



SMS alerts to drinkers

HBF to target festive hot spots



By ANTHONY DECEGLIE

PATRONS at popular bars, including Sunday session watering hole the Cottesloe Beach Hotel, will be bombarded with anti-binge drinking messages on their mobile phones.

It is hoped the scheme, urging people to have a non-alcoholic cocktail instead of liquor, will encourage responsible drinking over the festive season.

The text message, organised by insurer HBF and sent using Bluetooth technology, tells patrons to "shake up your views on festive drinking".

"Don't overdo it this festive season. Drink responsibly. Enjoy a tasty mocktail instead," the text message says.

The message also advertises four non-alcoholic cocktails patrons can buy at the bar.

The Cottesloe Beach Hotel has been dogged by complaints that its rowdy patrons are ruining the area.

Cottesloe Council will hire private detectives to spy on the pub this summer to com-

pile enough evidence to convince the State Government to halve the number of patrons allowed at the venue.

The information collected will be given to the Director of Liquor Licensing.

Cottesloe Beach Hotel operations manager Jacki O'Hara said using mobile phones to promote responsible drinking would work well with the venue's Sunday crowd, which is mainly made up of 18 to 25-year-olds.

"It will be interesting to see the impact that it has and how many requests we get for mocktails," she said.

HBF managing director Rob Bransby said research found that one in 10 women and one in seven men exceeded the safe drinking limits of two standard drinks and four standard drinks a day respectively.

One in 10 men had recently consumed a maximum of 11 drinks or more during a 24-hour period.

Mr Bransby said 20 pubs and clubs across Perth would be working with HBF to pro-

mote non-alcoholic cocktails to counter the dangers of the "Christmas binge".

The anti-binge drinking text will be sent to everyone within 100m of a Bluetooth device provided by HBF. This will

include people lining up to enter a hotel.


Cars will also tow anti-binge drinking billboards near the hotels and volunteers will hand out mocktails and mocktail recipes.

The Floreat and The Ess Bar in Subiaco have joined the Cottesloe Beach Hotel as part of the campaign.

Mr Bransby said Christmas was a particularly dangerous time for binge drinking.

"We are not about stopping people having a good time," he said.

"Having a drink with family and friends is a wonderful part of Christmas in Australia — the danger comes when we push it too far."

 deceglie@sundaytimes.newsstd.com.au



BEACH ETIQUETTE

IT'S all fun and games at the beach until someone shakes their sand-filled towel in your face, or the girl alongside you whips off her top in full view of your children.

Surf Life Saving WA chief executive Paul Andrew's guide to beach etiquette:

- Don't drink alcohol on the beach
- Don't set up camp within 2m of someone else's towel
- Be careful not to flick sand around
- If you want to play cricket, soccer or volleyball do it at the back of the beach
- Do not take photographs of people you don't know
- Don't smoke on the beach, and if you must, do it away from others
- Don't bury your rubbish in the sand
- If you want to go topless or nude, do so at a designated beach
- Don't expect volunteer lifesavers to babysit your children.
Watch them at all times

Picture: TOMASZ MACHNIK