



AUSTRALIAN HOTELS ASSOCIATION

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MEDIA RELEASE

24 August, 2009

TARGETING YOUNG WILL HELP CREATE A RESPONSIBLE DRINKING CULTURE

The Australian Hotels Association has welcomed today's campaign launch to highlight the benefits of young people delaying their exposure to alcohol.

The AHA's National Chief Executive Officer, Bill Healey, said: "Far too many people – including young people – are drinking to get drunk and this must change.

"There has been much research, debate and discussion about Australia's drinking culture and conflicting views as to the nature, extent and cause of 'the problem' – and the best way to address it.

"However, one constant has been the recognition that the earlier a young person begins drinking, the more chance they have of being exposed to harm.

"The AHA believes there is no 'silver bullet' to reduce the inappropriate consumption of alcohol and the anti-social behaviour and community concerns it causes.

"Real improvements will take time to develop the necessary cultural change."

The AHA says the development of trust across key stakeholders and the application of evidence-based solutions to identified problems are vitally important in this process.

"Today's launch is another important step in fostering that cultural change," Mr Healey said.

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The Australian Hotels Association (AHA) is the pre-eminent tourism and hospitality industry organisation in Australia. It has around 5000 members operating general and accommodation hotels. It has a national office and branches in each State and Territory. It also has a discrete branch to represent the interests of its accommodation members that covers four and five-star properties.