



Speech by

Hon. Peter Lawlor

MEMBER FOR SOUTHPORT

Hansard Tuesday, 19 May 2009

MINISTERIAL STATEMENT

Responsible Consumption of Alcohol

Hon. PJ LAWLOR (Southport—ALP) (Minister for Tourism and Fair Trading) (10.19 am): Recent Queensland government advertising research has revealed that two out of three young Queensland men aged 18 to 21 understood the message to drink responsibly. The Bligh government's Every Drink Counts campaign has returned some great results but is just the first stage in a long-term strategy to change the drinking culture in Queensland. We have to start increasing awareness and getting the message through to Queenslanders that great harm can flow from binge drinking or drinking to excess, particularly for our young people. This is a difficult and complex issue.

Mr Nicholls: Say it with feeling, Pete.

Mr LAWLOR: It is no laughing matter. We are talking about a culture of binge drinking that is entrenched in parts of our society. I am personally concerned about the alcohol fuelled trends of glassings and driving in overcrowded cars whilst intoxicated. Many of these result in tragic accidents and an unnecessary loss of life, as we have seen as recently as this weekend.

Given the attitude and behaviour towards alcohol exhibited by 18- to 21-year-old males, the Every Drink Counts campaign has performed well in reaching 66 per cent of this target demographic. The next step is to build on the awareness among 18- to 25-year-olds, with a strategy to change behaviour.

I am very pleased that the campaign is reaching this target audience. I am particularly pleased to note that the visibility of this campaign was particularly strong for young males. It is particularly relevant that young men drinking large volumes of alcohol correctly identify themselves as the target of this advertising.

The research results include: 66 per cent of male respondents aged 18 to 21 recall the campaign; 54 per cent of all respondents aged 18 to 21 recall the campaign; 46 per cent of all respondents aged 22 to 25 recall the campaign; 46 per cent of respondents believe the message was to drink responsibly; and 36 per cent of respondents recall the slogan 'every drink counts'. The Bligh government is dedicated to building on the success of the Every Drink Counts campaign with new campaigns in the coming months. The government will not stop until it has reached every young Queenslanders with this important message.