Highlights of IARD members' actions across Australia

The world's leading beer, wine, and spirits producers are helping to fight COVID-19. See a selection of their initiatives:

DrinkWise* created a national marketing campaign to remind Australians to look after each other and to seek support if needed, and promote moderation for those who choose to drink alcohol during COVID-19.

In Australia, Lion created a national ad campaign to encourage bar patrons to respect physical distance and use the government's COVID-19 tracing app. Pernod Ricard Winemakers pledged AUS **\$100,000** (**\$70,000**) to provide meals to hospitality professionals in Australia through its new Meals for Mates initiative.

In Australia, DrinkWise* has launched **Bounce Back**, which is a new podcast intended to support and empower people who are feeling stressed and anxious during the COVID-19 pandemic. The series features prominent Australians sharing their personal experiences of setbacks and challenges, and how they overcame adversity.

Diageo launched a nationwide support package valued at AUD \$1.2m (**\$850**,000) designed to help rebuild the Australian bar industry.

