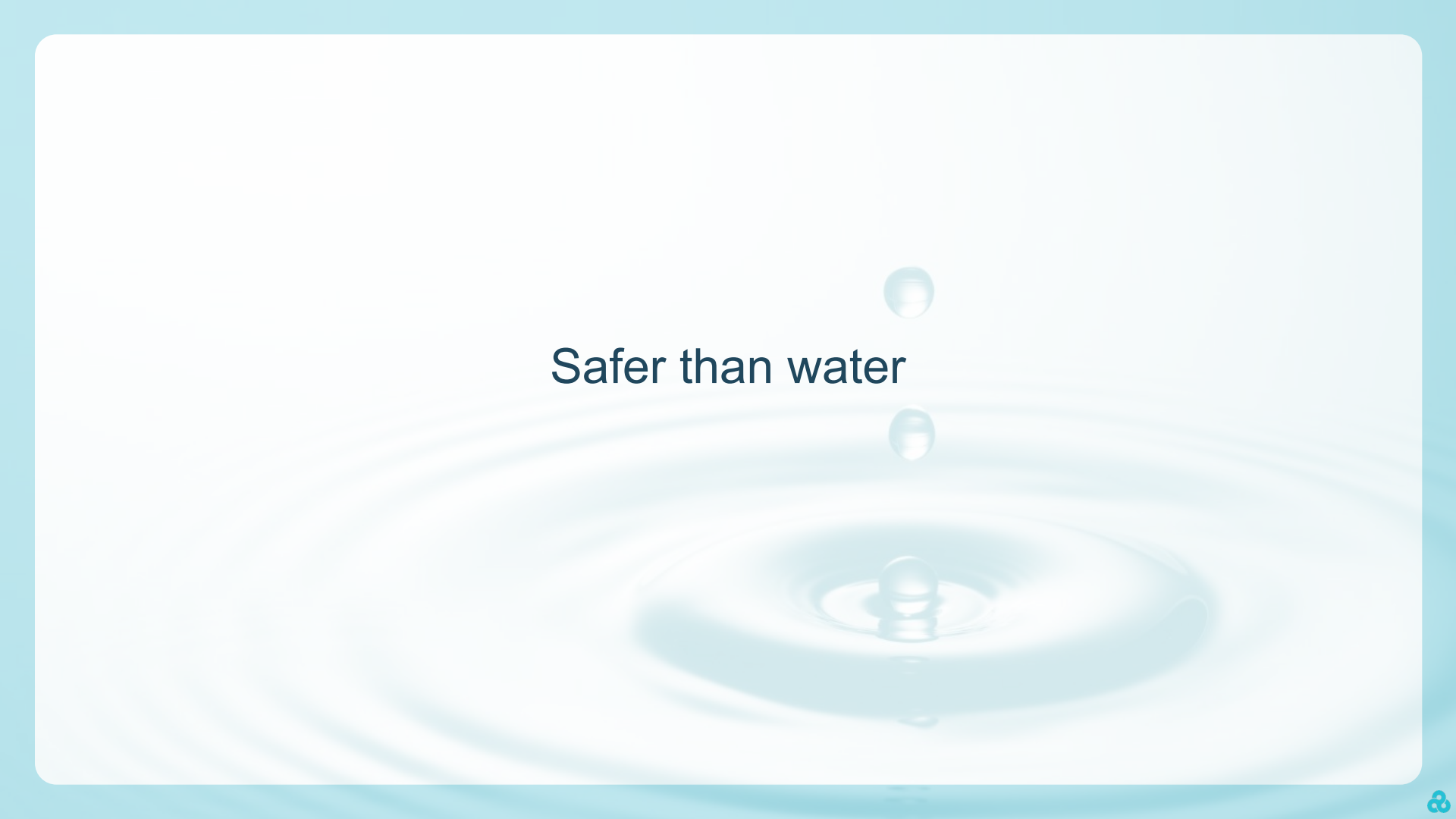




Changing Australia's relationship with alcohol.
One Sunday at a time.



The background of the slide features a light blue gradient with a central image of water droplets. One droplet is in the process of hitting the surface, creating a series of concentric ripples that spread outwards. Above the point of impact, two more droplets are shown in a vertical sequence, suggesting a continuous fall. The overall aesthetic is clean and minimalist.

Safer than water

A high-quality, slow-motion photograph of a single water droplet falling into a calm body of water. The droplet is captured mid-fall, just above the point of impact, creating a clear, spherical shape. Below it, the water surface is disturbed by concentric ripples that spread outwards from the center. The lighting is soft and even, highlighting the transparency and texture of the water. The overall composition is clean and minimalist, with a light blue background that complements the water's color.

Safer than water
Gift from God



MARIANI WINE

MARIANI WINE Quickly Restores

HEALTH, STRENGTH,
ENERGY & VITALITY.

MARIANI WINE

FORTIFIES, STRENGTHENS,
STIMULATES & REFRESHES
THE BODY & BRAIN.

HASTENS
CONVALESCENCE
especially after
INFLUENZA.

His Holiness
THE POPE

writes that he has
fully appreciated the
beneficent effects of
this Tonic Wine and
has forwarded to Mr.
Mariani as a token of
his gratitude a gold
medal bearing his au-
gust effigy.



MARIANI WINE

is delivered free to all parts of the United Kingdom by WILCOX & CO.,
83, Mortimer Street, London, W., price 4/- per Single Bottle, 22/6 half-
dozen, 45/- dozen, and is sold by Chemists and Stores.



“If you look at our early parliaments.
Drunkenness was just accepted”

Matt Murphy





Q11

ing the nation's best

e pushes
st nation's
ing best

in Cities duo made an
ert to their southern
in Adelaide two Fridays
g second at the Champion
one meet.

morale boosting effort and
Gilbert tackled the best
with real confidence.

pairs held fond memories
who finished third at the
g his one attempt in 1987.

he failed to finish in the
it performed well, leaving
one in the dark for the

FREE BEER

Wanted: forty people to drink for science

By DANNY KEENAN

FORTY drinkers are needed by a James Cook University academic to drink free beer.

It is part of a test to find out why some people get stuck into a big session while others are satisfied with one or two drinks.

In an Australian first, psychology PhD student Nicole Lee is researching the reasons why people stop drinking.

To gather the necessary data she randomly circulated 500 drinking questionnaires throughout Townsville and wants 40 people for laboratory alcohol tests.

More than 100 survey forms have been returned since delivery in February.

Ms Lee has been researching alcohol consumption for several years and is excited about her current project.

"We know quite a bit about why people start a drinking session, including to socialise with friends, unwind, forget their worries, but no-one has really looked closely at the factors which determine how much they drink at any one time."

"I want to know why some people only have a

RACQ INSPECTIONS WELCOME!

1987 CHRYSLER 4 speed manual, air conditioning, low kms

\$8990

MAZDA 323 automatic trans, low kms, tidy car

\$5990

LASER 4 door, 4 speed man, ideal first car

\$6990

1987 MITSUBISHI COLT automatic, low kms, white dash

\$7990

LASER 4 door, 4 sp, manual, straight and tidy

\$5500

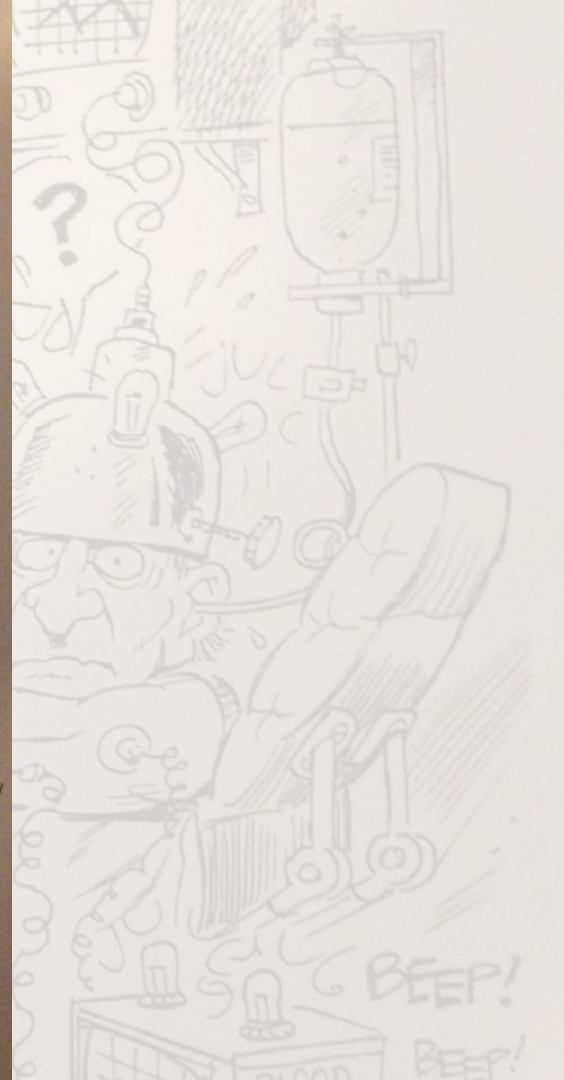
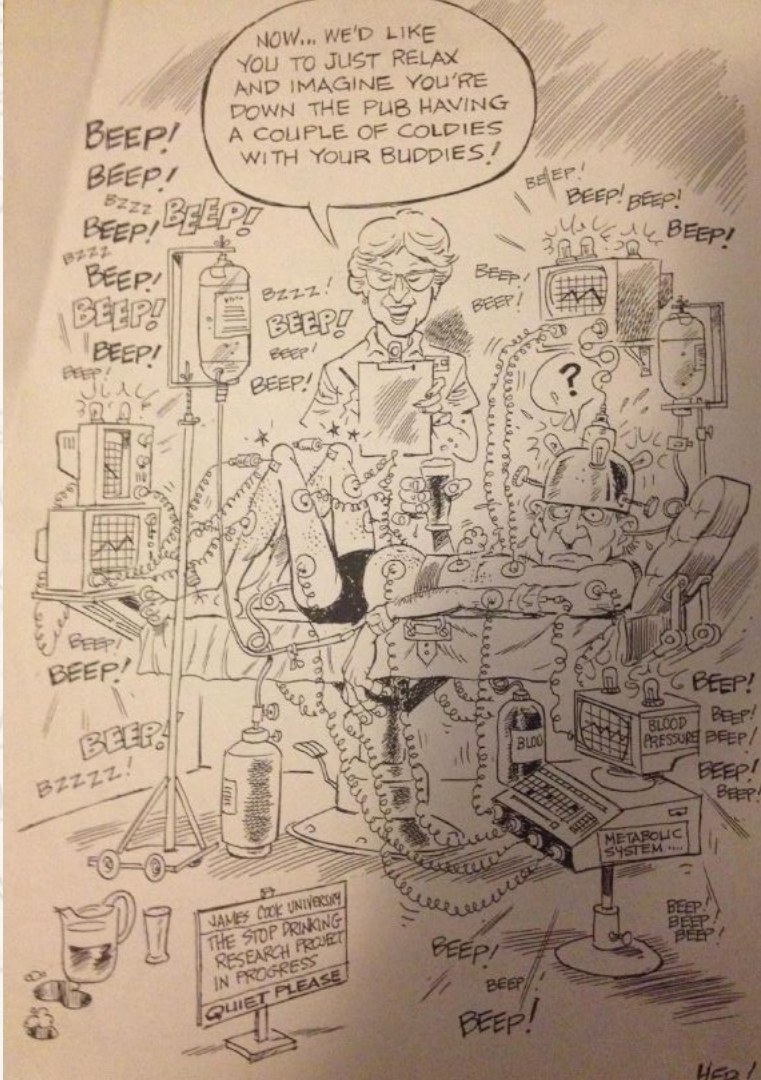


