

Liquor & Gaming NSW

Just...Don't campaign toolkit

June 2023



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What is JUST...DON'T?

Everyone has the right to enjoy a safe and responsible drinking environments and the Liquor Act 2007 provides powers to venues and police to eject and ban patrons who compromise that environment.

The “Just...Don’t” campaign targets drinking etiquette for younger patrons through a combination of digital and print resources.

Devised by the NSW Government in collaboration with the Maitland Liquor Accord, the campaign targets young people attending bars, pubs and clubs and aims to reduce irresponsible and potentially harmful behaviour.

The campaign includes posters and coasters as print resources for venues to use in their premises. Videos, social media tiles and digital assets can be used by accord members via their social channels and websites.

[Explore the toolkit](#)

Background

In June 2022, Liquor & Gaming NSW brought together industry stakeholders and representatives from key government agencies to discuss staff shortage concerns and work towards practical solutions at the Security and Staffing Industry Roundtable.

From that event, an action plan was developed, and L&GNSW have continued to work with industry and other government agencies to address the issues discussed. One of those key issues identified in the action plan was the issue of patron behaviour –specifically the behaviour of younger patrons who were denied a gradual easing into licensed premises in the wake of COVID-19 and associated lockdowns.

Maitland Liquor Accord had flagged a campaign concept targeting youth behaviour and approached L&GNSW for support based on analytics of their previous campaigns and the trends they were seeing on their multi-venue barring list.

Through a series of meetings and discussions, the working group created the patron behaviour campaign concept with the intention of targeting the following behaviours through etiquette education:

- pushing in line at bars
- being excessively loud in venues
- urinating in places other than the restroom
- showing respect
- secondary service, sharing additional drinks with friends
- patron migration behaviour between licenced venues
- pre-loading before attending a licensed venue.

A creative agency was engaged to bring the concept to life using referees and red cards.

A toolkit for accords

This toolkit provides accords with digital resources that showcase poor patron etiquette in licensed venues.

Liquor & Gaming NSW invites accords to use the creative assets and content to educate young patrons and the broader community about the types of behaviour that will not be tolerated in licensed venues.

Assets include:

- Posters
- Coasters
- Videos
- Social media tiles for Facebook and Instagram
- Web banners
- Flyer for patrons who have been red-carded

[Download the toolkit](#)

Key messages

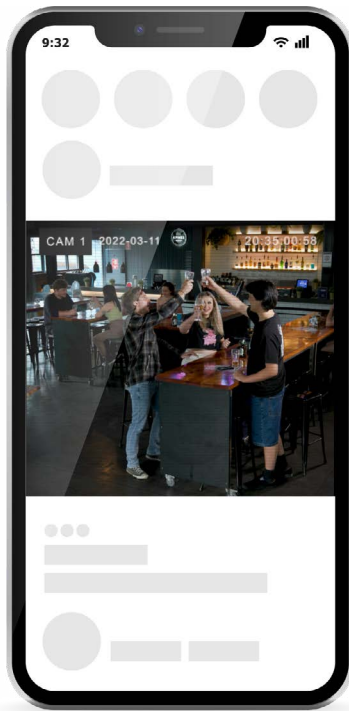
- Everyone has the right to enjoy a safe and responsible drinking environment and the Liquor Act 2007 provides powers to venues and police to eject and ban patrons who compromise that environment. Poor behaviour will not be tolerated in our venue. Avoid a red card and just...don't!
- Don't be a rookie – being loud, obnoxious, or quarrelsome in our venue will earn you a spot on the sidelines. Avoid a red card and just...don't!
- Bad behaviour of any kind will not be tolerated in our venue. Avoid a red card and just...don't!
- Disrespectful behaviour of any kind will not be tolerated in our venue. Avoid a red card and just...don't!
- Pushing in and disrespecting your fellow patrons will get you offside with other players and management! Avoid a red card and just...don't!
- Overindulging in the pre-match warm up could cost you and your mates your night out. Avoid a red card and just...don't!
- Venues in our local community work together to keep everyone safe. If you are removed or refused entry at our venue, don't try and go to another one – just go home! Avoid a red card and just...don't!
- Did you know that if you are kicked out or refused entry to a licensed venue it is an offence to remain in the vicinity of the venue. This means you must stay at least 50 metres from the venue for a minimum of 6 hours, and not re-enter for at least 24 hours. A \$550 on the spot penalty applies. Avoid a red card and just...don't!
- We've got some great goalies (security guards) here and not much gets past them! Fake ID's or using another person's ID will earn you and them an instant red card. Avoid a red card and just...don't!
- Intimidating or aggressive behaviour has no place in our venue. Avoid a red card and just...don't!
- We really shouldn't have to explain this... It's obvious that bathroom tasks should be undertaken in bathroom facilities. Avoid a red card and just...don't!
- Supplying alcohol to someone who is under 18 is against the law and will result in a red card and fine for both you and the minor. Avoid a red card and just...don't!

