John Elferink
Shadow Minister for Police, Fire & Emergency Services,
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Imparja to advertise liquor so that kids will drink sensibly

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The Shadow Aboriginal Affairs Minister John Elferink today expressed his astonishment and dismay at comments by Owen Cole of Imparja Television that Imparja wanted to advertise liquor so it could teach kids to drink sensibly.

On ABC radio Mr Cole said: "It's an environmental thing, everyone drinks so kids are joining in and what we need to do is to educate kids that you can drink but drink sensibly."

Speaking in Alice Springs today Mr Elferink said: "I knew that the broadcaster was taking a new approach to liquor advertising but to suggest that kids need to be trained to drink sensibly is such a profound departure from reality that it beggars belief.

"Surely protecting children is one of the things that is important to us. Children should not be taught to drink sensibly children should not drink at all. Full stop.

End of transmission.

"There's a message Imparja may want to consider.

"Have we become so weakened by our inability to deal with these sorts of issues that we need to surrender children's futures?"

Mr Cole's comments came while he was welcoming an announcement by Minister Vanstone into the funding arrangements for Imparja Television after Imparja announced it was going to begin liquor advertising.

Ends.