John Dooley's

USED CAR CENTRE

792 FLINDERS STREET

A.H. DAVID 31 1818 - MARK 78 1817



Top 10% of drinkers
drink 54% of all alcohol



...and they are more likely to
reject health warnings about
alcohol



Australian guidelines to reduce health risks from drinking alcohol

1: HEALTHY ADULTS

Drink no more than
10 standard drinks a **week**



AND

no more than 4 standard drinks
on **any one day**

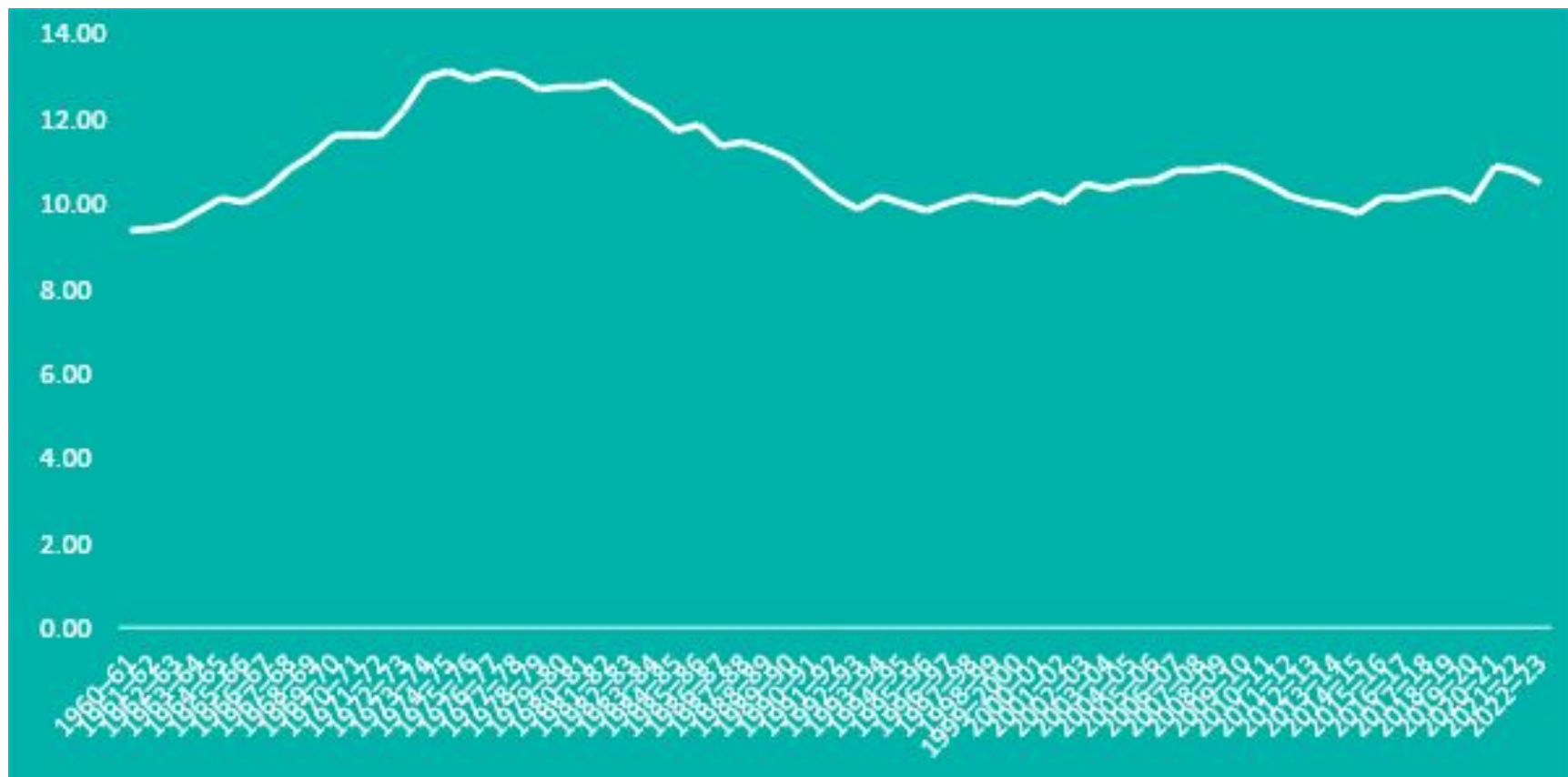


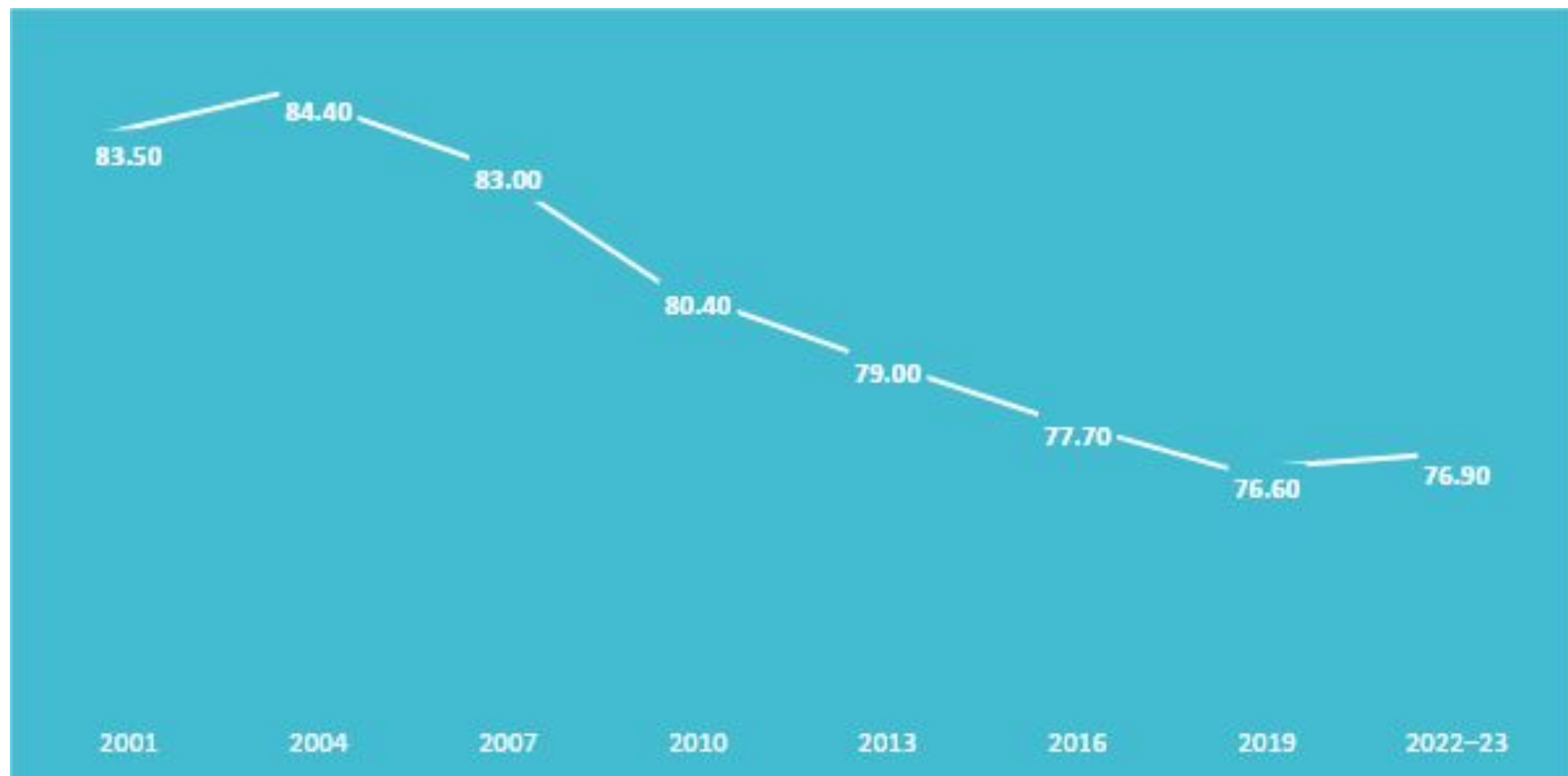
to reduce the risk of harm from alcohol.

