitment drives as required, to fulfil specific and identified roles. Previously this has included engaging the services of Boardmatch and attending Charity Trustee Speed-Dating events. Other avenues open to and considered by Drinkaware are advertising the role on Activelink, the Wheel, CII and LinkedIn as well as considering suggestions from Board members, in keeping with the specific identified requirements.

On appointment of new Directors, Drinkaware provides a comprehensive, formal and tailored induction – virtually or in-person as appropriate. At this the CEO presents Drinkaware's 3-year Strategic Plan, the organisational structure and background, an overview of current and key operations, finances, governance and the Risk & Resilience Register.

**A comprehensive Board Pack is provided that includes:**

- Formal letter of appointment
- Copies of Drinkaware's Governance Framework and Board Terms of Reference for the Governance of Drinkaware
- Drinkaware's Constitution / Memorandum of Association
- Job Description – Board Member
- Code of Conduct
- Copy of the Charity Regulator's document - 'Governance for Charity Trustees'
- Most recent and relevant Board papers and CEO Report
- Latest Drinkaware Risk Register
- AAFI accounts
- Board-approved budget
- Funding model
- New Director form

Board trustee-specific training is also made available to all Board Members on a regular basis.

## Guiding principles

The Drinkaware Board is responsible for the direction and oversight of Drinkaware on behalf of the company. The Drinkaware Board believes that good governance involves clarity of roles and responsibilities, and the proper utilisation of distinct skills and processes. The Board therefore focuses on activities that enable it to promote the objects of the organisation, such as the active consideration of long-term strategy, the monitoring of management action, and ongoing Board and executive management succession.

The Board believes that the governance of Drinkaware is best achieved by the delegation of its authority for the management to the Chief Executive subject to defined limits and monitoring by the Board.

Standards of governance should be underpinned by a set of key principles which promote transparency, efficiency and effectiveness, are consistent with the regulatory environment, and clearly articulate the division of roles and responsibilities within the organisation.

To reflect this approach and position, the Drinkaware Board deploys Governance Guiding Principles designed to enable the Board and management to operate within a clear governance framework.

## Governance standards

The Board is committed to high quality and governance standards. In addition to the principles and guides referred to above, the Board applies rigorous oversight of the financial procedures and controls. Drinkaware's Annual Accounts and Financial Statements are published annually on the website ([drinkaware.ie](http://drinkaware.ie)) to ensure transparency with the public and stakeholders.

Drinkaware is an active member of several umbrella organisations for the community and voluntary sector in Ireland specifically The Wheel and Charities Institute Ireland. These memberships further demonstrate the charity's commitment to collaboration, shared learning and keeping abreast of sector developments.

Drinkaware is not a lobby group. However, the very

nature of our work, and in particular our research and our programmes' demonstrable impact, means that relevant government departments, ministers and committees are briefed on Drinkaware's evidence-informed behaviour change programmes and research that are informing and addressing alcohol misuse and harm in Ireland. In the interests of transparency Drinkaware is registered with the Register of Lobbyists. The AAFI made four returns to the Lobbying Register in 2023 which are available on [www.lobbying.ie](http://www.lobbying.ie).

## Conflict of interest / Code of conduct

The Board of Directors offers guidance, support, challenge, expertise and an objective perspective on the key matters of strategy, risk management, people/human resources, operational management, organisational structure and development and financial matters.

To support and sustain this, the objectives of the Drinkaware Board's Code of Conduct are to allow for:

- the adoption of an agreed set of ethical principles
- the promotion and maintenance of confidence and trust in Drinkaware including the protection of the good name of the charity; and
- the prevention of the development or acceptance of unethical practices.

Clearly stated in the Code of Conduct are a lengthy set of conditions including: guiding principles, policy approach, duty of care, proprietary and copyright information, communicating information to the public, gifts and entertainment, standards of behaviour, and conflict of interest.

Specifically with regard to the Conflicts of Interest or of Loyalty, Register of Interests, Board members will declare any private, voluntary, charitable or political interest that might be material or relevant to the business of Drinkaware.

