

# So You Know

**What price a big night out?**

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# So You Know

- Is based on a project undertaken by the Surf Coast Shire in 2009 for Schoolies week
- Builds on work already done in Geelong with Police, Council and licensees
- Identified gap in knowledge of penalties for offences
- Information about the penalties for anti-social behaviour

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- Is a collaboration between City of Greater Geelong, Victoria Police, Deakin University and Licensees
- Was presented to the Local Safety Committee for approval and was endorsed
- Poster was planned to have maximum impact
- Was launched in August 2010
- Deakin undertook online surveying at this time

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- Posters were circulated through the Liquor Accord networks
- Banner displayed at relevant events
- Launch with Geelong Footballer – Shannon Byrnes
- Media coverage – in all local papers

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- Deakin undertook evaluation
- 202 respondents
- Aged between 18-24
- Most had yr 12 education or beyond (97%)
- Respondents were asked to estimate cost of penalties
- Other responses were also gathered:
- 86% thought too much alcohol was responsible for violence, along with 44% lack of respect and 43% drug use, gangs 22%
- More thought that the offences that have gathered more publicity in past 5 years have increased (public drunkenness, assault) while things like motor vehicle theft, family violence and burglary have stayed the same
- 78% thought that violence among young people is becoming more severe

# So You Know

- Deakin also asked students to estimate the fines (b/n \$0 and \$1000) for offences;
- Open container of alcohol - \$230 (\$100)
- Use offensive language - \$175 (\$239)
- Indecent, riotous, offensive behavior - \$312 (\$478)
- Fail to limit noise - \$252 (\$597)
- Graffiti - \$422 (\$239)
- Fail to leave licensed premises - \$320 (\$478)
- Provide alcohol to under 18 - \$555 (\$717)
- Drunk in a public place - \$315 (\$478)
- Produce false documentation - \$400 (\$329)

# So You Know

Our learnings:

- Need to be in partnership
- Build in evaluation tool
- Choose penalties based on target group
- Clear bright colours
- Get feedback
- Plan resources