Gary Higgins
Minister for Sport and Recreation

Stay out of Pipes and Drains campaign builds awareness

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The Territory Government’s Stay out of Pipes and Drains campaign has resulted in increased awareness on the water safety issue with the public response overwhelming.

Sport and Recreation Minister Gary Higgins said the campaign had hit a nerve with the community with Facebook post reaches exceeding expectations.

“In the first week of the campaign, the Water Safety Facebook page received the highest ever hits for a NT government You Tube account,” Minister Higgins said.

Before the campaign, the total reach of the six previous posts on the Facebook page was 1263 with an average reach of 210.5. After the campaign, the total reach of the current eight posts has been 2795 with an average reach of 349.3.

“That is a 60 percent increase in post reach since the Pipes and Drains campaign start,” Mr Higgins said.

“And the Pipes and Drains video post reach has been 105,000 – that is, 105,000 views.”

The campaign was developed with the Royal Life Saving Society of the NT and in consultation with the family of Richard Baird who tragically drowned early last year. The campaign was funded entirely by the NT Government at a cost of $100,000.

“But in the end what is important is the message getting through,” Mr Higgins said.

“If we have managed to save lives with this campaign then every single cent has been worth it.

“We hope this has helped keep Territorians safe.”

Mr Higgins commended all involved with the development and running of the campaign and thanked the Royal Life Saving Society NT and Richard Baird’s family for working closely with the Department of Sport and Recreation on the campaign.

The Stay out of Pipes and Drains campaign will run for the duration of the Wet Season.

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