On appointment to the Board, each furnishes to the Secretary details relating to his/her/their employment and all other business interests including shareholdings, professional relationships etc., which could involve a conflict of interest or could materially influence the member in relation to the performance

of his/her functions as a member of the Board. These interests extend to those of a member's family also.

"Conflict of Interest" is also a regular agenda item at Board meetings.

Where necessary, each Board member will maintain an entry on a Register of Interests and the definitions of same are clearly stated in this section of the Code of Conduct.

The Code outlines the required steps to be taken should a conflict of interest arise. No conflicts of interest were noted in 2023.

### Sub Committees

Drinkaware's Governance Framework allows for the creation of committees, as specified in section 2:10. Board Committees, which states: the Board may from time to time, establish such committees of the board as are necessary to assist it in the performance of its duties.

### Risk Management:

The Drinkaware Risk Register is updated regularly and is a standing agenda item and reviewed at every board meeting. The environment in which Drinkaware operates is constantly under review. Where an update to the plan is made based on identified shift in the environment, any changes to the level of risk is brought to the Chair of the Board's attention to agree a plan of action. The plan identifies the key risks to Drinkaware and scores these risks by how likely they are to happen, the impact they would have and the risk score (low, medium, high). The plan also outlines the mitigating steps that should/could be taken against each risk, alongside actions already underway to reduce the level of risk further.

Two key identified risks in 2023 are detailed below:

Area of risk	Counter measures being taken
<b>Financial sustainability</b>	Despite difficult economic conditions in 2023, Drinkaware retained the majority of its license funding, reflecting licensees continued commitment to the charity. Other avenues of funding through research grants & growth of the workplace wellness programme will need to be explored in greater detail throughout 2024 to ensure financial sustainability alongside maintained or increased license agreements. Drinkaware will continue to update and review our funding model to ensure the optimum structure is in place particularly given the competing demands for CSR budgets amongst our license holders. Engagement with funders is a key priority, as is onboarding new funders and income streams.
<b>Operations and HR</b>	Critical investment was applied to HR resources in 2023 to ensure the highly functioning team at Drinkaware was maintained. However, with turnover in certain roles senior members of staff were required to step into other areas to maintain operations. In 2024 turnover will be monitored and staff recruitment will be swift to counter any difficulties that arise from a fluid employee marketplace.

# Financial review

## Funding

Drinkaware is funded predominantly by voluntary donations from the private sector including retailers, producers, distributors.

The current funding model has seven categories

Category	Description
<b>Tier 1 - Core funders</b>	Companies with significant (>5%) market share and global footprint
<b>Tier 2 – Large producer &amp; distributor funders</b>	Companies whose (ABFI/Nielsen) market share is more than 2% and less than 5%
<b>Tier 3 – Producer &amp; distributor funders</b>	Companies whose (ABFI/Nielsen) market share is less than 2%
<b>Tier 4 – Retailers</b>	2 levels, for those with 15%+ market share and those under this share
<b>Tier 5 – Smaller/ one product distributors</b>	Large organisations who are distributors of a single alcohol brand, or small distributors of niche/low volume alcohol brands.
<b>Tier 6 – Associations</b>	Business associations eg off licences, hotel groups, restaurants
<b>Tier 7 – Distilleries</b>	Small local distilleries

Organisations that donate to Drinkaware are allowed use of the Drinkaware logo under license with specific guidelines on its usage and the context of its usage. Organisations are asked to adhere to these guidelines with approval needed for any deviations. Organisations must formally agree to a set of strict standards within our Constitution that exists to safeguard the integrity, efficacy and impact of our work to contribute to the achievement of our mission and vision. This includes:

- Drinkaware is governed by an independent voluntary board of directors who are appointed by the Chairman and CEO with all necessary due

diligence.

- Drinkaware is an autonomous charity with operational oversight by its voluntary board of directors. Drinkaware will not tolerate attempts to influence our work, policies or operations and any effort to do so will be referred to the board of directors for intervention and resolution.
- Drinkaware retains control, with board oversight, to spend unrestricted funding to develop mission-aligned programmes, messaging and resources without any regard for opposing positions from donors. Drinkaware's charitable object is for public benefit and all activity must be undertaken solely for the betterment of society.
- Drinkaware, like all charities in Ireland, takes seriously its responsibility to be accountable and transparent in operations, finance and governance and is committed to adhering to the Charities Regulator's Governance Code.

