



Australian Hotels Association
WESTERN AUSTRALIA

38 Parliament Place West Perth WA 6005
PO Box 660 West Perth Western Australia 6872
T: 08 9321 7701 F: 08 9321 7730 W: www.ahawa.asn.au

Media Release

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WA Government Anti Alcohol Campaign Extreme

Australian Hotels Association (WA) today criticised the comments of WA mental Health minister Helen Morton suggesting that alcohol should be thought of in the same way as tobacco and asbestos as alarmist and extreme.

“If the State Government was serious about changing consumer behaviour to encourage responsible consumption of alcohol then zealot like campaigns comparing alcohol to asbestos will make people switch off in disbelief,” said Bradley Woods CEO AHA(WA).

“A new anti-alcohol TV campaign subsidised by WA taxpayers should be withdrawn as it is extreme and likely to counter responsible consumption of alcohol messages.

“WA Government should put taxpayers’ money towards effective public health initiatives rather than wasting money on shock campaigns.

“Public money should not be wasted on a negative shock campaign which will very likely fail.

“The history of shock campaigns shows the public turns off quickly to these scare tactics and rejects the negative message.

“We agree people should be responsible in their consumption of alcohol and be aware of how much they consume, however the campaign launched today by the WA Government, Cancer Council of WA, and Injury Control Council of WA does not send this message.

“This is a disgraceful waste of taxpayers’ money.”

Ends

For further information please contact Chuck Ellis, AHA (WA) Public Affairs Manager on (08) 9321 7701, pubaff@ahawa.asn.au or 0410 503 301.