



Paul Toole
Minister for Lands and Forestry
Minister for Racing

MEDIA RELEASE

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‘ASK FOR ANGELA’ IN ALBURY

The internationally recognised safety campaign ‘Ask for Angela’ will be rolled out in Albury, Minister for Racing Paul Toole announced today.

Mr Toole today joined representatives of Albury Liquor Accord, local police and Albury City Council to launch the initiative, which allows patrons in licensed venues to ask for help if they feel their safety is at risk.

“I congratulate Albury Liquor Accord for taking up Ask for Angela and making it available to more than 50 venues in the region,” Mr Toole said.

“It’s a simple, yet highly effective concept that has quickly spread around the world since it originated in the UK last year.

“By asking for Angela, patrons can discreetly let venue staff know they need help to leave an unsafe or difficult situation.

“Staff can then intervene by calling police, organising safe transport home or referring the patron to support services.”

Albury Liquor Accord is the third accord in NSW to take up the campaign, following Wagga Wagga and Manning on the mid north coast.

“Ask for Angela is a great example of the valuable work liquor accords are doing in targeting alcohol-related violence and anti-social behavior,” Mr Toole said.

“Liquor accords play a key role in our Government’s approach to liquor regulation. They represent a true collaboration between licensed venues, police, Liquor & Gaming NSW and local communities.”

The Albury Liquor Accord has funded information packs with material to promote the campaign and will also take out local radio ads.

Ask for Angela is supported by NSW Police and the Australian Hotels Association.

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