



AUSTRALIAN HOTELS ASSOCIATION

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MEDIA RELEASE

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AHA: DRINK RESPONSIBLY THIS NEW YEAR'S EVE

The hotel industry has today made a fresh appeal to all Australians to drink responsibly this New Year's Eve.

The appeal was made at a backyard party – the type of event where the majority of alcohol will be consumed tomorrow.

Speaking at today's launch, the AHA's National Chief Executive Officer, Bill Healey, said: "At the end of a year where consumption of alcohol has attracted an enormous amount of publicity, the hotel industry has reinforced a series of clear and simple messages that all Australians should take notice of:

1. Consume alcohol responsibly – no matter where you are.
2. Count your drinks and avoid unnecessary top-ups.
3. Stay hydrated by consuming water and/or soft drinks in between alcoholic beverages.
4. When consuming alcohol, have something to eat as well.
5. Never drink and drive.

"By all means, have a good time this New Year's Eve, but the hotel industry is firmly opposed to irresponsible drinking.

"Drunks in pubs are bad for business."

Today's launch – in a suburban backyard – was designed to show the majority of alcohol consumption at this time of year (and indeed across the entire year) takes place away from licensed premises.

"In many instances, hotels are unfairly blamed for problems surrounding drunkenness or other forms of



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public anti-social behaviour," Mr Healey said. "The reality of the situation in 2008, 2009 and beyond is that many of the troublemakers arrive at licensed premises having already had a lot to drink and/or having taken illicit drugs at home, at parties or other social events.

"It's time for Australians to make a collective new year's resolution to take responsibility for their actions and consume alcohol more responsibly.

"And as the government's campaign states: 'don't turn a night out into a nightmare'."

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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.