



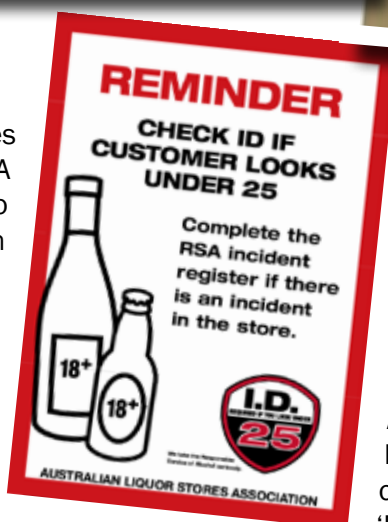
ID 25 Campaign

The Australian Liquor Stores Association (ALSA), of which MGA is a board member, wishes to address two areas of concern confronting packaged liquor retailers:

The ID 25 initiative will provide an improved margin for error for retailers, as it is often difficult for staff to identify if a young person is over 18 years old. In-store posters, decals and badges for staff to wear will be produced and distributed to alert liquor store customers that they may be asked to show their ID.

The "DON'T BUY IT FOR THEM" initiative has been developed to help educate parents and other adults on the problem of secondary supply. "DON'T BUY IT FOR THEM" advises adults that they have a responsibility when considering purchase of alcohol beverages for underage teenagers. The striking in-store signs highlight the penalties that exist and act as a reminder for the parent or other adult and for liquor store staff that there are consequences if they supply alcohol to anyone under the age of 18 years.

Please watch out for these point of purchase items in your mail bags and display them in your liquor store.



The MGA recently hosted a function to launch and promote two important ALSA liquor industry initiatives 'ID 25' and the 'DON'T BUY IT FOR THEM' campaigns.

The function was attended by representatives of the major independent banners together with key suppliers from the liquor trade. Also present was Dr. Mike MacAvoy, CEO of DrinkWise Australia who gave an address on the aims and objectives of the on-going 'DrinkWise' campaign. A television commercial has been on air for the last few weeks and the campaign will start up again after the Olympics.

The function generated some good discussion as to how both campaigns will impact on the trade and consumers with a common message 'SERVE WISE & DRINKWISE'.

Pictured at the function are: top left (from left to right) Jeff Parker (Fosters Group), Gary Rowley (Ritchies), Darren McKenzie (FoodWorks), Jos de Bruin (MGA). Top right: Dr. Mike MacAvoy (DrinkWise)

