



# Inquiry into Liquor Amendment Bill 2025

## Answer to question taken on notice

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Asked by: Mr Shane Rattenbury, MLA

Addressed to: Ms Ayla Chorley, CEO Foundation for Alcohol Research and Education (FARE)

In relation to: USE OF ALCOHOL CONSUMPTION DATA FOR MARKETING PURPOSES

Hearing: 5 December 2025

Uncorrected Proof Transcript p 9

Transcript provided: 11 December 2025

Answer Due: 18 December 2025

Ms Ayla Chorley took on notice the following question(s):

**MR RATTENBURY:** Based on some of the previous work I have seen from FARE, I know you have real concerns about alcohol marketing and some of the tactics that are being used. Do you know if the data being developed in the Drink Wise data monitoring program is being used to drive marketing as well? Because they are claiming it—they are sort of putting it out there as being used for monitoring of over consumption. I see a potential dark side of this data as well. Do you have any knowledge of if that is the case?

**Ms Chorley:** I do not know, but I will take that question on notice and that is a really interesting question. Yes, we will—we can look into that and come back to you.

**FARE:** The answer to the Member's question is as follows:

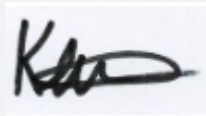
FARE is not aware if DrinkWise monitoring data is also made available for the purpose of marketing and advertising. Industry could provide this information to the Committee. We do note the following however:

- FARE submits that, technically, DrinkWise materials are a form of marketing (“social marketing”) and are shown to have an alcohol promotion effect, and DrinkWise has shown to be ineffective at changing social norms around alcohol.
- FARE also submits that industry-led monitoring programs, which seek to analyse purchase patterns to identify individuals and intervene, are intrusive, stigmatising and punitive, and that population-level interventions (such as restricted hours, safety pause etc) or self-exclusion options are the more appropriate response.
- There is potential for the data collected by DrinkWise, an industry-funded organisation, to be used in marketing or advertising, and this should be clarified with DrinkWise.

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- The DrinkWise privacy policy states: DrinkWise collects, holds, uses and discloses personal information for a range of purposes, including “to perform research and analysis,” “to manage our relationships with partners or stakeholders (government, police, academia, community and sporting organisations and industry) or suppliers” and to “perform research and analysis including data analytics and statistical activities or to improve or develop our campaigns, resources or services”. It is not clear if any of these uses explicitly relates to alcohol marketing or advertising.
- DrinkWise also discloses personal information to third parties. From its privacy policy: “In conducting our business, we may disclose your personal information to third parties for the purposes outlined above.” Examples are provided of third parties that may be included (contracted service providers and job applicants). It is not clear if the list of third-parties is exhaustive, and is therefore not explicit that the data is not for marketing and advertising activities.

Approved for circulation to the Standing Committee on Legal Affairs

A handwritten signature in black ink, appearing to be 'K. Lee', is written over a white rectangular background.

Signature:

Date: 18 December 2025

By the Acting Chief Executive Officer, Foundation for Alcohol Research and Education