



Australian Hotels Association  
WESTERN AUSTRALIA

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# Media Release

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## **AHA SUPPORTS ADS TARGETING ANTISOCIAL BEHAVIOUR**

The Australian Hotels Association (WA) has thrown its support behind a public awareness campaign designed to change people's attitudes and behaviour in late night entertainment precincts.

AHA(WA) CEO, Bradley Woods, said the joint project commissioned by the City of Perth and Northbridge licensees is the missing link in ongoing strategies targeting anti-social behaviour that is unfairly attributed to licensed venues.

"The AHA has been campaigning for many years for the State Government to adopt an educational approach in addressing people's attitudes towards consuming alcohol and behaving inappropriately to support the more restrictive legislative approach that has been pursued by the police and the Director of Liquor Licensing, but no commitment has been forthcoming," Mr Woods said.

"The City of Perth is to be congratulated for supporting its night time businesses and funding a campaign that uses contemporary communications to confront the unacceptable behaviour of the minority acting anti-socially in Northbridge and the Perth CBD.

"This campaign should be expanded throughout Western Australia and needs the support of the WA State Government."

Ends

For further information please contact Doug White on 0458 301 139