



Coopers

2018
ANNUAL
REPORT

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Coopers

HIGHLIGHTS

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remains steady

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Official opening
of \$65 million
MALTING PLANT

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Sixth generation
ANDREW COOPER
joins Premium
Beverages

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MANAGING DIRECTOR / CHAIRMAN'S REPORT

The 2017-18 financial year represented a period of consolidation for Coopers Brewery, punctuated with the opening of the new malting plant in November and the successful introduction of Session Ale.

Profit before tax rose 4% to \$34.3 million compared with \$33.4 million in 2016-17. Fully franked dividends totalling \$12.50 per share have been paid.

In contrast to the two prior financial years, this year's results were not affected by any write-down in the goodwill and brand names of Mr Beer (USA).

During the latter half of the financial year, the new malting plant delivered significant savings on malt costs, along with improved malt quality, while sales to other brewers and distillers are expected to further boost profit in coming years.

The improved profit result was achieved despite the first fall in total beer sales since 1993. This ended 24 consecutive years of volume growth at a compound annual growth rate of 8.9%. Coopers last recorded 24 consecutive years of growth between 1905 and 1928.

Factors behind the lower volumes this year included an increasingly active craft beer market, more aggressive retail space management and pricing by international brewers, the introduction of the Container Deposit Scheme (CDS) in NSW, the impact of the deletion of some Coopers brands in decline, and extensive forward buying by retailers in June 2017 (which was not repeated in 2018).

Sales volumes in Western Australia fell 17.7%, Victoria by 15.9%, Queensland by 11.6% and NSW by 11.1%, where the introduction of the new CDS increased the cost of cans and bottles.

South Australian sales grew by 0.5% in volume.

In line with the reduced beer volumes, turnover declined to \$237.6 million from \$252.4 million in 2016-17.

The introduction of Coopers Session Ale in October 2017 was met with enthusiastic response.

Initially introduced in kegs only, customer demand grew sufficiently to warrant the release of Session Ale in cans and bottles. Further strong growth is expected in 2018-19.

The new malting plant was officially opened by the Governor of South Australia, his Excellency the

Honourable Hieu Van Le AC in November. The opening was well attended by suppliers, customers, industry participants and shareholders.

Further capital expenditure during the year resulted in the completion of the commissioning of the warehouse management system, including six automated guided vehicles, along with the upgrade of the brewery's refrigeration system from ethanol brine to food-grade propylene glycol, to provide quality and efficiency improvements.

During the year, Coopers successfully renewed its contract brewing and distribution agreement with Carlsberg for another five years.

In August, Andrew Cooper, a member of the sixth generation, took up the role of National Account Manager at Premium Beverages, based in Melbourne.

Andrew has a degree in economics and an MBA from the University of Adelaide, and has domestic and international sales experience in global drinks companies Diageo and Pernod Ricard. He is the second of the sixth generation to take up full-time employment, after his sister Rachel Cooper Casserly who worked in the marketing department between 2009 and 2016.



One of Coopers' long-time suppliers, Ellerslie Hop Australia, suffered a devastating fire in April this year which destroyed sheds, equipment and a large percentage of its 2018 crop.

As a like-minded family business, four generations of the Croke family have supplied hops from Ellerslie. Managing Director Greg Croke is determined to

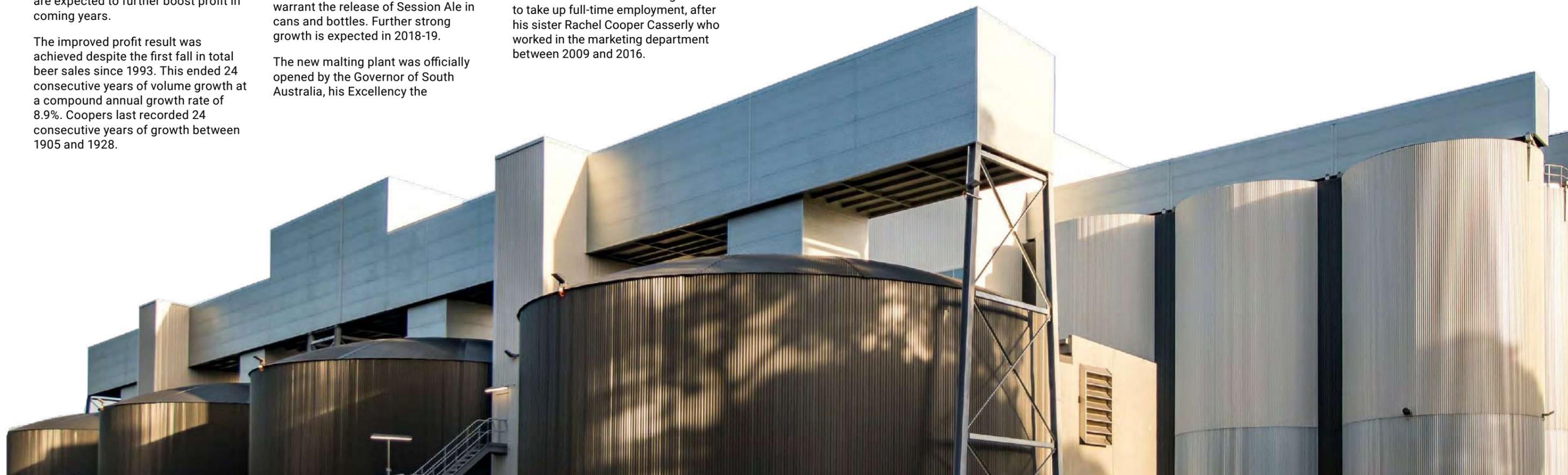
rebuild and be back in operation in time for the next hop harvest.