Donations were received through 31 license agreements in 2023.

Ahascraugh Distillers Ltd (McAllister)	Molson Coors Brewing Company Ireland Ltd
ALDI Ireland	Muff Liquor Company
Britvic Ireland Limited	OUTCAST Brands Limited
Bulmers Ireland	Pearse Lyons Distillery
Clonakilty Distillery	Powerscourt Distillery Ltd
Coca Cola Hellenic	Proximo Spirits
Diageo Ireland	Richmond Marketing
E & J Gallo Winery Europe	Ri-Rá Brewing Company*
Edward Dillon & Co. Ltd	Rocket Restaurants Group
First Ireland Spirits	Rye River Brewing Company
Heineken Ireland Sales Limited	Sliabh Liag Distillers
Hi-Spirits Ireland	The Dublin Liberties Whiskey Co
Irish Distillers Ltd	Walsh Whiskey
Kinsale Spirit Company	William Grant & Sons Irish Brands Ltd
Lambay Irish Whiskey Company	Zingibeer Ltd
Lidl Ireland GmbH	

\*New license holders in 2023

# Income

## Income

In 2023, Drinkaware received €770,028 in unrestricted funding, which shows a 4% increase from 2022 (€741,573).

Drinkaware's Workplace Wellness Programme, which delivers alcohol education workshops, webinars and resources (cups and booklets) to organisations for a small fee, made an 'earned income' in 2023 of €875.

## Expenditure

Total Expenditure in 2023 was €757,790 resulting in a small surplus of €13,113 for 2023 which was in line with budgeted activity and owing to prudent management of all costs.

Details can be found in the Schedule of Administrative Expenses and Project Costs sections.

## Reserves

In 2021 the Board ratified the previously discussed Reserves Policy on the basis that reserves be maintained at a level which ensures that Drinkaware's organisation's core activity could continue during a period of unforeseen difficulty, and that a proportion of reserves be maintained in a readily realisable form. The Reserves Policy has not been required to be enacted in 2023. Drinkaware does not currently have the need for an investment policy.

## Financial sustainability

Drinkaware's financial stability and sustainability depends on its license funding and therefore relies on corporate organisations' commitment to Drinkaware's mission. Despite difficult economic conditions in 2023, Drinkaware retained the majority of its license funding, reflecting licensees continued commitment to the charity. In 2023 we welcomed 1 new licensee and 3 workplace wellness clients which is indicative of Drinkaware's positive reputation and trust amongst the consuming public and license stakeholders.

Drinkaware expects to obtain similar financial support for 2024 but recognises that due to competing

demands for corporate social responsibility programmes, coupled with a changing legislative landscape, funding beyond 2024 may require additional and diversified sources of income.

The efficacy and resilience of Drinkaware's small team has been proven over the last few years and should act as further assurance of Drinkaware's financial and operational sustainability. Drinkaware funding continues to be structured so that the license monies paid occur on an annual or biannual basis, which allows Drinkaware to plan a year's activities in advance, and to manage a viable cashflow.

Drinkaware is grateful to all its licensees and donators. Their continued support enables our team to deliver on our social contract to prevent and reduce alcohol misuse and harm. Every donation and license fee we receive helps more people in Ireland to access facts, evidence-informed resources and practical tools to support positive behaviour change regarding alcohol.

## Post-balance sheet events

There have been no significant events affecting the company since the financial year-end which would require disclosure in the financial statements.

On behalf of the board



.....  
Sean Quigley  
Director  
.....



.....  
Maria Cryan  
Director  
.....

# Directors' Responsibilities Statement

For The Year Ended 31 December 2023

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under that law, the directors have elected to prepare the financial statements in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland issued by the Financial Reporting Council. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the surplus or deficit of the company for that financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies for the company financial statements and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and surplus or deficit of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and Directors' Report

comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the directors are aware:

- there is no relevant audit information (information needed by the company's auditor in connection with preparing the auditors report) of which the company's auditor is unaware, and
- the directors have taken all the steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the company's auditor is aware of the information.