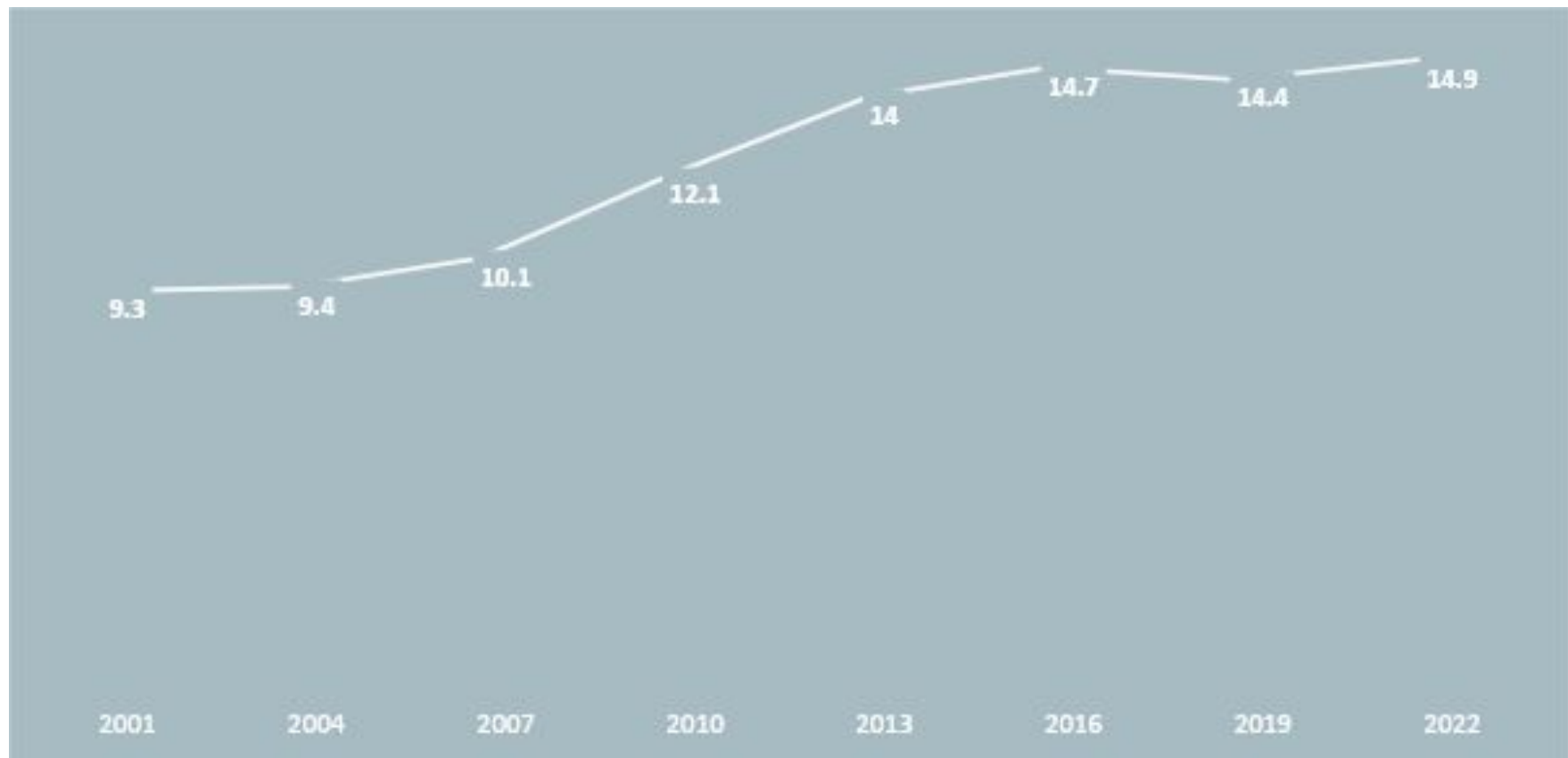
The less you drink, the lower
your risk of harm.