Since the disaster, Ellerslie has successfully managed to maintain our hop supply, and we continue to keep in close contact with the Croke family as they rebuild their operations.

On behalf of the Coopers Board and management, we thank our staff, customers, suppliers and shareholders for their continuing support and commitment to the company.

Dr Tim Cooper AM
Managing Director

Glenn Cooper AM
Chairman





MALTINGS

Coopers' \$65 million malting plant, considered the most technically advanced in the world, is the largest single investment in Coopers' history and provides cost benefits as well as greater certainty over malt supply and quality.



Since the maltings opened, an ambitious sales plan has resulted in the plant reaching 75% capacity – ahead of budgeted expectations.

The maltings generates additional income through sales to domestic and international brewers, with demand from craft brewers and distillers being attended to by Ellerslie Hop Australia.

The majority of our barley is sourced from growers on South Australia's Yorke Peninsula.

To meet the additional water requirements, the capacity of the Osmoflo reverse osmosis plant was increased by one-third.

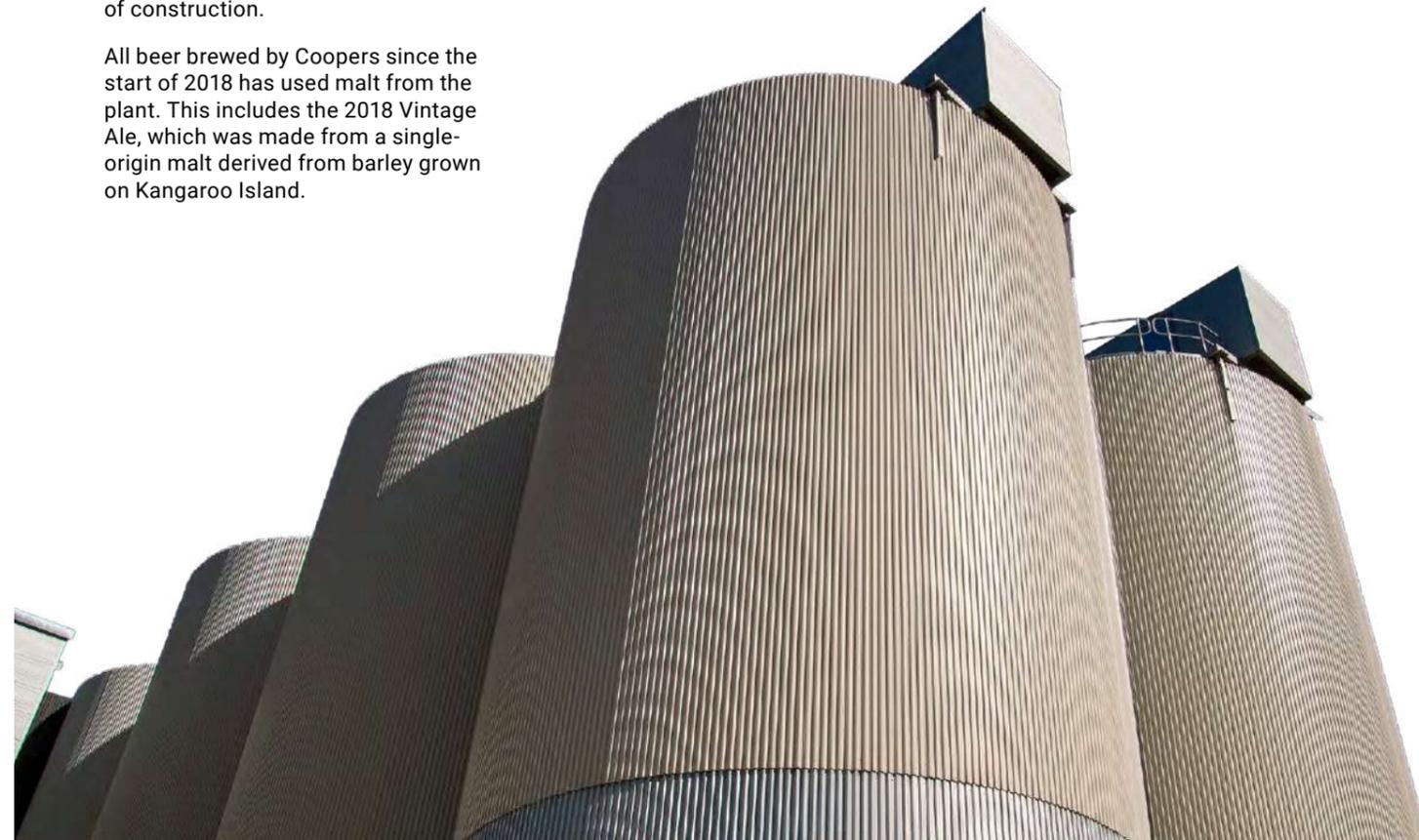
In November, the plant was officially opened by His Excellency, the Honourable Hieu Van Le AC, Governor of South Australia, after two years of construction.

