Minister for Transport Peter Styles today marked the start of the festive season with the official launch of the 2014 ‘Who’s Your Sober Bob’ campaign.

Supported by AFL star Steven Motlop and Bathurst winner Paul Morris, along with representatives from Northern Territory Police, Fire and Rescue, St John’s Ambulance and the Australian Hotels Association NT, Minister Styles said the campaign is all about planning.

“It’s the season for celebrating and we all want to let our hair down a bit, but if you’re going to have a couple of drinks, get a taxi or a bus home, or designate someone as your Sober Bob. It’s as simple as that,” Minister Styles said.

“Have a plan for how you’re going to get home before you head out. Sober Bob doesn’t have to be someone you are out with, they can be a bus driver, taxi driver, mum, brother, girlfriend, or uncle.

“Pubs and clubs and takeaway outlets throughout the Territory support this campaign, as do our Emergency Services because we all want to prevent alcohol-related deaths and injury this Christmas.

“Drink driving is still a major issue in the Territory, with around half of our fatalities and 20 per cent of serious injuries related to alcohol.

“Police in particular understand this, and that is why they conduct targeted enforcement campaigns aimed at taking drink drivers off the road.

“A blood alcohol reading of .05 doubles your risk of being involved in a crash,” Minister Styles said.

You will see the Drive Safety team over the coming week at the Palmerston Tavern, at the Beachfront Hotel, and in venues throughout Alice Springs, promoting the Sober Bob message with free giveaways.

Minister Styles thanks the Australian Hotels Association (AHA) and their members, and RADD (Recording Artists Actors and Athletes Against Drink Driving) and Police, Fire and Emergency Services, and St Johns Ambulance for their support.

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