On behalf of the board

*Sean Quigley*

.....  
Sean Quigley  
Director  
.....

*M. Cryan*

.....  
Maria Cryan  
Director  
.....

# Independent Auditor's Report

To The Members Of Alcohol Awareness Foundation Ireland T/A Drinkaware

## Opinion

We have audited the financial statements of Alcohol Awareness Foundation Ireland T/A Drinkaware ('the company') for the year ended 31 December 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes to the financial statements, including a summary of significant accounting policies set out in note 1. The financial reporting framework that has been applied in their preparation is Irish law and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2023 and of its net movement in funds for the year then ended;
- have been properly prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", as applied in accordance with the provisions of the Companies Act 2014 and having regard to the Charities SORP; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we

have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which ISAs (Ireland) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## Other information

The directors are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor's Report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude

that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

## Opinions on other matters prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

- the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- in our opinion, the Directors' Report has been prepared in accordance with the Companies Act 2014.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit. In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited. The financial statements are in agreement with the accounting records.

## Matters on which we are required to report by exception

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the Directors' Report. The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

## Respective responsibilities

### Responsibilities of directors for the financial statements

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the

preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to the going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operation, or has no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

### Further information regarding the scope of our responsibilities as auditor

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design

audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as going concerns. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditor's Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditor's Report. However, future events or conditions may cause the company to cease to continue as going concerns.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit. The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the company's members, as a body, in accordance with section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditor's Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume any responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

**Donagh Waters**

for and on behalf of MCINERNEY SAUNDERS AUDIT LIMITED

Chartered Accountants and Statutory Audit Firm  
38 Main Street,  
Swords  
Co. Dublin

Date:.....

# Alcohol Awareness Foundation Ireland T/A Drinkaware

## Statement of Financial Activities

For the Year Ended 31 December 2023

	31 December 2023 Unrestricted Funds €	31 December 2023 Restricted Funds €	31 December 2023 Total €
<b>Incoming Resources</b>			
Earned Income	875	-	875
Charitable donations - normal	770,028	-	770,028
<b>Total Incoming Resources</b>	<u>770,903</u>	<u>-</u>	<u>770,903</u>
<b>Resources Expended</b>			
Project Costs	(269,195)	-	(269,195)
Administrative Expenses	(488,595)	-	(488,595)
<b>Total Resources Expended</b>	<u>(757,790)</u>	<u>-</u>	<u>(757,790)</u>
<b>Net Movement in funds in the period</b>	<u>13,113</u>	<u>-</u>	<u>13,113</u>

	31 December 2022 Unrestricted Funds €	31 December 2022 Restricted Funds €	31 December 2022 Total €
<b>Incoming Resources</b>			
Earned Income	3,705	-	3,705
Charitable donations - normal	741,573	-	741,573
<b>Total Incoming Resources</b>	<u>745,278</u>	<u>-</u>	<u>745,278</u>
<b>Resources Expended</b>			
Project Costs	(325,300)	-	(325,300)
Administrative Expenses	(467,306)	-	(467,306)
<b>Total Resources Expended</b>	<u>(792,606)</u>	<u>-</u>	<u>(792,606)</u>
<b>Net Movement in funds in the period</b>	<u>(47,328)</u>	<u>-</u>	<u>(47,328)</u>

Approved by then board of directors on ..... and are signed on its behalf by:

*Sean Quigley*

Sean Quigley  
Director

*M. Cryan*

Maria Cryan  
Director

# Alcohol Awareness Foundation Ireland T/A Drinkaware

## Balance Sheet

For the Year Ended 31 December 2023

		2023		2022	
		€	€	€	€
	Notes				
<b>Current Assets</b>					
Debtors	5	27,683		256,531	
Cash at bank in hand		261,240		46,149	
		<u>288,923</u>		<u>302,680</u>	
Creditors: amounts falling due within one year	6	(40,543)		(67,413)	
<b>Net current assets</b>		<u>248,380</u>		<u>235,267</u>	
<b>Funds</b>					
Unrestricted funds		<u>248,380</u>		<u>235,267</u>	

