



THE
POWER
AND THE
PASSION

SECTOR SNAPSHOT

Alcoholic beverages

DO AUSTRALIANS WANT BRANDS AND BUSINESSES TO GET BEHIND SOCIAL AND ENVIRONMENTAL CAUSES?

And if yes, which ones?

For over ten years, **Republic of Everyone**, **The Bravery** and **Mobium Group** have worked with government, business and charities to help create positive change in the world.

Doing this work effectively, authentically and sustainably requires first knowing what kind of change people want to see in the world around them.

So, earlier this year, we completed a special project called **The Power and the Passion**. It all started with a simple question...

**What issues are Australians most passionate about?
And how do brands and businesses have the power to create change?**

This report will give you a glimpse into what they said about your sector.

Want the whole thing?

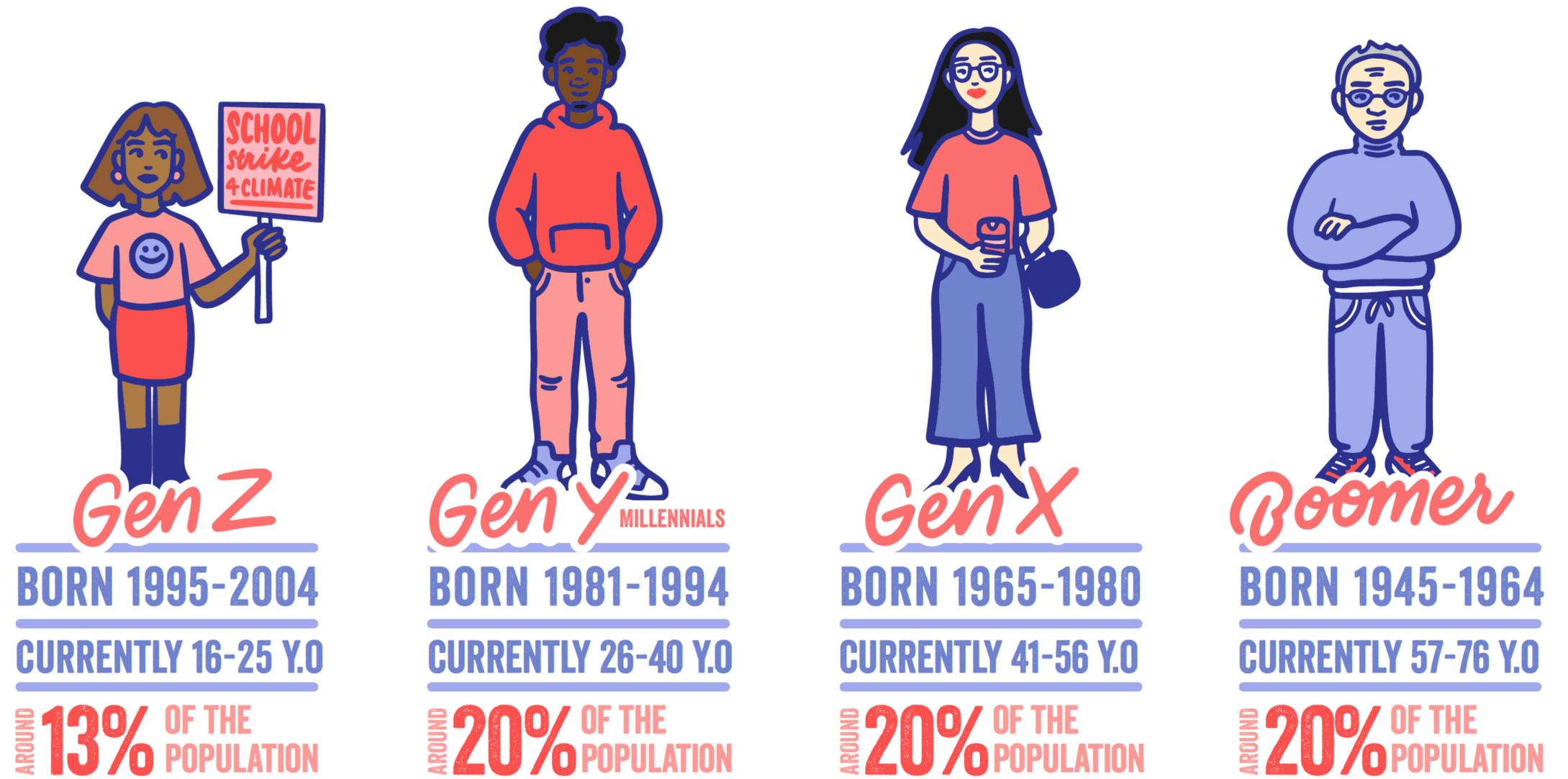
Download the complete Power and the Passion report at
powerandthepassion.com.au



