



Australian Hotels Association
WESTERN AUSTRALIA

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‘ICE’ CAMPAIGN HITS THE MARK

A new federal advertising campaign being launched today targeting the abuse of the drug “Ice” has been applauded by hotel operators in WA.

Australian Hotels Association (WA) CEO Bradley Woods said hotel operators and workers have had enough of dealing with the consequences from people who use this drug. This problem has gone on for too long and the action by the Federal Government to tackle the issue is welcomed.

“Many violent incidents that occur around our venues have been a direct result of drug use, and hotel staff need support from government agencies to deal with the problem.

“This is a public health issue and needs to be addressed broadly by society. The hospitality industry will support government strategies that aim to reduce the number of young people going to licensed venues under the influence of illicit drugs.”

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