Approved by then board of directors on ..... and are signed on its behalf by:

*Sean Quigley*

Sean Quigley  
Director

*M. Cryan*

Maria Cryan  
Director

# Alcohol Awareness Foundation Ireland T/A Drinkaware

## Cash Flows

For the Year Ended 31 December 2023

	2023	2022		
	€	€	€	€
Notes				
<b>Cash flows from operating activities</b>				
Cash generated from/(absorbed by) operations	13,113	(47,328)		
Movement in Debtors	228,848	(106,033)		
Movement in Creditors	(26,870)	(89,627)		
<b>Creditors: amounts falling due within one year</b>	<u>215,091</u>	<u>(242,988)</u>		
<b>Net cash used in investing activities</b>	-	-		
<b>Net cash used in financing activities</b>	<u>-</u>	<u>-</u>		
<b>Net increase/(decrease) in cash and cash equivalents</b>	215,091	(242,988)		
Cash and equivalents at beginning of year	<u>46,149</u>	<u>289,137</u>		
Cash and cash equivalents at end of year	<u><u>261,240</u></u>	<u><u>46,149</u></u>		

# Alcohol Awareness Foundation Ireland T/A Drinkaware

## Notes to the Financial Statements

For the Year Ended 31 December 2023

### 1 Accounting policies

#### Company information

Alcohol Awareness Foundation Ireland T/A Drinkaware is a limited company domiciled and incorporated in Ireland. The registered office is 13 Merrion Square North, Dublin 2 and its company registration number is 578361. The registered charity number is 20204601.

#### 1.1 Accounting convention

These financial statements have been prepared in accordance with the charities Statement of Recommended Practice (SORP) in accordance with FRS 102 " The Financial Reporting Standard applicable in the UK and Republic of Ireland ", applying section 1A , effective January 2015, and the requirements of the Companies Act 2014.

The financial statements are prepared in euros , which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest €.

#### 1.2 Fund accounting

##### Restricted funds

Restricted funds represent income received which can only be used for particular purposes, as specified by the donors. Such purposes are within the overall objectives of the company.

##### Unrestricted funds

Unrestricted funds consist of General and Designated funds.

- General funds represent amounts which are expendable at the discretion of the board, in furtherance of the objectives of the company.
- Designated funds comprise unrestricted funds that the board has, at its discretion, set aside for particular purposes. These designations have an administrative purpose only, and do not legally restrict the board's discretion to apply the fund.

##### Income

Income is recognised by inclusion in the Statement of Financial Activities only when the company is legally entitled to the income, performance conditions attached to the item(s) of income have been met, the amounts involved can be measured with sufficient reliability and it is probable that the income will be received by the company.

##### Income from charitable activities

Income from charitable activities include income earned from the supply of services under contractual arrangements and from performance related grants which have conditions that specify the provision of particular services to be provided by the company. Income from government and other co-funders is recognised when the company is legally entitled to the income because it is fulfilling the conditions contained in the related funding agreements. Where a grant is received in advance, its recognition is deferred and included in creditors. Where entitlement occurs before income is received, it is accrued in debtors.

Grants from governments and other co-funders typically include one of the following types of conditions:

- Performance based conditions: whereby the company is contractually entitled to funding only to the extent that the core objectives of the grant agreement are achieved. Where the company is meeting the core objectives of a grant agreement, it recognises the related expenditure, to the extent that it is reimbursable by the donor, as income.

# Alcohol Awareness Foundation Ireland T/A Drinkaware

## Notes to the Financial Statements (Continued)

For the Year Ended 31 December 2023

### 1 Accounting policies (Continued)

- Time based conditions: whereby the company is contractually entitled to funding on the condition that it is utilised in a particular period. In these cases the company recognises the income to the extent it is utilised within the period specified in the agreement.

In the absence of such conditions, assuming that receipt is probable and the amount can be reliably measured, grant income is recognised once the company is notified of entitlement.