1 in 100

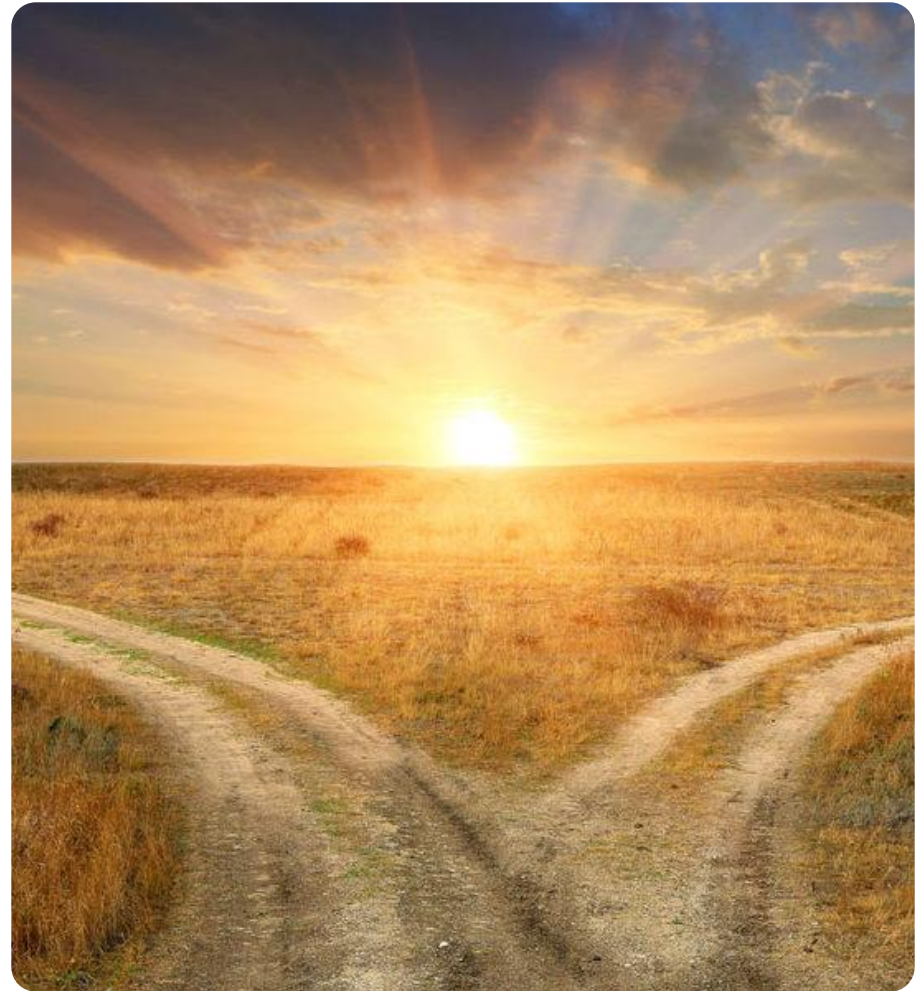
Frequency vs quantity

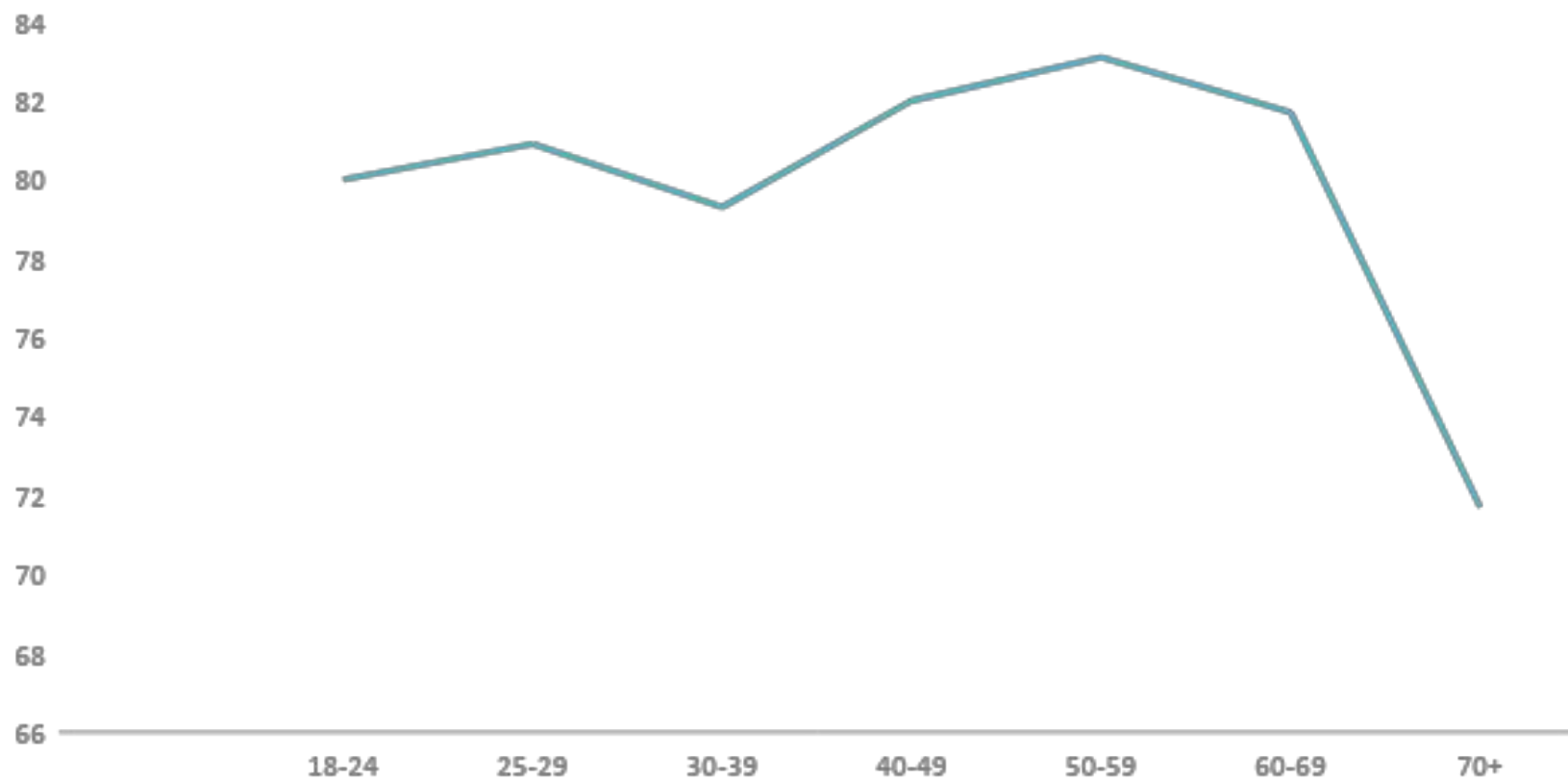


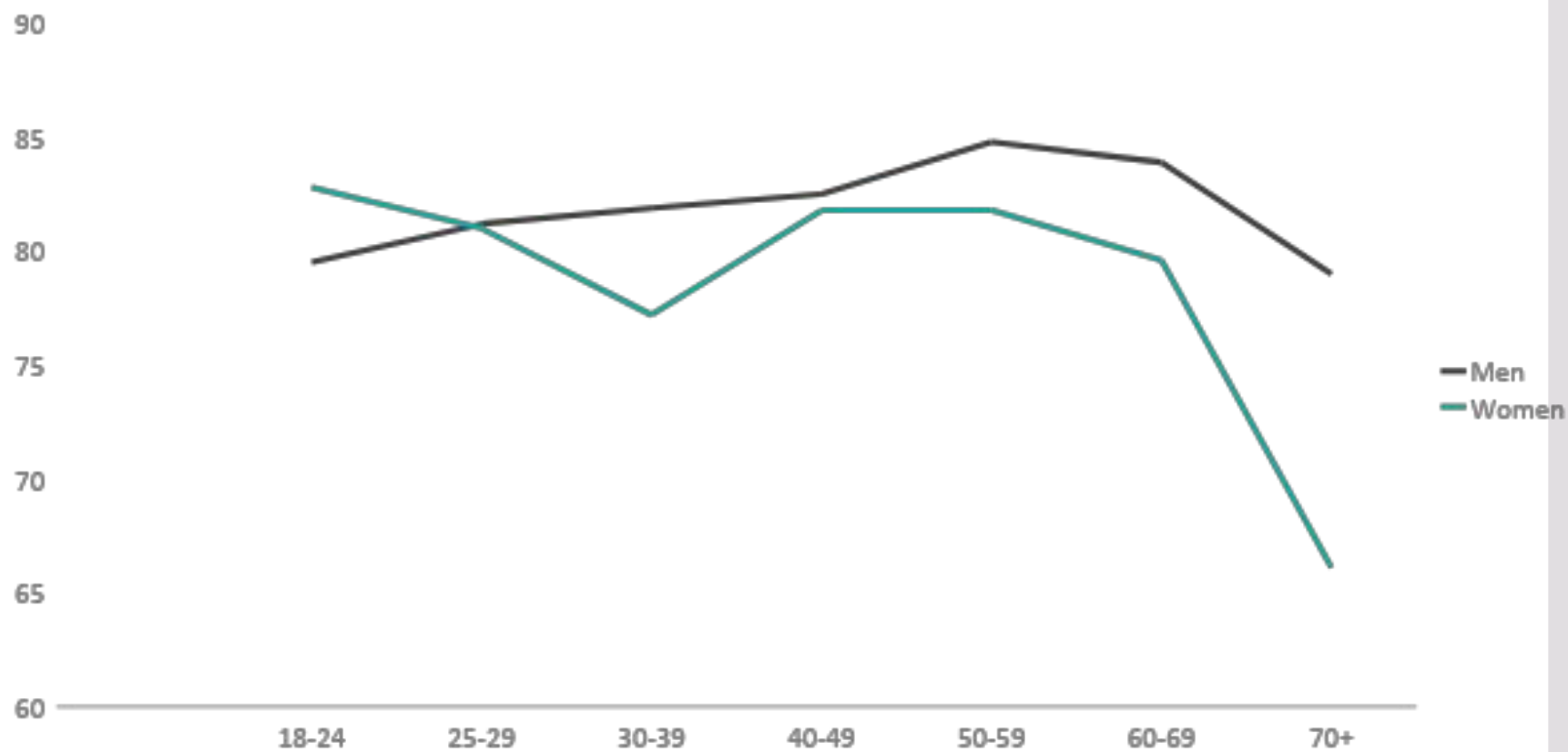


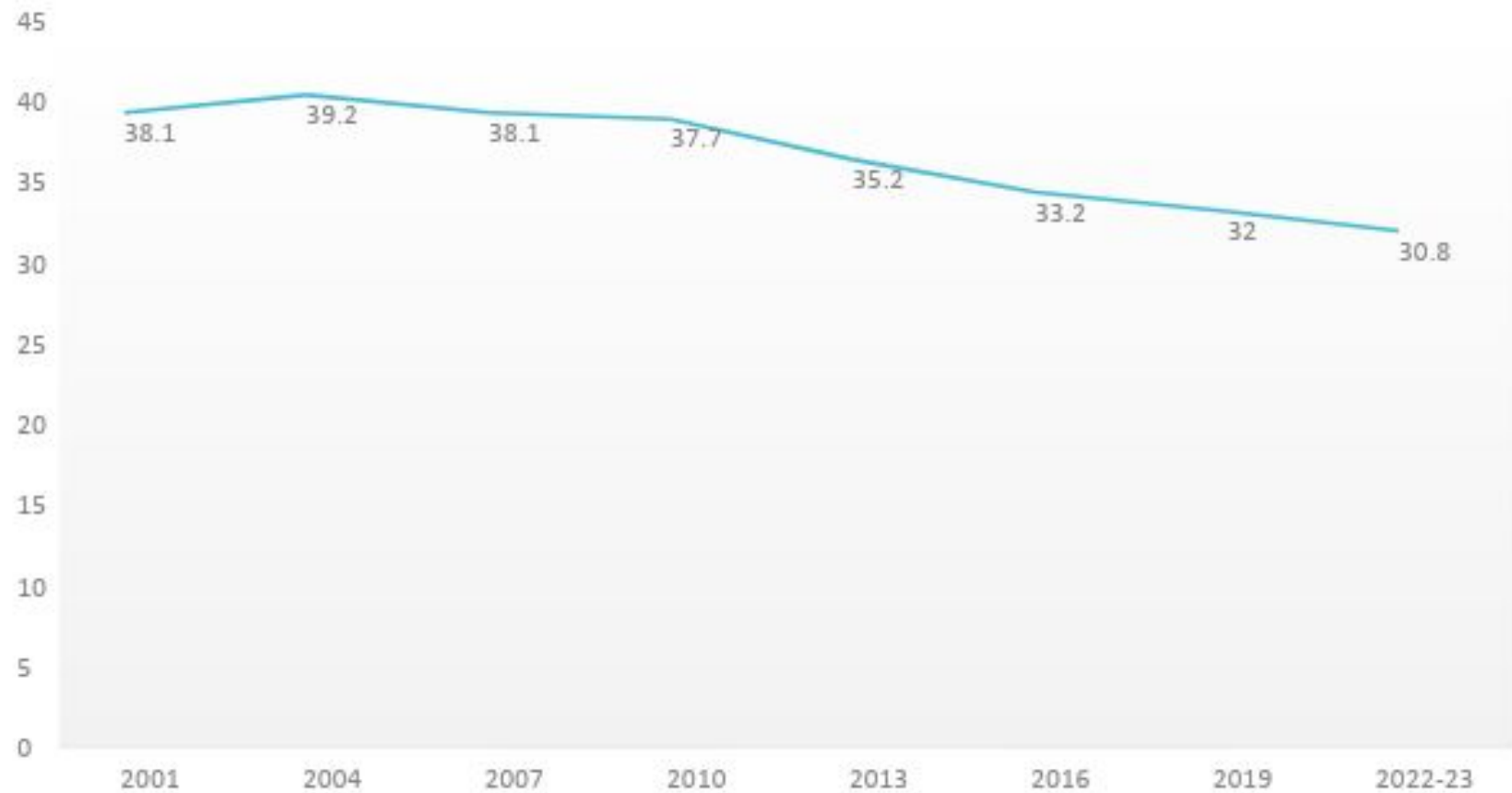


Are we at a turning
point?



