



AUSTRALIAN HOTELS ASSOCIATION

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MEDIA RELEASE

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NEW ADVERTISEMENTS HIGHLIGHT NEED TO DEVELOP A RESPONSIBLE DRINKING CULTURE

The Australian Hotels Association has welcomed the new responsible drinking campaign, which was launched today by the Commonwealth Government.

Following the launch, the AHA's National Chief Executive Officer, Bill Healey, said: "The ads quite rightly focus attention on what can occur when people don't manage their drinking.

"No amount of regulation or supervision will reduce alcohol-related violence and anti-social behaviour if people choose to drink at irresponsible levels."

Mr Healey said the overwhelming majority of the \$15.3 billion cost often attributed to alcohol in our community results from intoxication.

"Alcohol is, and will continue to be, an important part of Australian society," he said. "Nobody would seriously suggest that it is going to disappear from our community. It is therefore essential that individuals learn to manage their intake and understand what can happen with excessive consumption.

"Building a culture of personal responsibility is particularly important given that the majority of alcohol is now consumed away from supervised, licensed premises.

"The ads should also send a clear message to parents that they need to monitor the activities of teenagers.

"Surveys show that nearly 90% of the alcohol consumed by underage drinkers is supplied by parents or another closely-related adult. Hopefully the ads will motivate parents to increase their efforts to ensure their children learn the importance of drinking responsibly."

The hotel industry is also continuing to offer its support in this process.

"The AHA is keen to work with the Commonwealth Government, its State counterparts and the broader community to implement evidence-based solutions to irresponsible consumption of alcohol," Mr Healey said.

"The ad campaign that was announced today highlights the importance of this issue for the whole community. Effective consultation and collaboration will be required to ensure we harness the investment in order to advance our aim of creating a more responsible drinking culture in Australia."

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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.