Grants received towards capital expenditure are credited to the Statement of Financial Activities when received or receivable, whichever is earlier.

#### **Expenditure**

Expenditure is analysed between costs of charitable activities and raising funds. The costs of each activity are separately accumulated and disclosed, and analysed according to their major components. Expenditure is recognised when a legal or constructive obligation exists as a result of a past event, a transfer of economic benefits is required in settlement and the amount of the obligation can be reliably measured. Support costs are those functions that assist the work of the company but cannot be attributed to one activity. Such costs are allocated to activities in proportion to staff time spent or other suitable measure for each activity.

### 1.3 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

#### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

#### **Basic financial liabilities**

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

# Alcohol Awareness Foundation Ireland T/A Drinkaware

## Notes to the Financial Statements (Continued)

For the Year Ended 31 December 2023

### 1.4 Taxation

No current or deferred taxation arises as the company has been granted charitable exemption.

### 2 Incoming resources

The total incoming resources of the company for the year has been derived from its principal activity wholly undertaken in Ireland.

### 3 Employees

No directors' remuneration was paid during the period.

The average monthly number of persons employed by the company during the year was:

	2023	2022
	Number	Number
Administration	6	6
	<u>6</u>	<u>6</u>

Their aggregate remuneration comprised:

	2023	2022
	€	€
Wages and salaries	321,864	342,748
Remote working allowance	2,432	2,138
Employers PRSI	29,683	32,802
Pension costs	7,826	6,895
	<u>361,805</u>	<u>384,583</u>

Breakdown of wages and salaries:

	€	€
General and finance	96,619	101,681
Out-Reach and Engagement	151,642	133,093
Education	67,585	89,129
Research and Impacts	47,252	53,913
Workplace Wellness	5,220	6,767
	<u>368,318</u>	<u>384,583</u>

The number of employees with remuneration in the following brackets are set out below;

	2023	2022
	No.	No.
€50,000 - €60,000	2	2
€60,000 - €70,000	0	0
>€70,000	0	1

Remuneration of key management personnel, which includes one person, total € 36,795 (€115,371 in 2022). The remuneration of key management personnel is set by the board of directors.

# Alcohol Awareness Foundation Ireland T/A Drinkaware

## Notes to the Financial Statements (Continued)

For the Year Ended 31 December 2023

### 4 Taxation

No current or deferred taxation arises as the company has been granted charitable exemption.

### 5 Debtors

	2023	2022
Amounts falling due within one year:	€	€
Contributions due	10,754	239,974
VAT	6,239	
Other debtors	-	3,107
Prepayments and accrued income	10,690	13,450
	<u>27,683</u>	<u>256,531</u>

### 6 Creditors

	2023	2022
Amounts falling due within one year:	€	€
Trade creditors	15,634	28,119
PAYE and social security	8,944	11,608
Other debtors	-	10,442
Prepayments and accrued income	15,965	17,244
	<u>40,543</u>	<u>67,413</u>

### 7 Retirement contribution schemes

	2023	2022
Defined contribution schemes	€	€
Charge to profit or loss in respect of defined contribution schemes	7,826	6,895

The company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the company in an independently administered fund.

### 8 Members' liability

The company is limited by guarantee, not having a share capital and consequently the liability of members is limited, subject to an undertaking by each member to contribute to the net assets or liabilities of the company on winding up such amounts as may be required not exceeding €1.

# Alcohol Awareness Foundation Ireland T/A Drinkaware

## Notes to the Financial Statements (Continued)

For the Year Ended 31 December 2023

### 9 Financial commitments

Total future minimum lease payments under non-cancellable operating leases are as follows:

	2023	2022
	€	€
Due:		
Within one year	2,000	10,000
Between one and five years	-	-
	2,000	10,000

At 31 December 2023 the company had annual rental commitments with regards to its premises at 13 Merrion Square North, Dublin 2 in the amount of €2,000. The lease ceased on 31 January 2024.

### 10 Post balance sheet events

There have been no significant events affecting the company since the financial year-end which would require disclosure in the financial statements.

### 11 Approval of financial statements

The directors approved the financial statements on the .....







**DRINKAWARE**