Toolkit

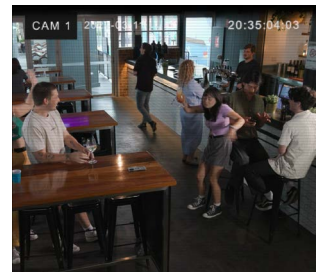
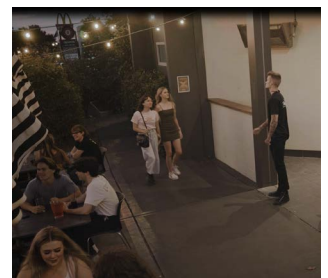
Videos

A series of 10 short videos

Purpose: To educate patrons on the types of behaviour that will result in being red-carded. These videos can be used to create and schedule a series of organic or sponsored posts on your social media channels using the relevant key messages.



Download the videos



Posters

A4 poster

Purpose: To be printed in house, or by a professional printer, and displayed in licensed premises where the JUST...DON'T campaign is being used.

In-house print (RGB without crop marks)

Professional print (CMYK with crop marks)



Coasters

Rectangular coaster

Purpose: To be printed by a professional printer and used in licensed premises where the JUST...DON'T campaign is being used.

Option 1 - Red

Option 2 - Black

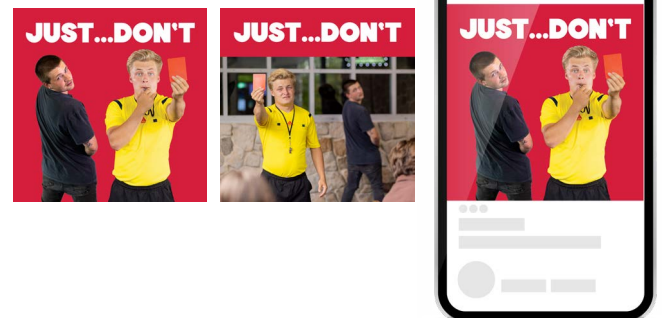


Social media tiles

A series of 3 social media tiles

Purpose: To be used alongside key messages to educate patrons on your social media channels.

Download the artwork



Web banners

Digital graphics designed to be used as an email signature or web banner.

Purpose: Use on your email signature as a banner that links to your venue rules or code of conduct. You could also create a page on your website and use the banner to introduce the campaign and provide further information and key messages for patrons who have been red carded.

[Download the artwork](#)



Flyer

Double sided DL flyer

Purpose: Print copies of this flyer in house or by a professional printer and supply to patrons who have been removed or refused entry to your venue. The flyer explains why they have been removed/refused and fail to quit protocols.

[In-house print \(RGB without crop marks\)](#)

[Professional print \(CMYK with crop marks\)](#)



Need something else?

If you need additional assets or varied formats, or for more information, please reach out to the Liquor Accords team on liquor.accords@liquorandgaming.nsw.gov.au.

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