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## PRIME MINISTER

FOR MEDIA

SUNDAY, 19 SEPTEMBER 1982

### NATIONAL CAMPAIGN AGAINST DRINK DRIVING

I have written today to the State Premiers and the Chief Minister of the Northern Territory seeking their co-operation in a national media campaign against drink driving.

There is growing concern in the community about the appallingly high number of deaths and injuries occurring daily on our roads. This concern is shared by the Commonwealth.

Every effort should be made to reduce trauma and distress in Australian families and the very high costs associated with the road toll. A major problem appears to be driver behaviour and drink driving in particular. Evidence suggests that drink driving contributes to about 50% of road deaths and 30% of injuries.

The Commonwealth has therefore decided to provide \$0.5 million as part of a national co-operative effort towards the campaign. The contribution will be on the basis of a dollar for dollar, matching contribution from the States and the Northern Territory. This will provide a government sponsored campaign of \$1 million.

Industry stands to benefit from this campaign through reduced losses of output and productivity so it is hoped that the private sector will also contribute to the campaign.

While details are yet to be finalised, it is envisaged that the campaign will commence later this year and extend through the Christmas/New Year holiday period.

I strongly recommend that the States and Northern Territory Governments join with the Commonwealth to make this worthwhile campaign a truly nation-wide co-operative effort.

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