

Question on Notice
No. 1453
Asked on 7 October 2009

MR DOWLING asked the Minister for Police, Corrective Services and Emergency Services (MR ROBERTS)—

QUESTION:

With reference to the alleged funding cut to the 'one punch can kill' campaign and the report presented to the Minister in February 2009 –

When will the Minister make a decision and announce what is happening in relation to the campaign?

ANSWER:

On 11 October 2009, I was pleased to announce, in conjunction with the Deputy Premier, that the Bligh Government will invest in a third instalment of the highly successful 'One Punch Can Kill' advertising campaign.

Funding was never cut from the 'One Punch Can Kill' program.

The 'One Punch Can Kill' campaign was a key recommendation of the Government's Youth Violence Taskforce, established in 2006 after the tragic death of teenager Matthew Stanley.

The first phase of the campaign was launched in December 2007 with \$500,000 in funding from the Bligh Government. The campaign featured radio, television, billboard and internet advertisements as well as posters, wrist bands and display signs that were erected at major youth events.

Owing to the success of the campaign, the Queensland Police Service extended the campaign by a further six months.

The dedicated website has received more than 170,000 visits since going live in February 2008. More than 20,000 posters, 80,000 coasters, 70,000 wristbands and 50,000 button badges have been distributed State-wide.

The 'One Punch Can Kill' campaign message has been the subject of an independent evaluation which found that the message was having an impact on the target audience, with a high rate of comprehension and retention of the key anti-violence message.

The evaluation found that the campaign made people think about the repercussions of violence.

The Bligh Government recognises the need to change the culture of violence in the community and is committed to addressing the concerning levels of alcohol-related violence among our young people, particularly among young men – too many people have died or have been seriously injured. This impacts on the families and friends of the victim as well as the perpetrators.

This Bligh Government will continue to educate and reinforce the message that one punch really can kill.