

NATIONAL CAMPAIGN AGAINST DRINK DRIVING

(Statement by the Acting Prime Minister, the  
Rt. Hon J.D. Anthony, C.H., M.P.)

A national TV campaign against drink driving commenced today and will run for several months.

"It gives me great pleasure to announce that the campaign is proceeding as a result of the co-operative efforts of all governments", Mr. Anthony said.

One million dollars from the Commonwealth, States and the Northern Territory will be used to run the campaign. "Industry is also being invited to participate in the campaign and I hope that industry contributions can extend the campaign to Easter", Mr. Anthony said.

This year, some 3,000 people will be killed on Australia's roads and road crashes will be the principal cause of death for all people between the ages of 5 and 34. "Alcohol will be involved in about half of these deaths", Mr. Anthony said.

In each State and Territory, particular measures are in operation throughout the year to combat the problem with special publicity and enforcement activities, particularly over holiday periods.

Mr. Anthony said the key significance of the television campaign commencing tonight was the additional commitment by governments over and above their existing programs.

"I hope the community also recognises that it has an important role to play in reducing the appallingly high number of deaths and injuries on our roads associated with alcohol", Mr. Anthony said.

The campaign will be based on the four award-winning television commercials featuring Paul Cronin, who asks:- "What sort of friend are you? Would you let a friend drive if he's had too much to drink?"

"The commercials have been shown previously but their message can well afford to be repeated regularly over the next few months", Mr. Anthony said.

Canberra,  
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