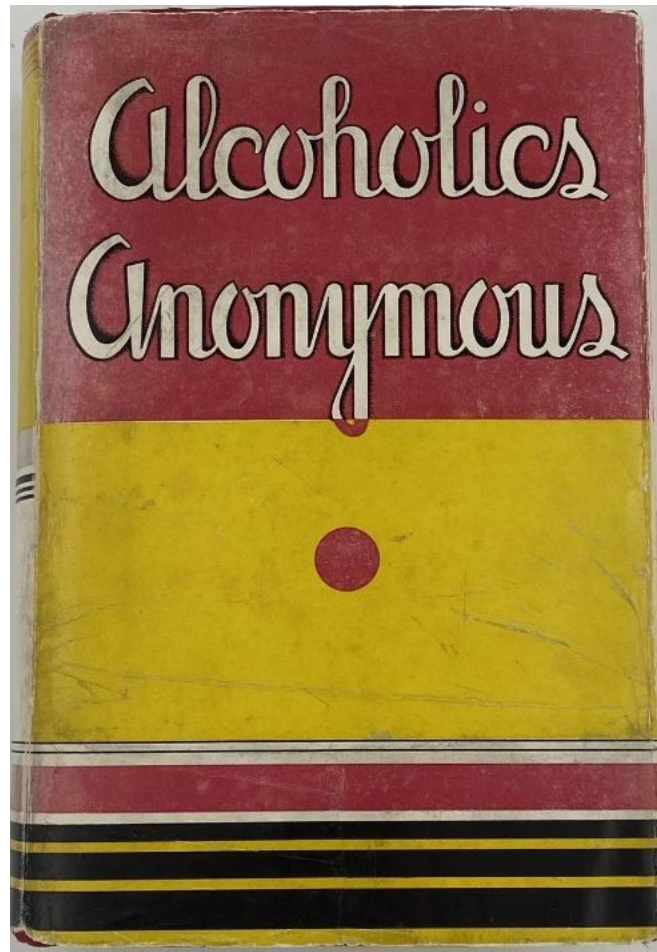


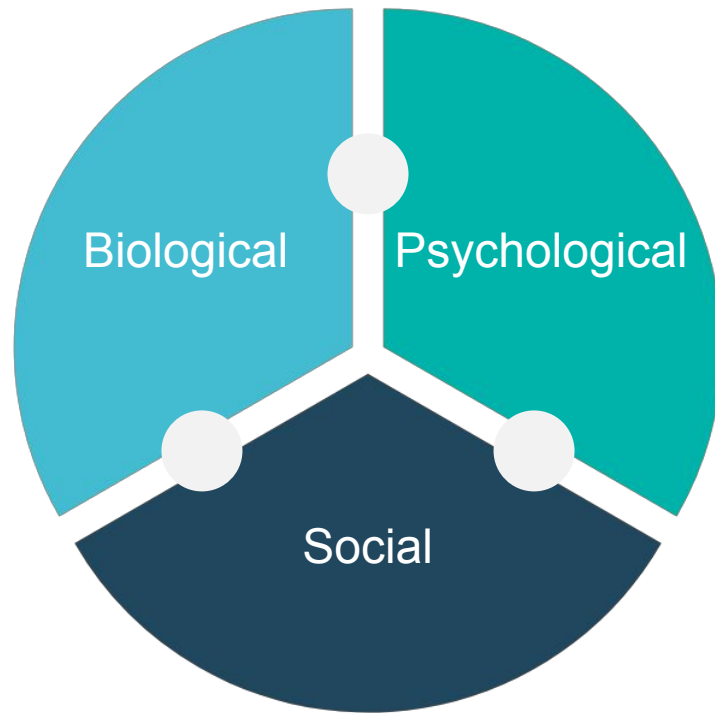




LIPS THAT
TOUCH LIQUOR
SHALL NOT
TOUCH OURS









You don't need to hit 'rock bottom'

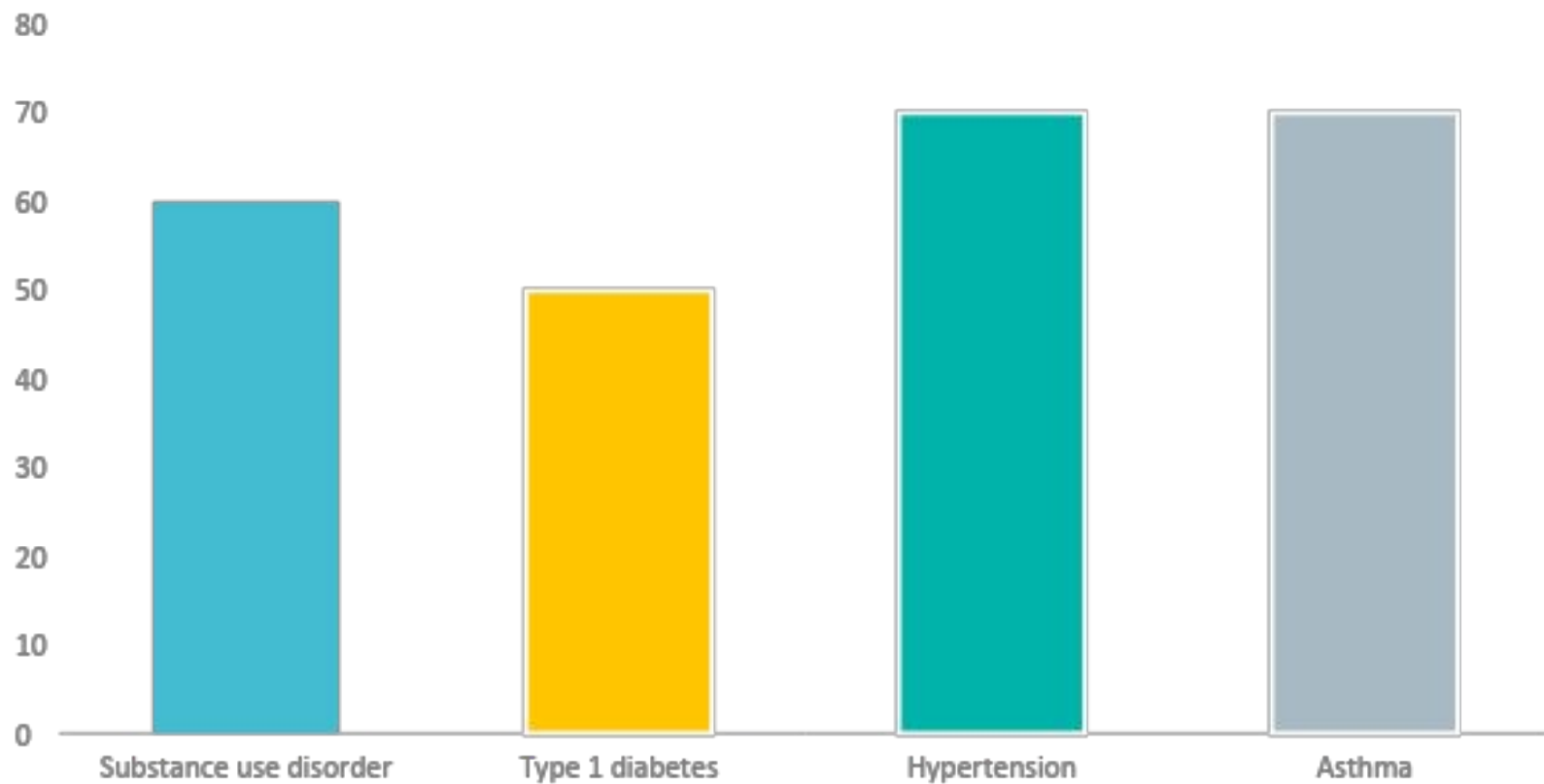


Moderation is feasible



Small doses of treatment are effective

Early intervention





The best option is the one that the person wants

We're changing Australia's relationship with alcohol.
One Sunday at a time.



 Hello Sunday Morning

The odyssey begins

A year without alcohol.

Posted by: Hello Sunday Morning | January 11, 2009



The first day..

This is a blog about why it is Sunday morning and I am actually sitting at my desk, typing in a mildly coherent fashion on my laptop...as apposed to being completely hungover, bedridden and dreading doing absolutely anything except lay in my bed and eat KFC.

This is a blog about what crazy things can happen to a normal, social, 22 year-old when they don't drink alcohol for an entire year. It is a real-time look into the wonderful Australian pastime of drinking through the eyes of someone who, isn't.

Why? Well this project all came about because I work for the Brisbane based youth advertising agency called [FRESH](#). About two months ago, my boss and I were at the pub reviewing a tender submission for a binge drinking campaign, and it was then the thought occurred to us – what would it be like to go without alcohol for a substantial period?

Either of us had no idea. In fact, we don't even have mates had spent any longer than a month, tops, in that vast unknown land of sobriety.

So, if we were going to have a good crack at binge drinking in Australia, at least one of us would need to know what it means to actually not drink.