All beer brewed by Coopers since the start of 2018 has used malt from the plant. This includes the 2018 Vintage Ale, which was made from a single-origin malt derived from barley grown on Kangaroo Island.

During the maltings project there were several key energy initiatives.

Electrical power supply to the site was increased from 1.6 to 3.6 MW. Within the site, a 11,000-volt underground ring main connecting the maltings to the brewery also provides an additional level of security of energy supply.

As a deliberate design feature, the maltings uses hot water in a 6 MW hot water radiator to pre-heat air going to the kiln. The hot water is produced from excess steam available from the cogeneration plant, and will reduce gas consumption in the kiln by up to 40%.





FAMILY

Sixth generation family member Andrew Cooper, son of Chairman Glenn Cooper, has taken up the position of National Account Manager at Premium Beverages in Melbourne.

Chairman Glenn Cooper was appointed to the Federal Government's Nation Brand Advisory Council, which held its first meeting in June. The Council was created by the Commonwealth Minister for Trade, the Hon. Steven Ciobo MP, to provide a clean, unified national brand to help drive exports and investments.

Following completion of a three-year term on the Prime Minister's Community Business Partnership in October, Coopers Brewery Foundation Chair, Melanie Cooper, stepped down to invest more time to the business and the Foundation.

Amongst the highlights and successes of the Partnership over the term was the reduction of 'red tape' for charities and foundations; recommended retention of the Australian Charities and Not-for-Profit Commission; introduction of the annual national Community and Philanthropy Partnerships Week; and social impact investment recommendations to the Treasurer.

SHAREHOLDERS

The number of shareholders remained at 171 with one new shareholder welcomed and a deceased estate finalised. More than 93% of shareholders are related by birth or marriage to Thomas Cooper.

A share buyback was offered in August 2017 to shareholders at \$375 per share and was limited to 8%, or 93,066 of the issued shares. Due to an oversubscription, primarily driven by two sizable estates, the shares purchased were scaled back pro rata to 82% of those submitted for sale.

The two dividend reinvestment plans were subscribed by 24 shareholders with an issue of 3,329 shares at \$383 in December and 2,258 shares at \$393 in June.

The share purchase plan – designed to assist smaller shareholders increase their holdings – was accepted by 16 shareholders in June, purchasing 475 shares at \$393 per share.

A small parcel of 166 shares was offered during the year and subscribed by 20 shareholders on a pro-rata basis.

The total number of issued shares is 1,076,324, held by:

Third Generation (Estate)	1%
Fourth Generation	52%
Fifth Generation	39%
Sixth Generation	2%
Non-related shareholders	6%

VALE

It is with great sadness, that we report the passing in January of Annette Forrest, a fourth-generation family member. Annette had a keen interest in the brewery and was a loyal supporter during the attempted takeover of the company in 2005. She was also a supporter of the Coopers Brewery Foundation.

Everyone at Coopers was saddened by the death during the year of Peter Ionni,



Annette Forrest

who passed away while on annual leave. Peter, who worked in Distribution, started at Coopers in September 1986 and will be remembered for his courteous, helpful, friendly and cheerful nature. Our deepest condolences to his family.

We also note the sad passing in May of shareholder Henry Hopton, husband of Dr Stephanie (Steppo) Cooper.



Peter Ionni

GUIDING PRINCIPLES AND SERVICE AWARDS

Each year, Coopers celebrates those who have best demonstrated our Guiding Principles of Passion, Respect, Responsibility, Consistency and Service. In 2018, the following Coopers employees were recognised for their commitment to our principles:

Brewhouse and Lager Cellar	Chris Carter and Wade Morgan
Distribution	Greg Dempsey and Fil Markovic
DIY Products	Abby Richardson
Engineering	Troy Roberts and Terry Santucci
Finance and Administration	Willy Moody and Maria Tolentino
Business Support	Brent Coutts
Operations	Alf Stevens and Janie Zimmermann
Packaging	Mark Linke and Graham Surguy
Sales and Marketing	Kate Greenwood and Tanya Wojcik
Telesales	Grace Attana

The Guiding Principles have been enhanced this year with a guide to employees of the behaviours that honour and do not honour the

Company values. These visible behaviours will act as the standard expected at Coopers.



We also thank those who have achieved key milestones of service with the company:

20 years	Carmel Lineage, Steven Senesi
25 years	Nick Sterenberg
30 years	Pat Varricchio, Robin Howe, Danny Mileusnic, Jon Meneses
35 years	Scott Harris
40 years	Claudio Catalano



SESSION ALE

In October 2017, Coopers launched Session Ale – a refreshing ‘summer’ style beer with tropical fruit notes and an aromatic hop character – into the on-premise (hotel) trade.

