# Manjimup alcohol management project gets real

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| **Date** | 2012-10-12 12:23:32 |
| **Categories** | Media releases  |

The Shire of Manjimup will today launch their alcohol management project to promote the responsible consumption of alcohol throughout the shire. The ambitious Alcohol Get Real Project aims to address underage drinking, the secondary supply of alcohol, the responsible service of alcohol and the management of alcohol consumption at sporting events and celebrations. Newly appointed Shire of Manjimup Alcohol Project Officer Assunta Di Francesco says that drinking alcohol is deeply entrenched within Australian culture and research shows that drinking to excess in the short and long term can negatively impact individuals, families and communities. “The project is not necessarily about telling the community not to drink. It’s about promoting the message around the responsible consumption of alcohol,” Ms Di Francesco said. The launch of the Alcohol Management Project at Coronation Park, Manjimup will further promote the plans positive community benefits. Featuring a series of fun interactive activities, free lunch and mocktails, climbing wall, live music, prizes and lots of give-aways, the alcohol free event is open to all ages. The Alcohol Get Real Project will also address the negative behaviours often associated with alcohol such as vandalism, graffiti, and other anti-social behaviour. A partnership between the Shire of Manjimup, St John of God South West Community Drug Service Team, the Southern Country Health Service, the project is also supported by the Manjimup Community Safety and Crime Prevention Committee, and the WA Drug and Alcohol Authority, and follows 18 months consultation with community stakeholders. The Foundation for Alcohol Research and Education provided $15, 000 to the Shire of Manjimup, one of 17 grants awarded to community organisations throughout Australia as part of the 2011 Community Education and Engagement Grant Funding Round. For over ten years now, FARE has supported hundreds of community driven projects, and in the process, made a real and positive difference to the lives of Australians, their families and their communities. FARE Chief Executive Michael Thorn says alcohol use and misuse is the cause of substantial harms to the Australian community, with young people particularly exposed. “I applaud the Shire’s efforts to address underage drinking and the binge drinking culture. 80 per cent of the alcohol consumed by people aged 14 to 24 years is consumed in ways that put the health of the drinker and others at risk of acute harm. In focussing on this at-risk group, the Alcohol Get Real Project will make a significant contribution to reducing the impact of alcohol-related harms in the shire,” Mr Thorn said.

### Metadata