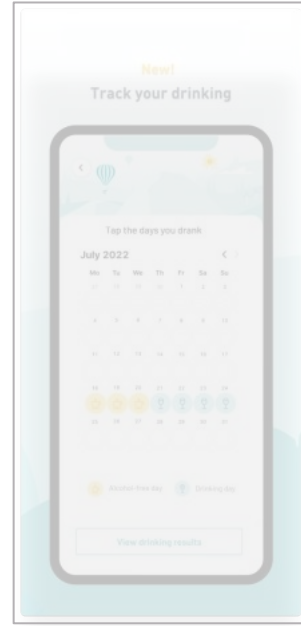
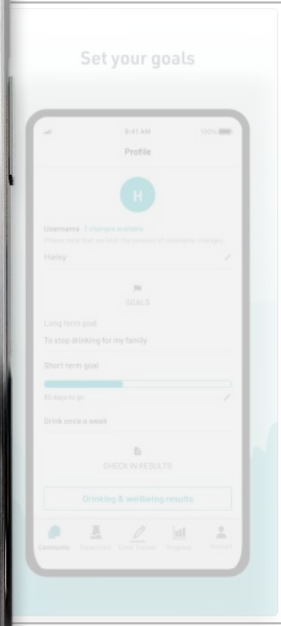
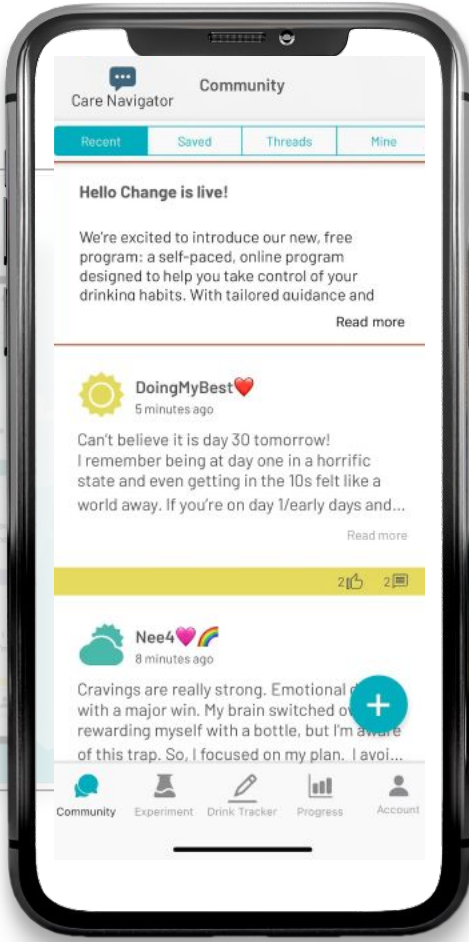
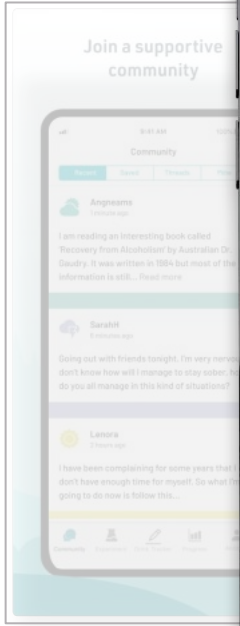
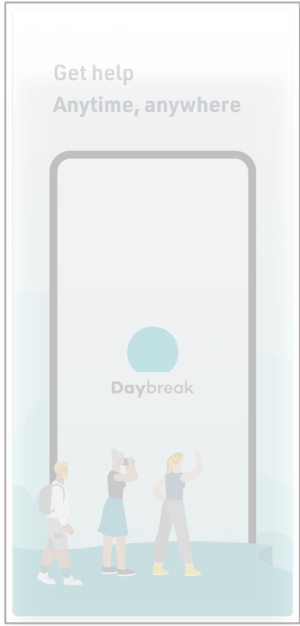
...I guess you could call it 'taking one for the team'.

I'm looking forward to seeing what happens and if you know me at all, you would know that it's a massive challenge that I'm up against.

At the agency this year, we will be doing everything we can to identify the key psychological drivers as to why young people feel the necessity to get plastered week in, week out. If you have any ideas, we'd be stoked to get some community interaction on this one.



Relaxing at work



Unparalleled reach into rural, regional and remote

"I'm a single mum, living in remote QLD. I was worried about accessing services in person as it's a small town. I didn't want someone to find out, and then it being spoken about in front of my children. To help me, I relied on programs and support available online that I could access anonymously"

Mum from rural Queensland

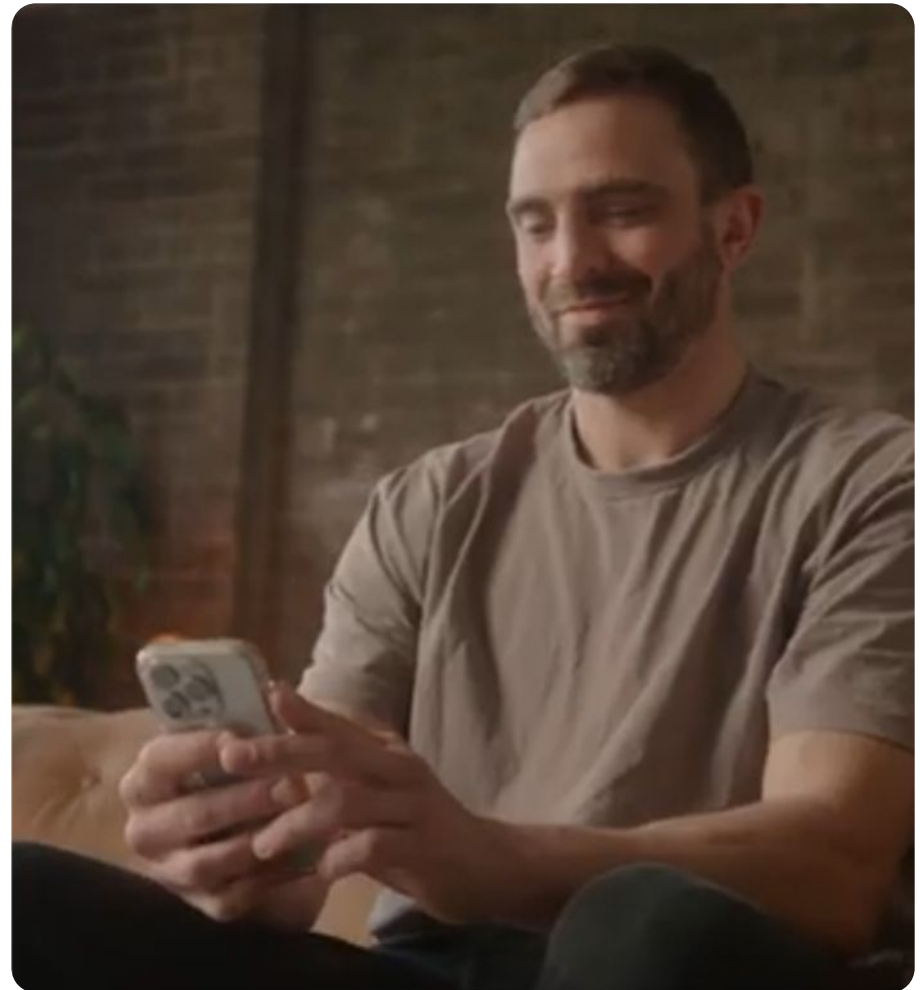


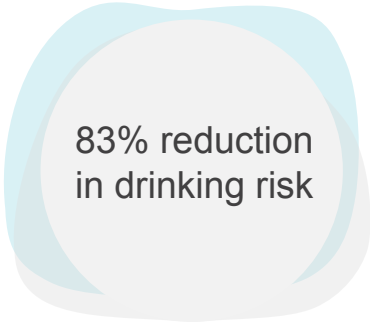
Our community moderators keep our community safe