The launch was met with such an enthusiastic response that by January, Session Ale had become Coopers’ second largest-selling keg beer, behind Coopers Original Pale Ale and ahead of Sparkling Ale and Mild Ale 3.5%.

In March, Session Ale was also released in cans and bottles where it has continued its strong growth.

Session Ale is the first major addition to the Coopers’ family of ales in 14 years and provides an appealing new flavour profile, largely driven by the use of Galaxy and Melba hops. It is brewed using Coopers’ traditional secondary fermentation process that eliminates the need for additives or preservatives.



By the end of June, total Session Ale sales had exceeded 2 million litres.

Hops are added late in the brewing process for flavour, and dry hopping is used to enhance aroma. This gives a moderate level of after-palate dry-hopped bitterness to balance the estery flavours produced by Coopers’ ale yeast.

The labelling is in the same style as Coopers’ other ales, but with its own distinctive blue rondel.



VINTAGE ALE

The 2017 Coopers Extra Strong Vintage Ale was officially launched in August with simultaneous evening events in Sydney, Melbourne and Adelaide.

While hops continued to be the cornerstone of the beer with the combination of the new bittering and aromatic varieties Denali and Calypso, the 2017 Vintage also included a revised grist recipe – the first change in a decade.

The new grist included a special blend of caramel to provide a distinctive red hue and a full-bodied taste, rich in malty, honey and dry nutty characteristics.

The 2017 Vintage Ale is the 17th in the series that started in 1998. It is designed to further develop in flavour in the bottle.



AWARDS

Coopers continued its success in the annual Australian Liquor Industry Awards (ALIA) with Coopers Original Pale Ale named Australia's best Premium Domestic beer. Coopers was also highly commended in the awards for best marketed beer or cider, Mild Ale in the mid-strength or low-alcohol beer category and Brooklyn Lager for international craft beer.

Sparkling Ale won best traditional Australian pale ale at the 2017 Adelaide beer awards.

Glenn Cooper was the third inductee into the Impact Awards Hall of Fame, awarded for making a profound impact on South Australia's economy and global markets.



The BrewArt BeerDroid, the key part of the BrewArt system, was awarded the prestigious Good Design Award in the Product Design category, in recognition for outstanding design and innovation at the annual 2018 Awards.

The Good Design jury praised the BeerDroid form and material selection and commended the ease of use which would "bring joy to the art of brewing beer at home."



SPONSORSHIP

Coopers high-profile sponsorship agreements with Tennis Australia and the national Supercars series continue to attract strong national and international attention.

New sponsorships signed during the year include St Jerome's Laneway, a national two-year music sponsorship covering five states, The Bend Motorsport Park at Tailem Bend, the Gluttony performance venue at the Adelaide Festival, and the Lifesaving World Championships in Adelaide.

Coopers continues to sponsor regional horse racing in South Australia, with beer rights at Balaklava for the 20th year, Gawler, Penola, Naracoorte and Millicent.

Other high-profile events supported by Coopers include:

- The ISPS Handa Women's Australian Open, which attracts female golfers from around the world
- The Fringe, WOMAdelaide, The Garden of Unearthly Delights and the Adelaide Festival
- The Darwin Festival, which Coopers has re-signed for another three years
- Woodford Festival in Queensland
- Coopers Malthouse Theatre in Melbourne
- Melbourne and Sydney Comedy Festivals
- Coopers Stadium at Hindmarsh
- Norwood Football Club at Coopers Stadium Norwood
- Bay Sheffield foot race
- Royal Agricultural Society beer rights at the Adelaide Show





MARKETING CAMPAIGNS

The major marketing campaigns conducted during the year were for Session Ale and Coopers Original Pale Ale.



SESSION ALE

The Session Ale launch campaign was spread across several platforms, including outdoor, digital, partnerships with a number of online publishers, street posters, street art murals, and an impactful central station takeover in Sydney.

PALE ALE

Coopers Vintage Speaker Case promotion gave consumers the chance to win a limited-edition speaker case with every purchase of Coopers Original Pale Ale.

The scratch card promotion was run through on-premise and off-premise locations, supported by social engagement.

More than 54,000 entries were received, and a total of 470 vintage speaker cases were won across Australia, predominantly in New South Wales and the ACT, followed by South Australia.



SOCIAL MEDIA

Coopers social media community now has more than 87,000 dedicated followers and is split at approximately 75% male and 25% female across all platforms.

From July 2017 to July 2018, Coopers rose from seventh position on Facebook compared to its competitors to first position, despite a social media budget that is less than those of larger brewers.

