



Alcoholics Anonymous Australia

Newsletter for Professionals

September 2012

Gatecrasher takes out 2012 Siren Awards radio campaign of the year for Alcoholics Anonymous

Gatecrasher, the agency that produced radio community service announcements for AA has taken out a 2012 Silver Siren Award. The national Siren Awards, now in its eighth year, are run by Commercial Radio Australia and are designed to recognise the best radio spots in the country. A winner is announced in three categories: single, campaign and craft, which receive Silver Sirens as



Winner of the Silver Siren for the campaign category was "AA Campaign" for Alcoholics Anonymous, written by Des Hameister (far left) from Gatecrasher, Perth and produced by Marty Braine

well as an overall winner which receives the Gold Siren. The awards are judged by the Siren Council, comprised of creative directors and producers from leading agencies and studios throughout Australia. The announcements are very confronting about the effects of alcohol on everyday situations.

Des Hameister: "At the end of the day,

alcoholics don't just hurt themselves. And this spot empathises with that fact in an impactful way." Judge, John Mescall, executive creative director, McCann Worldgroup, said about the spots: "A very strong radio idea, brilliantly realised. As scripts, they probably could've gone either way, given the degree of difficulty inherent in the execution. But as a finished product, they're bloody great. Everyone involved should take a bow." Chief executive officer, Commercial Radio Australia, Joan Warner said the Siren Awards provided a great opportunity to recognise excellence and had grown in stature each year: "Each year the creative bar is lifted in terms of delivering a great product - it is essential that radio continues to be creative and produce good results so the medium is showcased as a very beneficial way to get your message across." The Alcoholics Anonymous radio campaign - Mummy, Co-worker and Sister has also been short listed at this month's Clio Awards, one of the two big North American award shows. The campaign won two Bronzes at the London International Awards in November last year but missed out at the PADCs, the Campaign Brief Awards and AWARD.

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AA young people's conventions

All around Australia young people in AA organise regular AA Conventions - for people of all ages to attend and participate - to carry the message of AA to all - and especially to newcomers.

The next Young People's Convention is in Sydney, the **NEWYPAA**

Convention - hosted by New South Wales Young People in AA, 21st -23rd September 2012, the Vibe Hotel, 88 Alfred Street, Milsons Point. If you are in Sydney and would like to see AA in action, please join us.



Alcoholics Anonymous reaches out to remote communities

For some time now, AA has been aware of the difficulties some members have in going to regular AA meetings. Sometimes they live in remote areas, where there is no AA meeting nearby for them to attend. In an attempt to address this issue, Loners Internationalists Meeting (LIM) Australia was set up several years ago. Members write to each other and share their experience, strength and hope, and a quarterly magazine containing letters is also published. LIM has been very successful and has members here in Australia and overseas. However, AA is aware that an alcoholic does not have to live in a remote area to be isolated. Remote Communities Committees have been set up by the General Service Board and the General Service Conference to look at ways in which we can provide help to those who are separated from the program of Alcoholics Anonymous by language, geography, culture, impairment of sight and hearing and mental health.

Newsletter for Professionals is a twice yearly publication. If you would like it to be delivered to your inbox please email national.office@aa.org.au with "subscribe" in the subject line

Introducing David Brown Class A Trustee of the General Service Board of Alcoholics Anonymous Australia

Many people may not know that AA invites non-alcoholics to sit on the General Service Board of AA Australia in order to offer experience and expertise that may be of benefit to AA. Such people are called 'Class A' Non-Alcoholic Trustees. David Brown, a corrections professional from Adelaide, is an appointed Trustee board member. His responsibilities as Trustee are varied, including speaking at national forums, attending two weekend national meetings a year, the four day National Conference and responding to requests for information or action from various Groups and Areas. David is also called upon to give professional advice at times. As Executive Director of Custodial Services, Department of Correctional Services

South Australia, he is, not to put too fine a point on it, well qualified for the job. David started off his career as a Correctional Officer in Queensland where he worked alongside a Drug and Alcohol Counsellor who was also an AA member. This helped convince David of the benefits of AA to suffering alcoholics. "The correctional environment is highly structured and a lot of

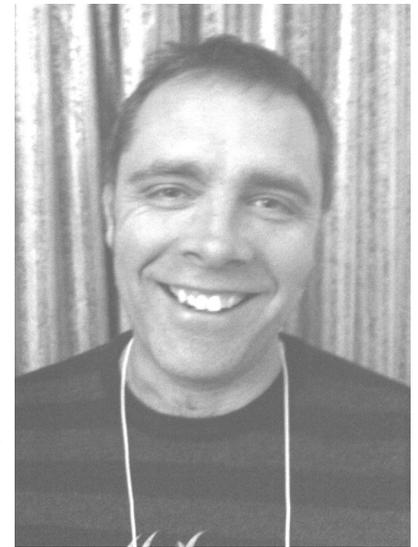
things are organised on a daily basis for people that are in custody, AA offers a connection to community for prisoners and an opportunity to be part of a fellowship that is focussed on addressing and giving a pathway to stop their alcoholism," he says. "In corrections there are a lot of people with academic qualifications who are working with prisoners and they bring a lot to the environment in their training and their skills running programs and delivering psychological services. These programs and services are very important and very valuable. What AA members bring is complimentary to corrections programs, they bring real life experience and a common understanding to some of the challenges that people in prison who have alcohol addictions are facing." The benefits of the AA program are quite obvious to David, "What you notice is that prisoners often get an increased sense of hope and an increased sense of purpose. They really appreciate that connection with someone from the community whose only real motivation is to engage with them and support them, to invite them into their community, their fellowship. That's something that a lot of prisoners are not used to, they are quite ostracised from the community, they're reliant on their social peers, many of whom are obviously already in gaol and living similar

lifestyles, and they're very dependent on their immediate family. Attending an AA meeting in prison links the alcoholic prisoner with someone outside of their immediate network offering support and assistance, so that gives hope." David sees a positive benefit for AA in correctional facilities, "What AA can offer a prisoner is, if they identify

alcohol as being a significant problem for themselves they can undertake the 12 steps program and link with AA in the wider community so they've got those supports around them when they are released. We know if they don't have positive community supports in place, 'protective factors' as

they refer to them in the sector, they're more likely to fail and re-offend and come back into custody." When asked about negative perceptions of AA David replied, "There's always a perception that having members come in to visit prisons and volunteer to work with prisoners presents as a risk because there's that underlying perception about what is the motivation other than doing service work for AA. But the reality is that's not

the case and there are a range of risks when people interact with a correctional environment and you just manage those that come along." During his term on the board of Alcoholics Anonymous David hopes to assist AA partner more effectively with corrections and establish a stronger relationship between AA and corrections across the country. He also aims to spread the word of AA within his professional network. "In the field of corrections we don't have all the answers; we don't have all the resources available to ourselves to meet the needs of every person in our care and custody. We should be engaging community, engaging AA because it might be the connection that an individual or group of prisoners is looking for."



*"AA is a connection
to Community for
prisoners and offers
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part of a fellowship"*

How Can A.A. Help You?

Would you be interested in having an A.A. presentation at one of your professional gatherings? Or would you like information about recovery from alcoholism in A.A.? If so, please contact

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