Psychologists

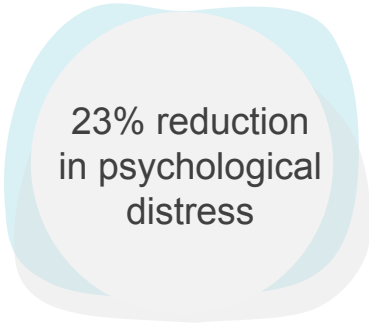
Counsellors

Social workers

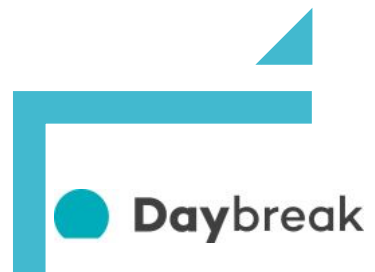




83% reduction
in drinking risk



23% reduction
in psychological
distress



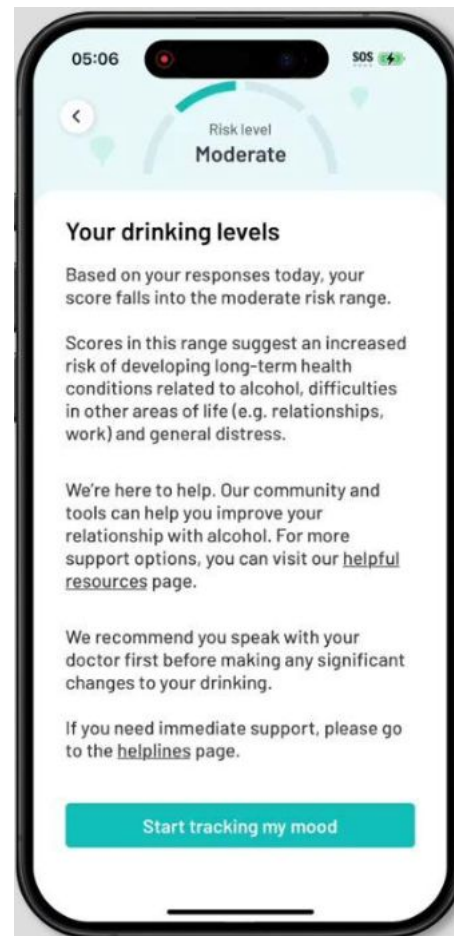


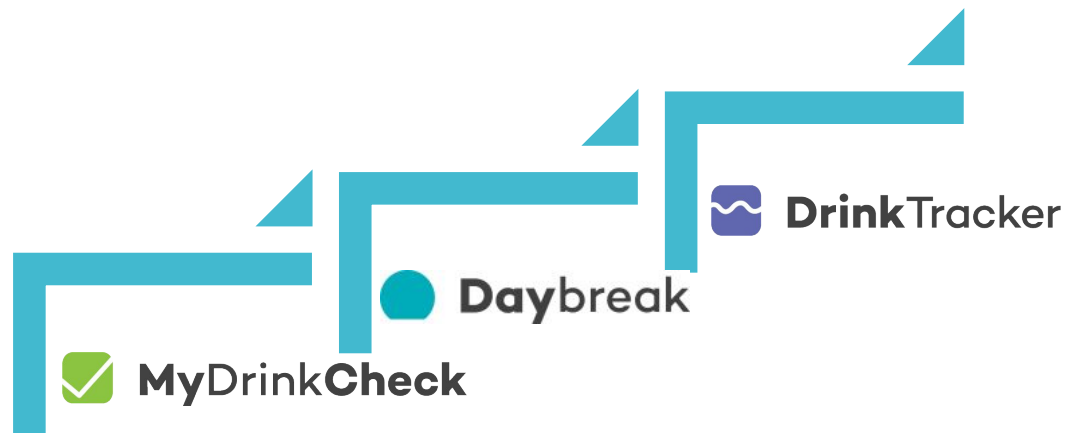
My Drink Check

*Screening and feedback
on drinking risk*

Alcohol risk reduced from
moderate to low in 3 months

10,000 assessments each year



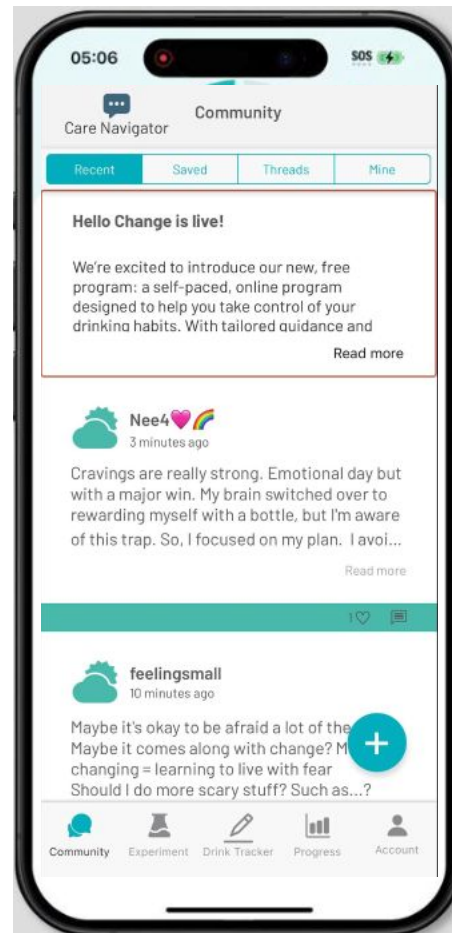


Drink Tracker

Keeping members on track to meet their goals

Alcohol risk reduced from moderate to low in 3 months

Psychological distress reduced from high to moderate in 3 months

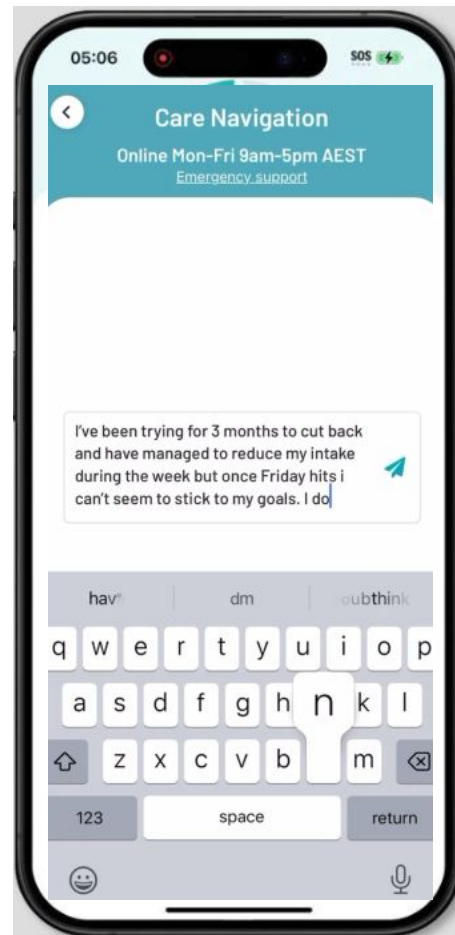




Care Navigator

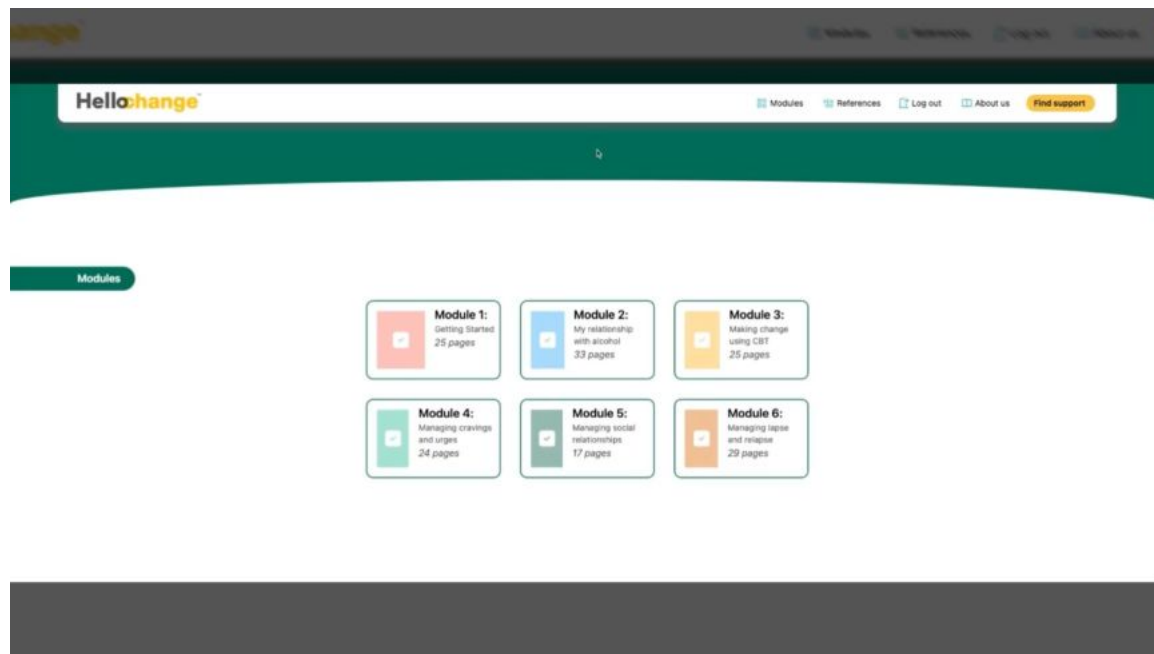
Person centred stepped care for those who need more

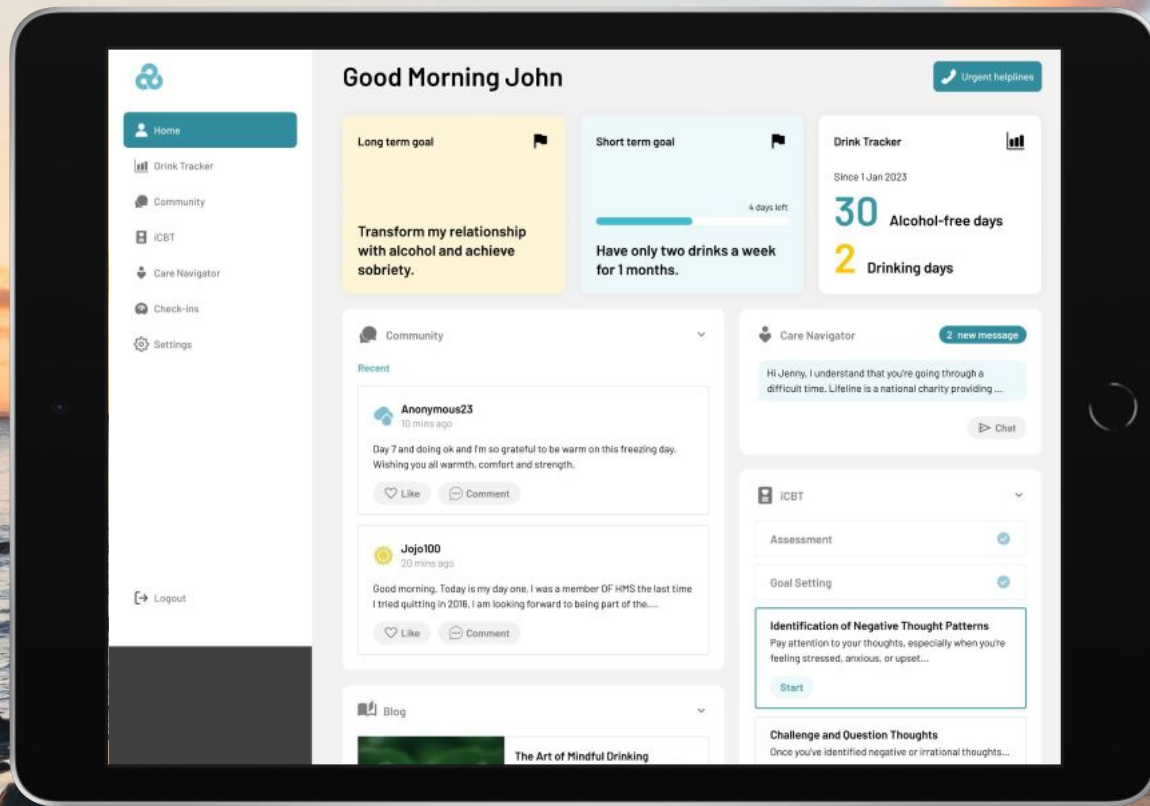
Connects members to internal and external services to support their change journey