Major talking points on Coopers social media during the year included Vintage Ale seasonal release, Session Ale, national trade promotions, the Supercars Championships, the Australian Open, The Fringe,

Adelaide Festival and WOMAD. Almost 8-in-10 Australians now use social media, with 99% of 18-29 year-olds, and 96% of 30-39 year-olds using social media platforms on a regular basis. Meanwhile, 64% of consumers are more likely to trust a brand if it interacts positively on social media. (2017 Australian Sensis Social Media Report)

Over time, we have created a passionate and highly engaged community of Coopers supporters, who love the beer as well as the brand and are ardent advocates of our products. They are knowledgeable about the beer and how it's made, and act as quasi brand ambassadors, spreading information among other beer drinkers about topics such as secondary fermentation and rolling the ales to bring out the flavour of the beer.

We can also reach a wider audience than just our followers, by boosting the posts with an allocated budget and targeting the post-out to people with certain interests, relevant to the post we'd like to promote.

Our social media channels have fast become the platforms of choice to announce new products or promotions, with the ability to personally engage with the community through a selection of pre-approved responses.

Moving forward our plan is to continue to grow our social media channels and utilise the platform to create brand awareness and loyalty.

Post reach: 65,715
Likes: 2,256
Reactions: 60
Comments: 5
Shares: 10
Spend: \$600

Post reach: 351,768
Views: 290,100
Likes: 2,730
Reactions: 222
Comments: 1,957
Shares: 266
Spend: \$4,000

Coopers
29 November 2017 · @
To celebrate the Australian Open in January we are serving up the chance to win an SUV!
Simply purchase a specially marked carton or 6 pack of Coopers Premium Lager slubbies, find the unique code printed inside each 6 pack and enter the code at <http://bdy.me/2zKQJW>

2.2k Views

Rennie Hoyer Hi Guys! Where can we find this one please? It's making me thirsty!
Like · Reply · 4w

Hayley Perel Plant Great promotion and video, we'll be entering.
Like · Reply · 5w

Coopers Cheers Hayley, good luck!
Like · Reply · 5w

Coopers
Published by Jessie Wright · 11 - March 2 at 1:00pm · @
Dave, Damien, Ben, Jason... You asked, we listened.
Session Ale available from March 5th in Cans and Bottles in all good bottle shops.

01:04
Session Ale Available in Cans and Bottles

Donovan Sutherland This better bloody be a permanent fixture!! I love this stuff
Like · Reply · Message · 5w

Coopers Session is here to stay mate!
1

Benjamin Kilsby I feel special. Thanks for listening.
Like · Reply · Message · 7w

PACKAGING

Coopers has embarked on a strategy to refresh and consolidate its labelling.

This will result in all ales having the traditional rondel-style of label while the lager range will adopt the Coopers' script-style label.

The labelling of Vintage Ale 2018 is being changed to bring it into line with other ales.



BREWART

The BrewArt system, which was introduced to the Australian market in August 2016, has now been released in the USA.

In November 2017, two of the USA's most prestigious department store groups, Bloomingdale's and Neiman Marcus, offered BrewArt either online or in-store ahead of Christmas, while

Amazon also commenced selling units online.

In Australia, sales through Harvey Norman fell slightly this year after the retailer reduced its advertising, but online sales improved.

A new advertising campaign to coincide with a product relaunch is expected to boost sales in the USA in the year ahead.



PREMIUM BEVERAGES

In 2017-18, and for the first time in 15 years, Premium Beverages' sales retreated.

The Australian beer market has remained relatively flat over the past year, declining 1.3%.

Although double-digit gains have been seen in both mid-strength and craft beer sales, all other beer categories experienced declining sales. Full strength beer fell 4.2%, Premium Australian beer was down 8.1% and Premium International beers retreated 5.3%. These are the major categories within which Coopers' portfolio trades.

With 550 craft brewers now operating in Australia, the craft beer segment has become highly fragmented, creating fierce competition for just 8.8% share of the total market volume.

It is increasingly difficult to gain and maintain market share against the two major internationally-backed breweries, combined with the domination by the supermarket duopoly pushing their private brands.

However, the successful launch of Session Ale has been very encouraging and clearly demonstrates the strength of the Coopers brand. It also highlights the opportunity around new product development.

The New Zealand market performed well on the back of the previous year's price increases, achieving 2% growth across Coopers and Sapporo.



PARTNER BRANDS

Coopers' partner brands were under pressure as international beers became less attractive to consumers and retailers. However, Sapporo sales continued to grow with draught performing strongly.

Carlsberg and Kronenbourg struggled on the back of necessary price increases and our inability to repeat the previous year's promotional activity.

In spite of this, Coopers successfully renewed its contract brewing and distribution agreements with Carlsberg for another five years.



NON-ALCOHOLIC

Coopers maintained its position as market leader in the non-alcoholic beer sector, which is enjoying strong growth as a result of increasing community focus on health and wellbeing.

Sales of Coopers Ultra Light (Birell) were up 10% for the year, while Holsten 0.0% sales increased 13%.

Holsten 0.0% was a major sponsor of True Grit, an Australia-wide military inspired team endurance event held in Adelaide, Brisbane and Sydney. The zero-alcohol and high electrolyte properties make Holsten an appealing end-of-race recovery beverage.



HOMEBREW

DIY BEER

While sales of Coopers DIY starter kits rose 11% during the year, total extract sales were down 5.6%.

