New Championship Moves Ads Launched

New advertisements aimed at reducing alcohol fuelled violence were launched in Darwin today.

Minister for Alcohol Policy, Delia Lawrie, said the advertisements were part of the Championship Moves awareness campaign and would begin airing tonight.

“Everyone enjoys a night out on the town but sometimes a bit too much to drink can cloud a person’s judgement and result in them making the wrong move,” Ms Lawrie said.

“Alcohol continues to play to a consistent factor in assaults with 59 per cent of all assaults alcohol related, which is simply too high.

“The Championship Moves awareness campaign encourages friends to look out for friends and to make a smart move and step in to prevent a fight or incident before it escalates.

“The new advertisements suggest three innovative ways for friends to intervene, including ‘the muzzle’, ‘the receptionist’ and ‘the lasso’.”

Ms Lawrie said the Championship Moves awareness campaign is based on a Victorian campaign and thanked the Victorian Government for their permission to use the campaign.

The campaign is being financially supported by the Northern Territory Government, Australian Hotels Association, ClubsNT and the Northern Territory News.

Ms Lawrie said the awareness campaign was part of a series of initiatives introduced by the Henderson Government to reduce alcohol fuelled violence.

“These initiatives including an increase police presence as part of the Darwin City Safe program, CCTVs in crime hotspots in Darwin and Palmerston and introducing legislation that, if passed, will give police and the courts greater powers to crack down on alcohol fuelled violence,” she said.

The new television, print and radio advertisements can be viewed at http://www.gotthemoves.nt.gov.au/

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