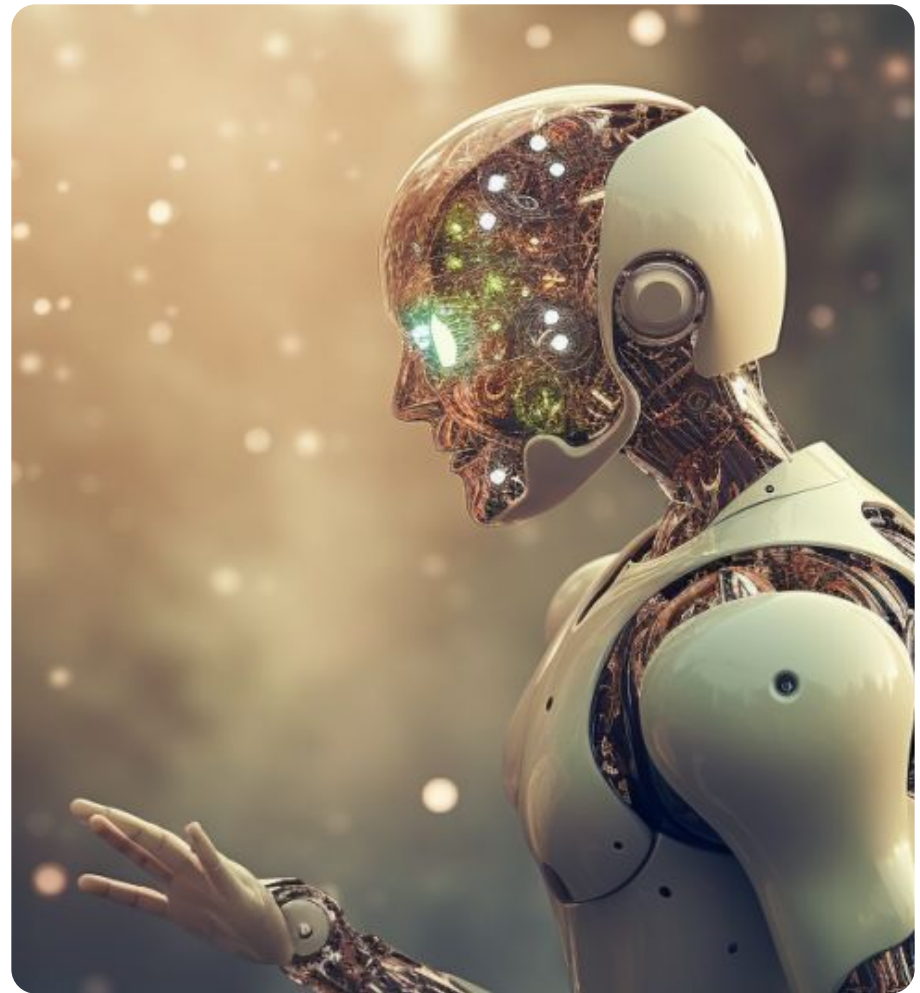


Launched January 2025
1000 registrations to
date

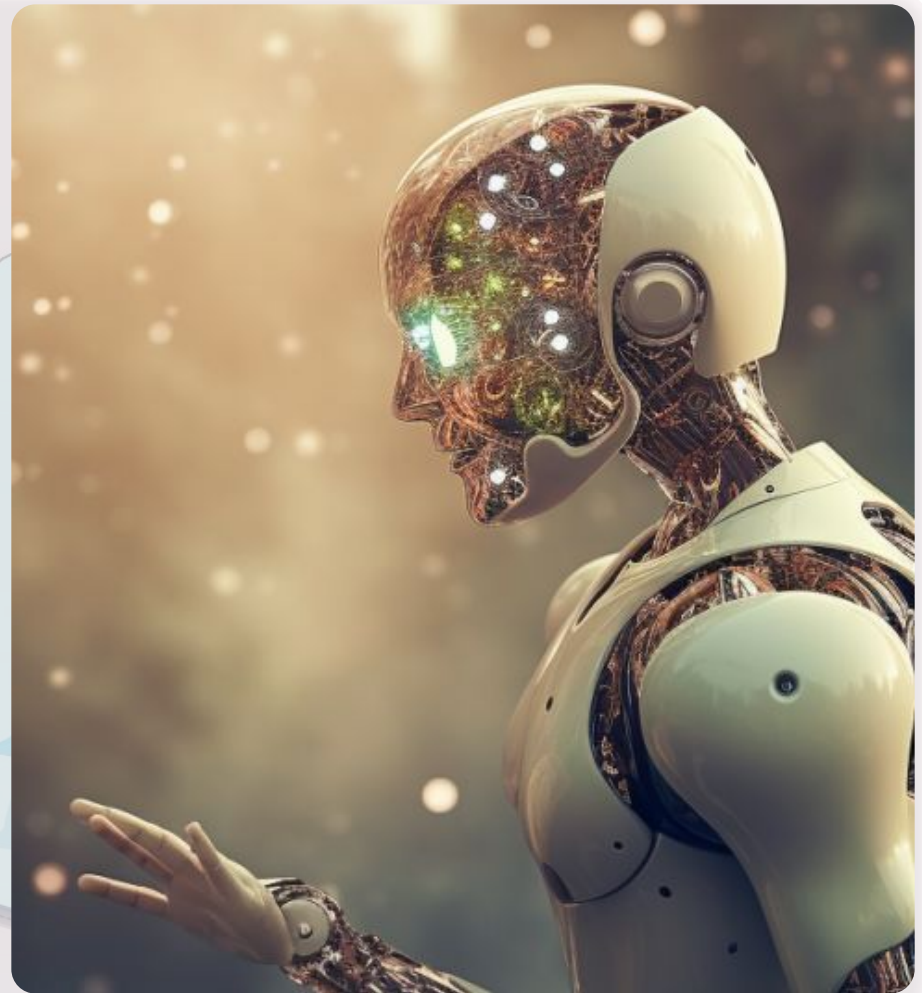




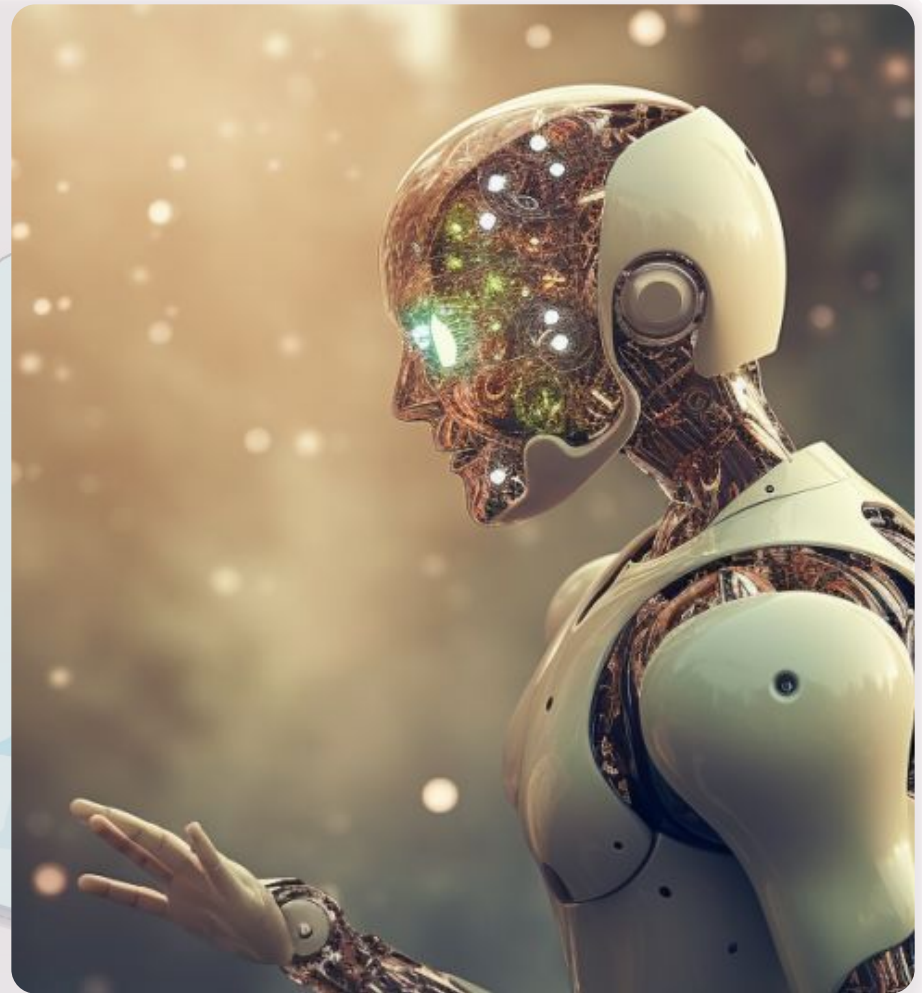
AI assisted moderation

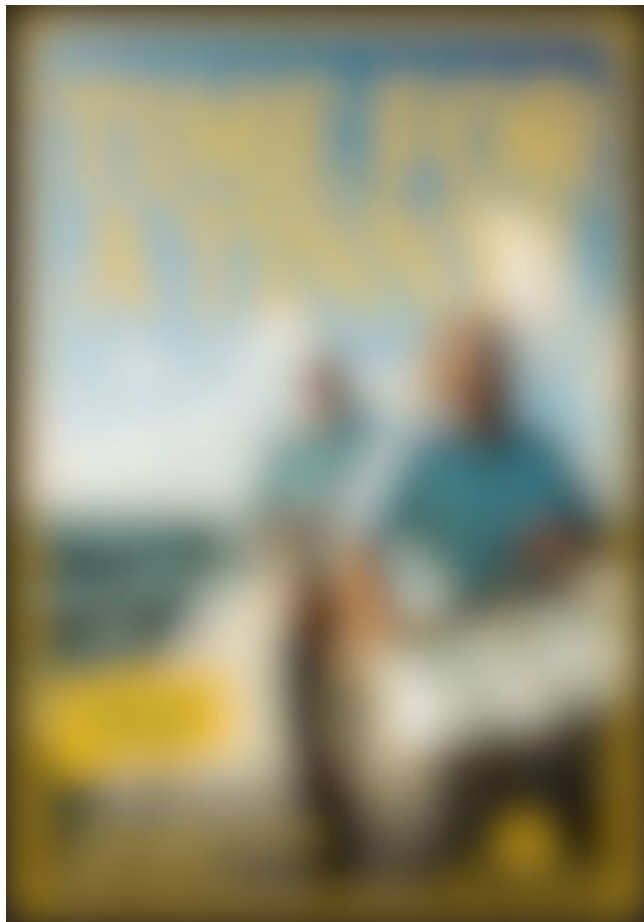


AI assisted moderation
AI assisted responses



AI assisted moderation
AI assisted responses
After hours AI chat bot





Drink Less
Do more



Hello SundayMorning

 nicole.lee@hellosundaymorning.org

 [/nicoleklee](#)