Although domestic extract sales fell 4.8% ex-warehouse, actual off-shelf retail sales increased by 3%. The discrepancy resulted from a depletion of warehouse inventory due to changes to the product mix in the grocery sector.

A significant trend is seen in a shift by former home-brewers to purchase craft beers rather than brew themselves. The craft beer segment is experiencing falling prices as smaller independent brewers, who offer different beer styles, seek to gain share in an increasingly crowded market.

Internationally, total extract sales were down 7.3%. Coopers-branded products recorded an 18% drop, but this was largely a result of the timing of shipments leaving Australia.

MORGAN'S

Morgan's achieved a record sales result with overall growth of 9.5% on last year.

This was driven by core category growth, with beer kits up 8.2% and bulk malt up 27%, as a result of new product development coupled with improved sales performance across our local home-brew specialist network.

MR BEER

Mr Beer achieved a 6% increase over budget for Mr Beer sales.

A later than anticipated launch due to stock issues resulted in BrewArt sales being below budget.

While the US market continued to be challenging, with the changing landscape of retail, there were several bright spots in the business. In particular, sales grew with Amazon and other major e-commerce sites which were serviced directly by Mr Beer.

Canadian exports also produced sales growth over the prior year.

New product introductions helped to attract new users to the website and generate renewed interest from brick-and-mortar retailers.

MALT EXTRACT

Total malt extract sales for the year were down 1%.

Domestic sales were on a par with the previous year but exports were down 4%, mainly due to the timing of shipments. Coopers also experienced more competitive international pricing resulting from major food manufacturers moving to global sourcing.



WORKPLACE DEVELOPMENTS

Coopers was successfully accredited to FSSC 22000 – widely regarded as the highest achievable food safety standard – encompassing maltings and distribution.

We extend our congratulations to the eight employees who took part in the IBD Diploma Brewer exams, all of whom successfully passed the Module III Engineering and Packaging exam.

A new, four-year Enterprise Bargaining Agreement was signed late in the year, delivering security and stability to both employees and the company.

Tinypulse, an online in-house communication platform that sends out weekly one-question surveys to employees to their email or smartphones, was rolled out during the year. This constant feedback replaces the annual survey, which only measures sentiment at a single point in time. Also included in the platform are Cheers for Peers, akin to the Guiding Principle nominations, and a suggestion box. All feedback is anonymous and is maintained from Seattle.

Several workshops were held during the year, to keep pace with best practice, societal and cultural issues, and included:

- A Piper Alderman workshop for Board and key management members to learn about and discuss the issues surrounding the #Metoo campaign.
- A worker transitioning seminar for managers of employees transitioning from work life through to retirement. The areas of focus covered physical, psychological and financial support.
- The engagement of Pinnacle workplace consultants to work with our 14 three-shift rotation workers reviewing their health, sleep and coping mechanisms for performing shift work.

In addition to the workshops, Coopers' health and wellbeing strategies continued throughout the year.

Coopers continued its sponsorship of the Playford Trust Honours Scholarship by funding a 12-month research program into fermentation by an honours student.

The Playford Memorial trust provides scholarships, awards and internships for high-achieving students working in areas of strategic importance to the state. Each year it provides almost \$500,000 in support to university undergraduates, honours, masters and PhD students, as well as students at varying levels of TAFE.



EXCHANGE FOR CHANGE



During the year Coopers Brewery combined with Lion, CUB, Asahi and CCA to take an equal part ownership of Exchange for Change NSW and ACT.

These two companies co-ordinate the Container Deposit Schemes (CDS) that

have been introduced in both of those jurisdictions. Commercial Manager Michael Shearer has coordinated these activities on behalf of Coopers.

Coopers has over 40 years' experience in administering CDS in South Australia as a scheme co-ordinator through Marine Stores, an adjunct company to the Adelaide Bottling Company.





FOUNDATION

During the year, the Coopers Brewery Foundation distributed more than \$356,000 to 11 charities, taking the total funds distributed since inception to \$4,534,000 and providing support for more than 260 charitable projects.



Fundraising during the year was highlighted by the 10th annual Coopers Brewery Foundation Golf Day in May. This successful event raised more than \$147,000 for KickStart for Kids camps, a vacation program for vulnerable children referred by the Department for Child Protection.



A record number of 33 teams and 15 sponsors took part, and many organisations that could not participate offered donations of money, product or auction items.



The Australian Dental Outreach Foundation (ADOF) became the first organisation to benefit from the Foundation's new Sustainable Giving Program last year.

The ADOF organisation provides mobile dental services to residents in aged care and nursing homes in socially disadvantaged communities in South Australia.

This Sustainable Giving program provides successful charities with a total of \$150,000 in funding over three years.

Two new charities will be selected during the next two years – one from the family and community sector and the other from the youth education sector. By 2019, the Coopers Brewery Foundation will be simultaneously supporting three charities to the value of \$150,000 each under the program.

This year's Shareholder Appeal raised more than \$40,000 for The Centre for Eye Research. The centre is leading the first in-human trials to detect early signs of glaucoma and abnormal proteins in the retina of potential Alzheimer sufferers, with the hope of preventing and even reversing blindness.