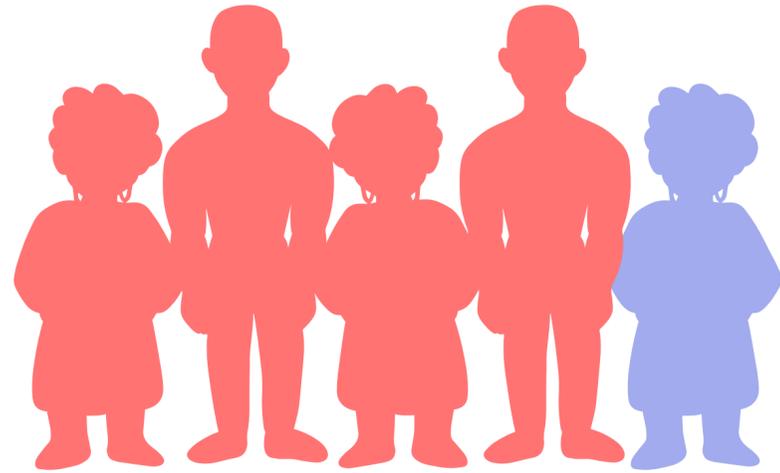
Who did we speak to?

We spoke to 2,000 everyday Australians from all walks of life to understand which social and environmental issues are closest to their hearts – and the role they want brands and businesses to play in helping improve them.

THE POWER AND THE PASSION STUDY IS BUILT AROUND THE GENERATIONS. WE HAVE USED THE FOLLOWING DEFINITIONS:



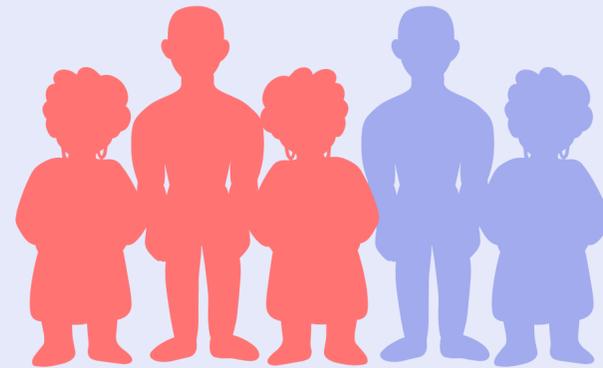
WHAT WE FOUND



ALMOST
4 in 5

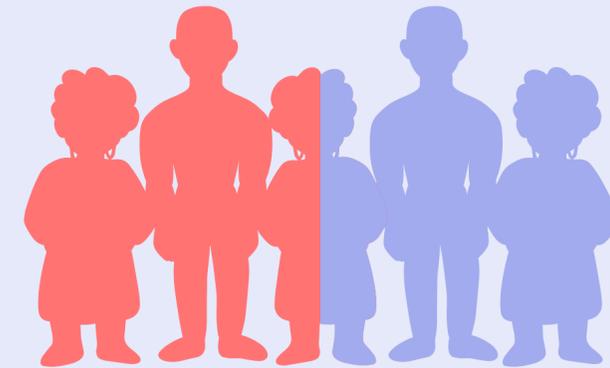
say brands and products should support causes or make changes to their products that address social and environmental issues

