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## **MEDIA RELEASE**

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Wednesday 15 August 2012

### **GOVT CAMPAIGN TO FIGHT ALCOHOL ABUSE**

Minister for Hospitality, George Souris, has announced that the NSW Government would soon unveil a major advertising campaign warning of the many problems associated with binge drinking and misuse of alcohol.

“This follows a pledge I made at a recent Town Hall forum on violence in Kings Cross in the wake of the tragic death of young Thomas Kelly,” Mr Souris said.

“At that forum, Mr David Anstee, a friend of the Kelly family, made a heartfelt plea to me asking for a government-run advertising campaign to help change attitudes of young people regarding the misuse of alcohol and attack the underlying culture that binge drinking is cool.

“I pledged that I would contact my colleague, Minister for Health, Jillian Skinner, in that regard and get back to him and I have done that”.

Mrs Skinner said the NSW Ministry of Health is contributing to a whole-of-Government response to public concern about the effects of excessive alcohol consumption, particularly among the State’s youth.

“The NSW Government is committed to ensuring the public has access to health information in a variety of mediums, on issues including the effects of excessive alcohol consumption,” Mrs Skinner said.

Mrs Skinner said one campaign is aimed at educating young people (16-29 years of age) about the risks associated with binge or excessive drinking and public drunkenness.

“It is anticipated that the campaign will run across a variety of mediums including outdoor posters, in-venue advertising and print media, with the capacity to develop a digital/social application.”

Mrs Skinner said the aim of the campaign is to reduce levels of excessive drinking and anti-social behaviour while increasing community awareness about the physical and social effects of alcohol abuse.

“An additional campaign is set to engage the broader community about how and why we drink and the ways negative drinking behaviours can be addressed,” Mrs Skinner said.

Mr Souris announced that a further initiative - an interactive, internet-based alcohol education resource for senior secondary school students, developed by the Office of Liquor, Gaming and Racing is developing in partnership with the Department of Education and Communities which will be available to all senior NSW public high schools in term 4 of this year.

“It aims to improve young people’s awareness around alcohol, the law and the potential risks and dangers associated with alcohol use.

“By educating young people about the impacts of their behaviour on themselves, their friends and their community, this initiative aims to minimise alcohol-related harm among younger people, Mr Souris said.

“Changing Australian drinking culture will not happen overnight nor will it happen with a single burst of advertising. In order to maximise the impact of the Alcohol and Culture Campaign...commitment is required... and we have that commitment”.

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