The Foundation continues to derive income from brewery tours; recycling of profitable waste products such as bottles, cans, scrap stainless steel, paper and cardboard; and investment income from the corpus. However, the majority of income is received as donations from shareholders, suppliers, staff, and the public.



The Foundation Investment Committee manages the corpus, or perpetual fund of the Foundation. The \$4.7 million portfolio consists of cash, fixed interest, listed Australian and International



shares in manufacturing, mining and property, together with a \$250,000 investment in the innovative SVA Aspire Social Impact Bonds, helping to relieve the plight of the homeless in Adelaide.

A Friends of the Foundation function was held in September to thank the many donors and supporters of the Foundation, with over 100 guests attending the event.

BREWERS ASSOCIATION OF AUSTRALIA

The Brewers Association of Australia represents major brewers on both sides of the Tasman. Association Chief Executive Officer, Brett Heffernan prepared the following report.



Australians have overwhelmingly endorsed the safe drinking message.

According to the Australian Bureau of Statistics, alcohol consumption per head has been in decline for more than 40 years.

Across all alcoholic beverages, 9.7 litres of pure alcohol was available for consumption in 2015-16 for every person aged over 15, representing a 25% drop since peak consumption of 12.9 litres in the mid-1970s.

Over the same period, beer consumption has fallen from approximately 9.5 litres per head to 3.9 litres today – a drop of almost 60%.

In the mid-70s, beer accounted for three-quarters of all alcohol consumed. Today, it sits at 39.9% while wine accounts for 37.5%, spirits 18.8% per cent, and cider 3.8%.

The Australian Institute of Health and Welfare (AIHW) reports that 83% of Australians now drink within recommended guidelines, while under-age drinking and misuse also continues a dramatic decline.

The AIHW reports that 82% of under-age teens do not drink any alcohol at all, which is up from 54.3% in 2004.

The average age for having a first drink has risen from 14.7 years in 2004 to 16.1 years in 2016. The proportion of teenagers drinking at levels increasing their lifetime health risk has fallen from 6.4% in 2004 to 1.3% in 2016, while the proportion of those at risk of harm on a single drinking occasion has fallen from 17.2% in 2004 to 5.4% in 2016.

Likewise, significantly fewer pregnant women are drinking. The rate of abstinence among pregnant women has increased dramatically, up from 40% in 2007 to 55.6% in 2016.

Of the 44.4% of women who continued drinking while pregnant, 97.3% consumed no more than one to two standard drinks. The AIHW found that the percentage of women consuming at higher rates was too small to record with accuracy.

However, even this small number must be a target for early intervention and education to prevent incidences of foetal alcohol spectrum disorders.

The World Health Organisation reports that Australia is at the low end of the spectrum of binge drinking, ranking 31 out of 37 similar countries.

During the past decade, the popularity of low and mid-strength beers has grown markedly and now accounts for almost a quarter of all beer sales in Australia.

In fact, Australia is a world leader when it comes to mid-strength beers with major brewers such as Coopers continuing to invest in these options to give people greater choice and more control.

Beer is the only alcohol category that provides credible options for people to moderate their alcohol consumption.

The responsible drinking message has overwhelmingly sunk in. These trends in official government figures over time do not support the hyped-up notion of a crisis of increasing alcohol consumption. On the contrary, responsible consumption is the norm in Australia.



DRINKWISE

DrinkWise is a not-for-profit social change organisation financially supported by Coopers as part of our commitment to corporate social responsibility.

The organisation focuses on cultural change – developing highly effective, evidenced-based social marketing initiatives that inform and support the community, encouraging the adoption of a healthier and safer drinking culture and the subsequent reduction in alcohol-related harms.

DrinkWise's campaigns and initiatives have been recognised in Australia and internationally for effectively challenging entrenched social norms related to excessive drinking. DrinkWise takes an innovative approach to speaking to its target audiences, creating relatable campaigns and initiatives, including:

Parental influence: raising parents' awareness about the importance of role-modelling behaviour when consuming alcohol around their children.

How to Drink Properly: encouraging and inspiring young Australians to drink responsibly by positioning moderation as "cool and classy".

You won't miss a moment if you DrinkWise: partnering with the sporting codes, music festivals and the alcohol industry to promote moderation messages that remind consumers to drink responsibly in order to enjoy all the great moments of a game or event.

Indigenous: indigenous education around alcohol consumption using a tailored and targeted broadcast approach. Our work includes providing education in remote communities and schools to create generational change around alcohol misuse.

Labelling, Pregnancy and Foetal Alcohol Spectrum Disorder: a comprehensive suite of programs designed to educate consumers about the importance of not consuming alcohol while pregnant, planning a pregnancy or breastfeeding. From product and packaging labels to medical centre waiting rooms, this important message is conveyed through a wide range of channels.

Get the facts
**Drink
Wise.**
org.au

EXECUTIVE MANAGEMENT COMMITMENTS



A number of Coopers management represent the company on a variety of industry-related boards and committees, providing their expertise.