...AND THEY'RE READY TO REWARD THE BRANDS AND BUSINESSES THAT *do* ACT



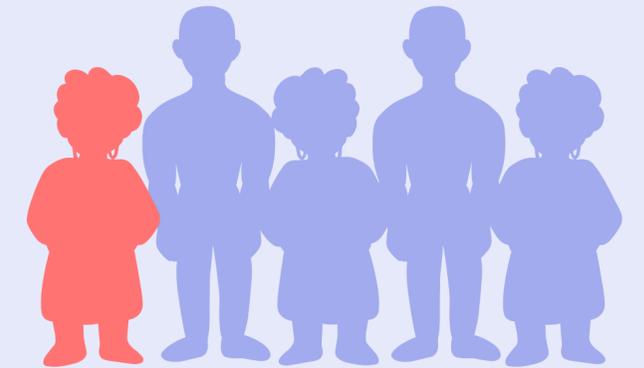
ALMOST
3 in 5

say they actively look for products and brands that support causes or have environmentally friendly attributes – at least sometimes



ALMOST
50%

of Australians say they purchased a product (at least in part) within the last month because they thought it would help support a social or environmental issue

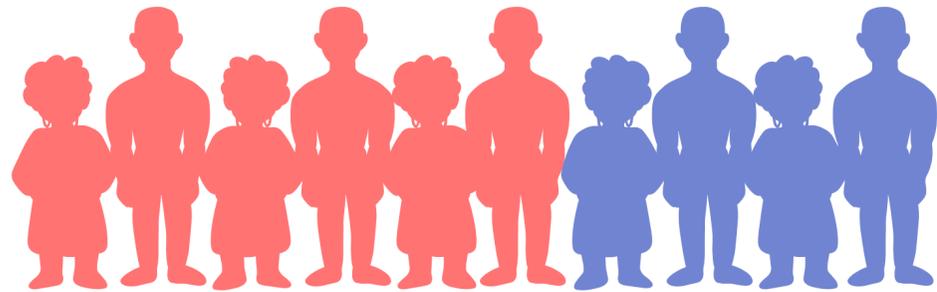


MORE THAN
1 in 5

say they did so in the last week

And yes,

PEOPLE WILL PAY MORE FOR PRODUCTS THAT SUPPORT CAUSES OR HAVE LOWER ENVIRONMENTAL IMPACTS



AROUND
6 in 10

will pay more

HOW MUCH MORE WILL THEY PAY?

1 in 3

people say they will pay 'a little more' – up to 5% – for products that support a cause or have a lower environmental impact.



14%

SAY THEY WILL PAY
UP TO 10% MORE

5%

SAY THEY WILL PAY
UP TO 20% MORE

5%

SAY THEY WILL PAY
UP TO 30% MORE

A 'good' product

is defined as one that makes a positive impact on social, community or environmental issues through how it is made or by giving a portion of sales to support a cause.

IT'S IMPORTANT BRANDS GET INVOLVED AUTHENTICALLY



Authenticity is everything

When you champion a cause or an issue that is aligned with your stakeholder's expectations, your target audience's sentiments, and your product or service offering, your action in that space is far more likely to be supported at all levels of the business and with your consumers - and as a result, have meaningful, long-term impact out in the real world.

SO WHAT ISSUES AND CAUSES DO AUSTRALIANS WANT ALCOHOLIC BEVERAGE BRANDS TO ACT ON?



#1 MADE IN AUSTRALIA



#2 100% RECYCLED PACKAGING



#3 MENTAL HEALTH

And breaking it down by generations:

WHAT ISSUES DO THE DIFFERENT GENERATIONS THINK ALCOHOLIC BEVERAGE BRANDS SHOULD BE ACTING ON?

Across all generations, Made in Australia and recycled packaging are high priorities for Australians. They also want to see brands supporting mental health.



- #1 100% RECYCLED PACKAGING
- #2 MENTAL HEALTH
- #3 MADE IN AUSTRALIA



- #1 100% RECYCLED PACKAGING
- #2 MADE IN AUSTRALIA
- #3 MENTAL HEALTH



- #1 MADE IN AUSTRALIA
- #2 100% RECYCLED PACKAGING
- #3 100% MADE WITH RENEWABLES



- #1 MADE IN AUSTRALIA
- #2 100% RECYCLED PACKAGING
- #3 MENTAL HEALTH

HOW DOES *location* CHANGE THINGS?

When it comes to alcoholic beverages, it doesn't – both urban and regional Australians think the sector should be acting on the same issues.



