



# AUSTRALIAN HOTELS ASSOCIATION

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## MEDIA RELEASE

18 September, 2008

### AHA CONDEMNS IRRESPONSIBLE ALCOHOL PROMOTION

The AHA has condemned a promotion by a bar in the Melbourne suburb of St Kilda where free alcohol is provided if women remove their underwear.

The AHA's National Chief Executive Officer, Bill Healey, said: "The venue in question is not a traditional pub and is a product of liberal liquor licensing laws in Victoria.

"Also, it is not a member of the AHA.

"We are continuing to work hard to ensure that all licensed venues promote responsible consumption of alcohol and we believe this promotion is inconsistent with this objective.

"Quite apart from that, I am surprised that a mainstream entertainment venue would consider that this type of sexist promotion could be seen as acceptable given normal community standards."

The AHA is constantly reminding member hotels about the importance of them being family-oriented, community meeting places.

The Association is committed to working with broader industry colleagues, government and the community to achieve the National Alcohol Strategy's goal of promoting a responsible drinking culture in Australia.

"Our members have invested significant amounts of money to make hotels across the country appealing places to have a meal, a drink and be entertained," Mr Healey said.

"The industry's future lies in ensuring the whole community feels comfortable in visiting the 'local pub'.

"It is unacceptable for a handful of maverick venues to undermine the appeal of our industry by tasteless promotions like this one."

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