Managing Director Dr Tim Cooper is Deputy President of the Institute of Brewing and Distilling (IBD) and is a Director of the Brewers Association of Australia (seen here with IBD President Prof. Katherine Smart and Past President Prof. Charlie Bamforth).

Chairman Glenn Cooper sits on the Nation Brand Advisory Council and chairs the Australian Made Campaign Limited.

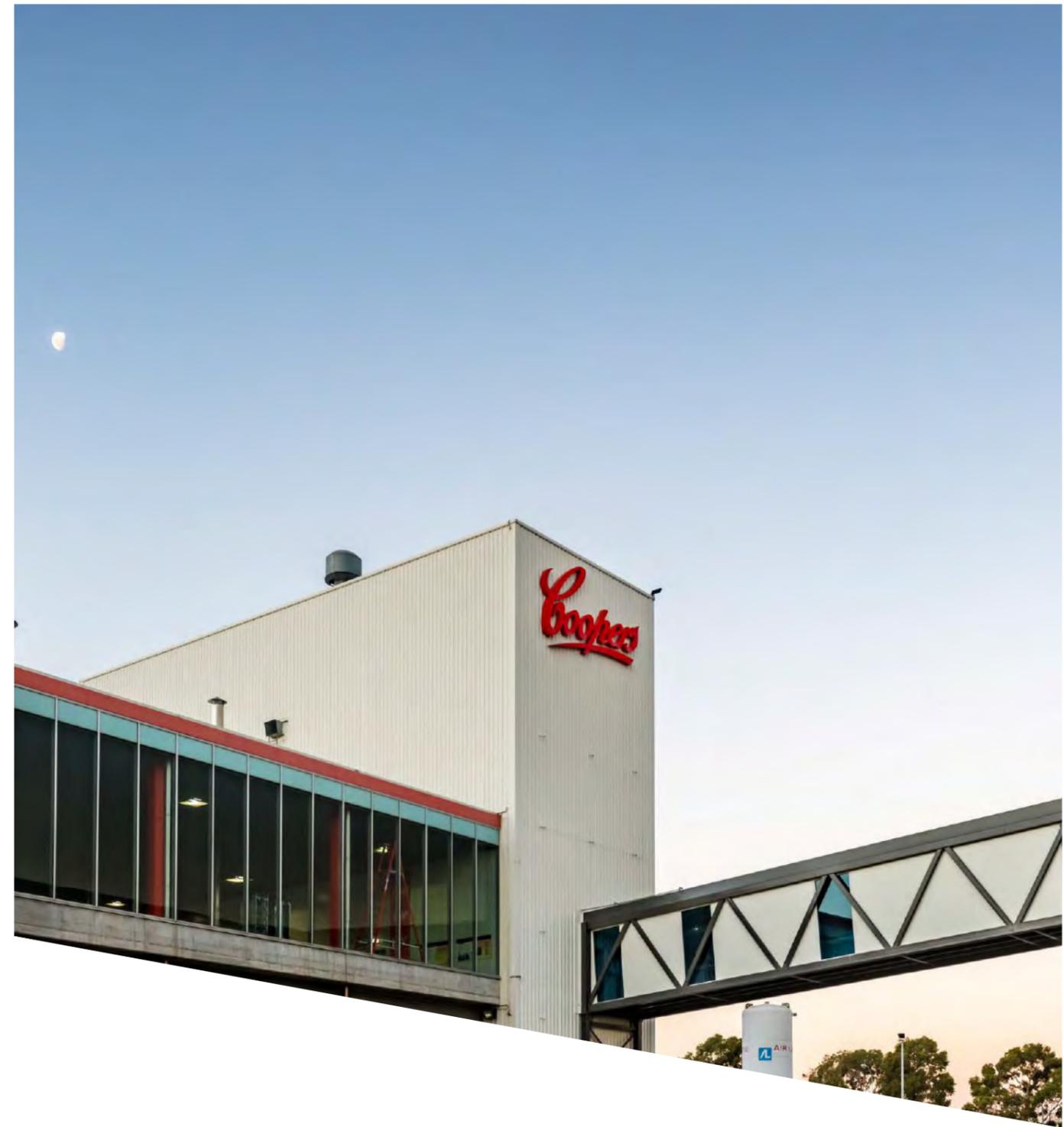
Director of Sales and Marketing Cam Pearce sits on the Drinks Association Board and is a regulatory committee member of the Brewers Association.

Director of Finance and Corporate Affairs Melanie Cooper completed her three-year term on the Prime Minister's Community Business Partnership, was on the Women in Drinks Council, launched and chaired Women in Drinks SA, and served on the Diversity and Inclusion at Drinks Council.

Michael Shearer chairs the Marine Stores Pty Ltd Board and is a Director of Exchange for Change in both NSW and ACT.

Operations Manager Nick Sterenberg sits on the Brewers Association Technical Committee.

Maltings Manager Dr Doug Stewart is Chairman of the Malting and Brewing Industry Barley Technical Committee, a member of The South Australian Barley Advisory Council Steering Committee, Pilot Brewing Australia, IBD Technical Sub-Committee and the IBD Awards Committee.





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