Urban Dwellers

#1 MADE IN AUSTRALIA

#2 100% RECYCLED PACKAGING

#3 MENTAL HEALTH



Rural and Regional

#1 MADE IN AUSTRALIA

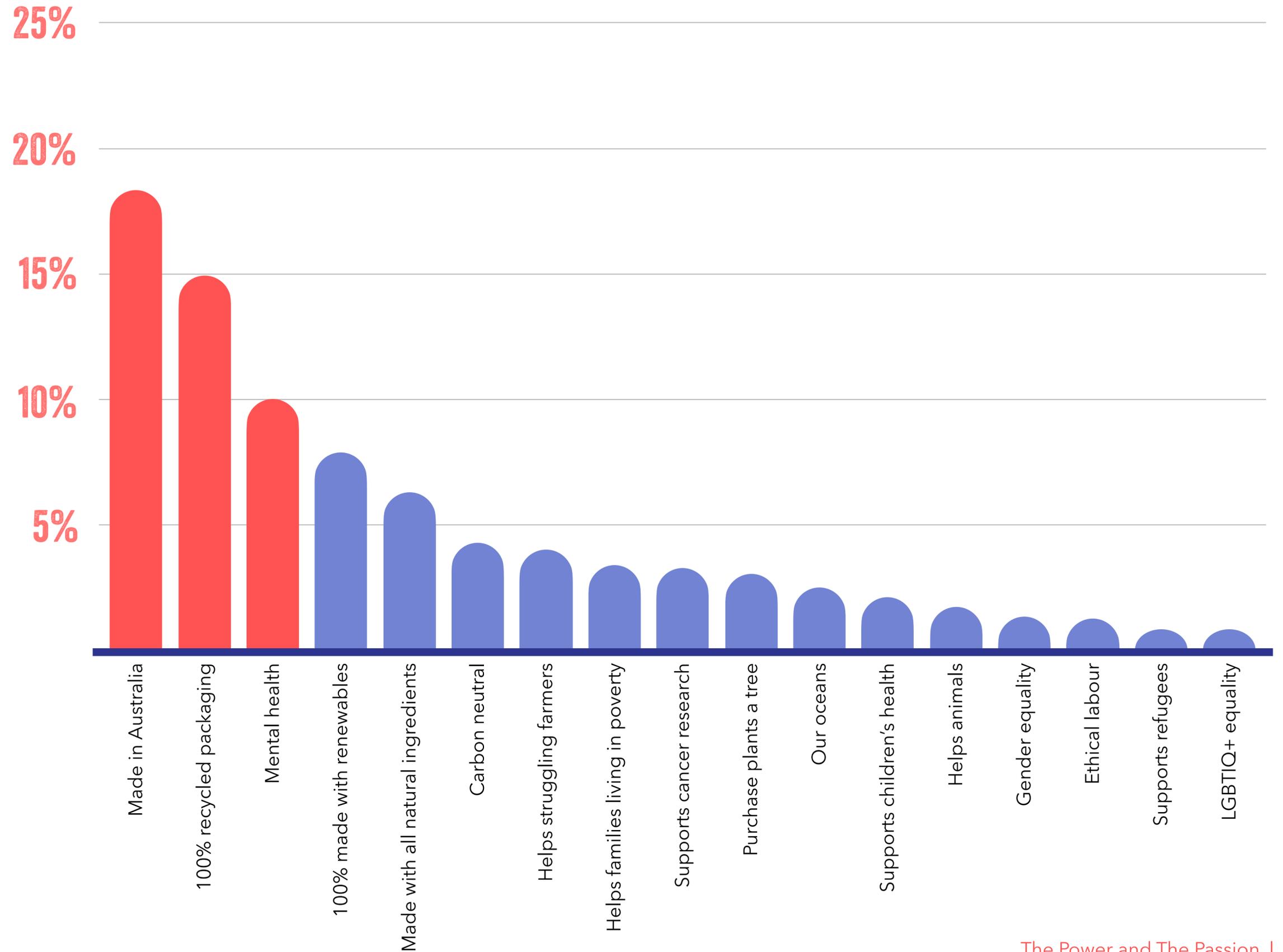
#2 100% RECYCLED PACKAGING

#3 MENTAL HEALTH



AND WHAT ABOUT OTHER ISSUES?

