



The Hon Barry O'Farrell MP

Premier of NSW

Minister for Western Sydney

MEDIA RELEASE

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TAXI COUNCIL JOINS COWARD PUNCH CAMPAIGN

NSW Premier Barry O'Farrell today announced the NSW Taxi Council had thrown its support behind the public education campaign against drug and alcohol-fuelled violence.

Mr O'Farrell said the NSW Taxi Council initiative means Danny Green's "one punch can ruin lives" ad will be displayed on the backs of 75 taxis across Sydney.

"I congratulate the Taxi Council for being part of this campaign and promoting cultural change around drug and alcohol abuse," Mr O'Farrell said.

"Danny Green's ad sends the powerful message that drug and alcohol-fuelled violence can ruin lives - they've been running for several weeks on TV and radio thanks to the support of media organisations.

"Having the Taxi Council on board means a poster version of the ad will be seen by many more people, particularly in entertainment areas late at night.

"Taxi drivers are on the frontline and have themselves become the target of mindless thugs – they know more than anyone the importance of changing society's attitude to alcohol and drug abuse."

Taxi Council CEO Roy Wakelin-King said taxi drivers across NSW all too often had to cope with the consequences of drug and alcohol-related violence.

"If these new laws and this campaign reduces drug and alcohol related violence, it will not only be good for the NSW community but for taxi drivers as well.

"It is clear that the community has had enough of drug and alcohol fuelled violence and we are committed to doing our bit to make a difference," Mr Wakelin-King said.

Mr Wakelin-King said the taxi back campaign had been made possible through the support of the Taxi Council's business partner and taxi media advertising company, ROVA Media.

Mr O'Farrell also announced advertising companies JC Decaux, Val Morgan and oOh Media had approached the NSW Government to donate advertising space, which means the Danny Green ads will feature on 50 citylight panels in and around Kings Cross, as well as screens in pubs and clubs and at petrol pumps.

The NSW Government will also place the Danny Green posters in Sydney Buses.