New TV Campaign for New Alcohol Reforms

New television advertisements detailing the most comprehensive reforms in the Territory’s history to curb antisocial violence and behaviour will begin screening tonight.

The *Enough is Enough* campaign outlines the reforms, including banning problem drinkers, introducing a Banned Drinker Register and mandatory alcohol rehabilitation treatment, announced by the Henderson Government last week.

Minister for Alcohol Policy, Delia Lawrie, encouraged Territorians to support the campaign and have their say about the planned reforms.

“Alcohol continues to be a factor in 60 per cent of all assaults and costs our community $642 million a year,” Ms Lawrie said.

“While the majority of Territorians responsibly enjoy a drink there continues to be a hard core of problem drinkers who abuse alcohol and cause unwanted violence and crime across our community.

“Enough is enough, we are taking tough action to turn the tap off problem drinkers who continually commit alcohol-fuelled violence and crime.

“A new Banned Drinker Register is planned to be rolled out across the Territory to prevent problem drinkers from purchasing take-away alcohol at any location.

“While everyone buying take away alcohol will have their photo identification scanned, it’s a small inconvenience to cut crime and violence and keep our community safe.”

Ms Lawrie said the new *Enough is Enough* advertisements follow on from the successful *Championship Moves* campaign which encouraged friends to look out for their mates and step in to prevent a fight or incident before it escalates.

“Our Government has committed $500,000 a year to encourage and educate Territorians about how to enjoy a drink responsibly,” she said.

The new advertisements can be viewed at www.safeterritory.nt.gov.au

*Contact: Nicole Manison 0448 693 279*