We asked people to nominate their **single top issue** that they would like to see alcoholic beverage brands support. Here's what they told us.





**WHAT ARE SOME GOOD EXAMPLES OF
ALCOHOLIC BEVERAGE BRANDS
TAKING ACTION?**



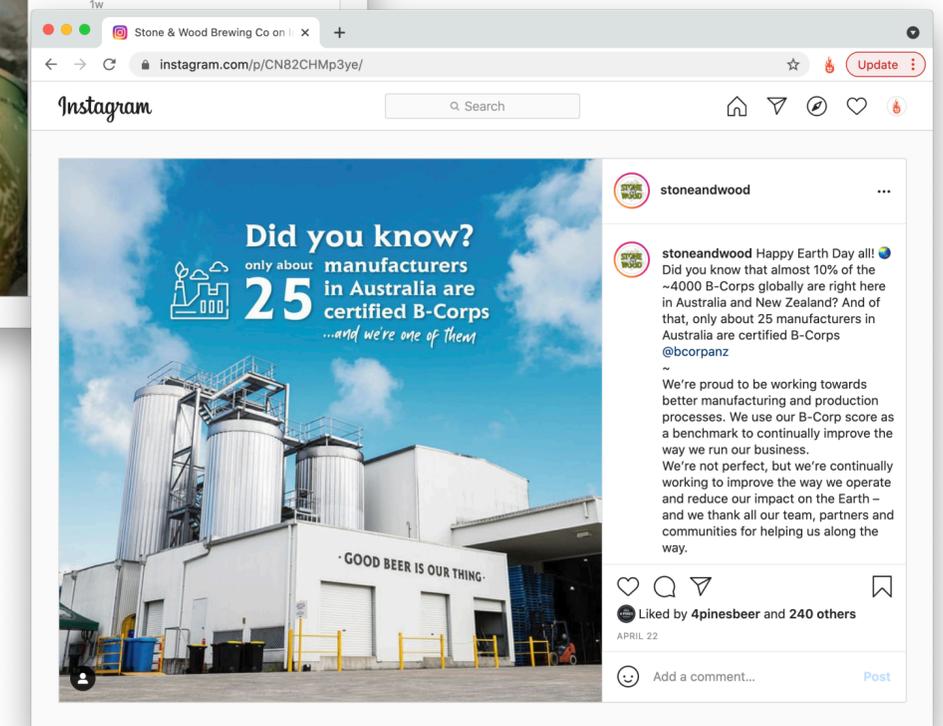
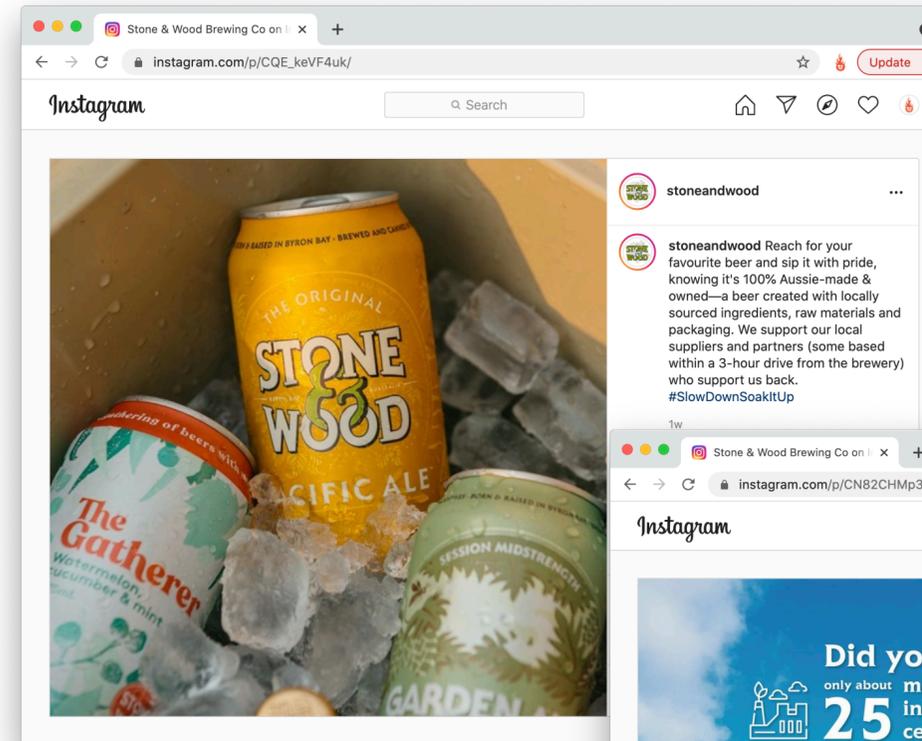
MADE IN AUSTRALIA

Hailing from the northern rivers region of NSW, beer brewers Stone & Wood are proudly local, independent and B Corp certified. This commitment to local runs deep, and can be seen in the way they engage staff, customers and the community:

Their signature Pacific Ale is **100% AUSTRALIAN MADE** with most suppliers being within a 3 hour drive of the brewery.

Through an employee share scheme, **OVER 70%** of the Stone & Wood team are business shareholders.

Established in 2018, Stone & Wood's inGrained Foundation has raised **\$73,000+** for local grassroots charities.



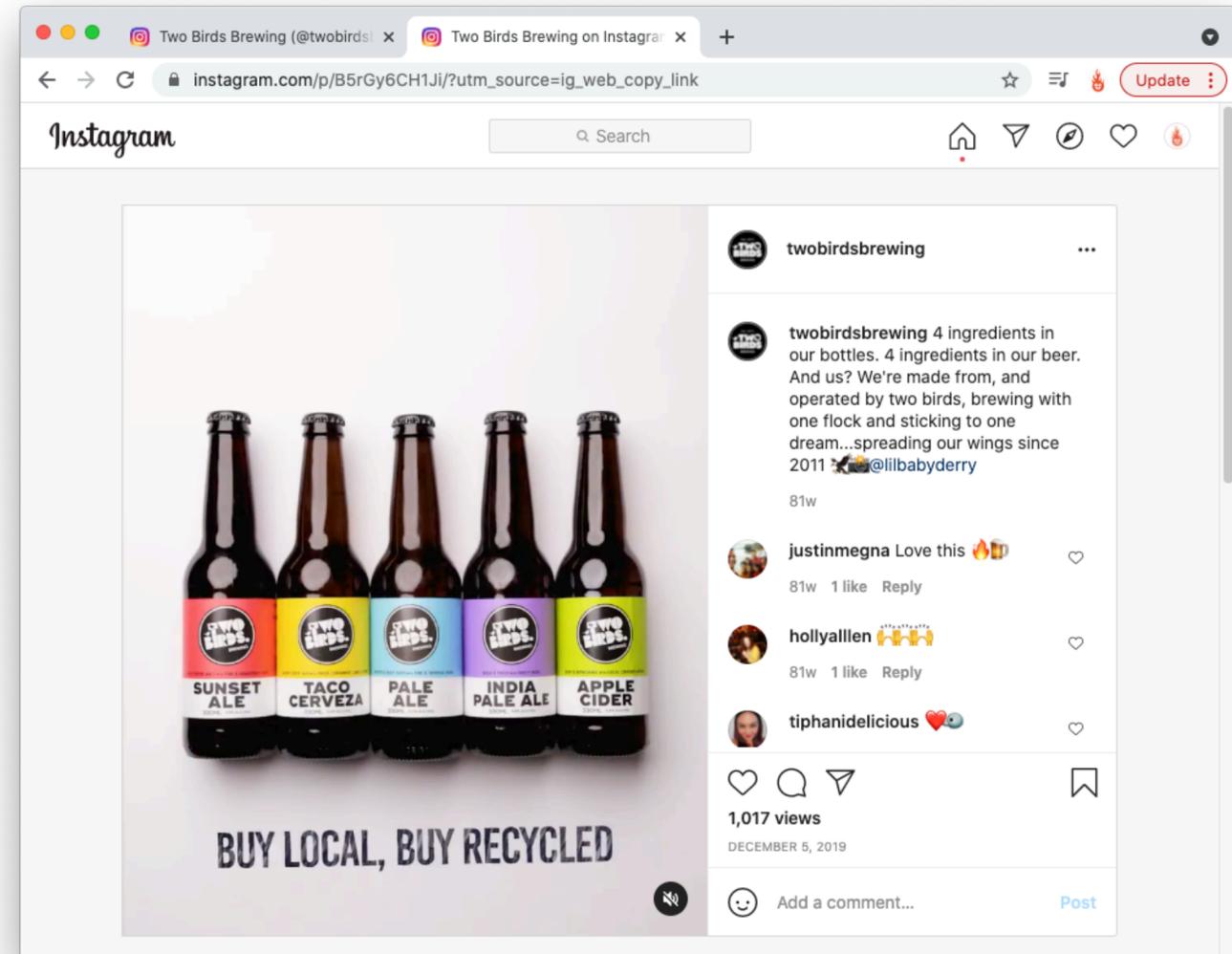


RECYCLED PACKAGING

Melbourne-based Two Birds is a small female-run brewery with a big heart. With the tagline “Buy local, buy recycled”, they’re big believers in the power of the circular economy – which is why they’ve partnered with glass recyclers O-I who are located literally around the corner in the same suburb.

Two Birds sends the glass they can’t use to the factory, and the factory sends them new empties made from **50%+ RECYCLED CONTENT.**

Not only does this local partnership cut down on travel distance (and so, carbon emissions), it saves the time and energy required to process co-mingled recycling, supports local manufacturers and local jobs.



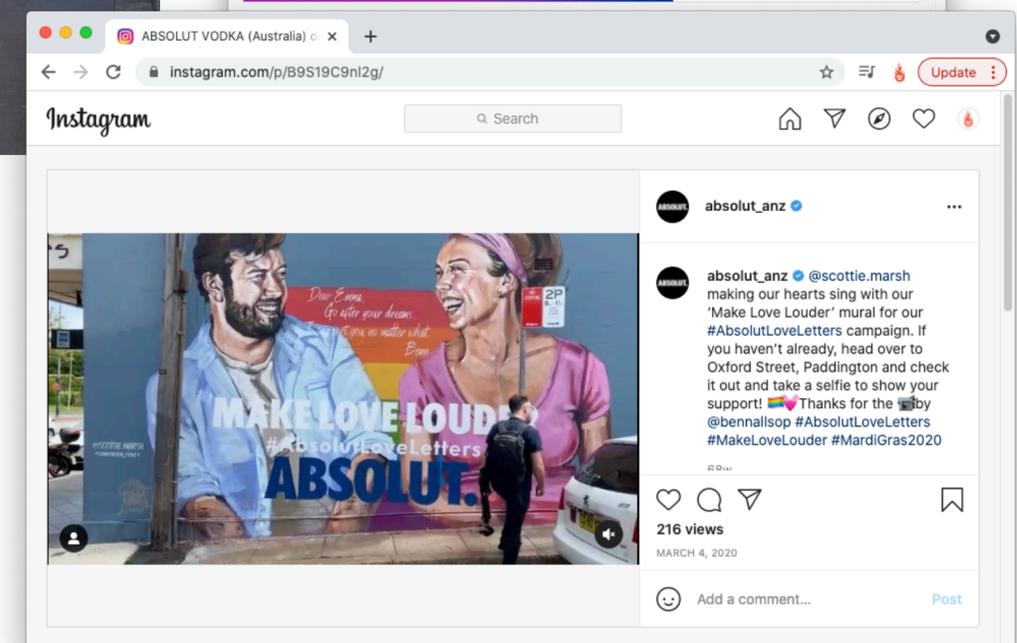
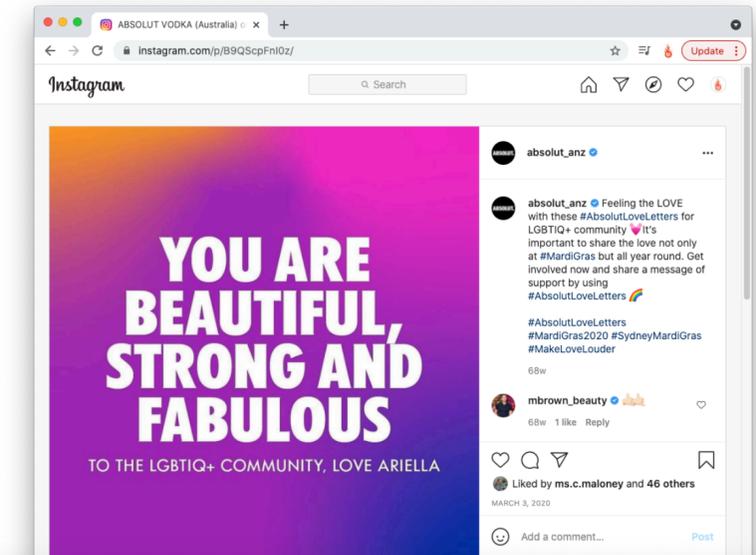
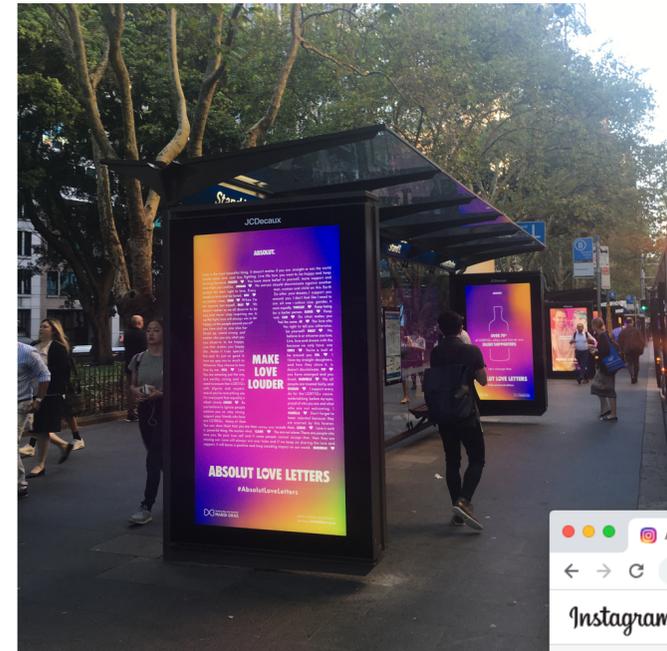


MENTAL HEALTH

Australia's LGBTIQ+ community have fought for equality for decades. However, this struggle is ongoing, and the past few years have had some intensely traumatic moments including the 2017 marriage equality postal survey and debates around the Religious Freedoms Bill.

While the majority of Australians support the LGBTIQ+ community, over 70% of allies and friends describe themselves as "silent supporters" – meaning the loudest, most hurtful voices at these difficult times often come from the negative minority.

To **MAKE LOVE LOUDER**, in 2020 vodka brand Absolut collected hundreds of love letters from friends and allies around Mardi Gras and turned them into giant, public billboards of support to remind the community they weren't alone, as well as raising advocating for more active allyship among the wider Australian community.





DOES YOUR BUSINESS NEED HELP FINDING
or communicating
ITS IMPACT WORK?

**BETWEEN REPUBLIC OF EVERYONE AND THE BRAVERY,
OUR SERVICES PROVIDE EVERYTHING YOU NEED TO IMAGINE, THEN DELIVER.**

Consultancy

You can do anything,
but you can't do everything.

We help brands and businesses simplify the complexity around sustainability, prioritise their impact, find the right partners, then make change happen.

- Sustainability strategies
 - Shared Value
 - Impact programs
 - Internal engagement
 - Reporting
 - Brand purpose
 - Behaviour change
-

Creativity

Sustainability needs a special kind of creativity. We mix design, digital, innovation and real world events to make challenging issues compelling, and encourage everyday people to get involved.

After all, is creativity truly creative if it doesn't create a better world?

- Digital
 - Design
 - Experiential
 - Campaigns
 - Copy and content
-

Storytelling

The power of storytelling can make the world a better place. We can help you tell your story to the right people, the right way, at the right time.

- PR and communications
 - Media relations
 - Social media
 - Events and activations
 - Issues and crisis management
 - Media and presentation training
 - Influencers and ambassadors
 - Partnerships
 - Speechwriting and presentations
 - Personal brand and business profiling
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GET IN TOUCH:



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