



Champions ACT
Final Report
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Prepared for: NRMA-ACT Road Safety Trust

Youth Coalition of the ACT
46 Clianthus Street
O'Connor
ACT 2602



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CHAMPIONS ACT CAMPAIGN OVERVIEW

The funding provided by the NRMA Road Safety Trust to the Youth Coalition of the ACT (the Youth Coalition) was to incorporate a 'Road Safety Champion' into the existing campaign, Champions ACT. This report contains information about the overall campaign, as well as the activities involved in introducing the Road Safety element to the campaign.

Campaign background

Young people and alcohol-related incidents, including alcohol-related violence, binge drinking, and anti-social behaviour, have gained particular prominence in local media sources over recent years, and community perceptions of young people in local entertainment precincts have become increasingly negative.

The Youth Coalition of the ACT produced a report called [Dutch Courage: Young People, Alcohol and Alcohol Related Violence](#), which was prepared by Dr Justin Barker in June 2010 and jointly funded by ACT Health and the Department of Justice and Community Safety, ACT Government. Following this report in March 2012, the Youth Coalition of the ACT, in partnership with the Australian Hotels Association – ACT Branch, received funding from the Australian National Preventive Health Agency, under the National Binge Drinking Strategy, to implement Champions ACT.

Champions ACT was a campaign which targeted young people in Canberra aged 18 – 24, and focused on prevention, harm minimisation, community safety principles and behavioural change. Champions ACT utilised strategies that provide online resources (www.championsact.net) and print materials to licensed venues that emphasise behavioural change and peer support. The campaign was launched in November 2012 and ran through until April 2014.

Champions ACT sought to build upon the highly successful *Championship Moves* campaign, now The Wingman (www.wingman.org.au), which was previously running in Victoria. *Championship Moves* targeted young men in Victoria aged 18 – 24, and focused on behavioural change and reducing alcohol-related violence. Champions ACT worked alongside *Championship Moves* at the inception of the campaign to build upon their highly successful principles and initiatives, and adapt these to implement with young people aged 18 – 24 who access entertainment precincts and licensed venues within the ACT.

Youth Coalition of the ACT

The Youth Coalition is the peak youth affairs body in the ACT, and was incorporated in 1996. As a representative organisation, the Youth Coalition has a broad membership base of over 100 organisational and individual members. This membership includes community youth services, youth-led organisations, other non-government organisations, youth workers and young people.

The Youth Coalition is responsible for representing and promoting the interests and wellbeing of people aged between 12 and 25 years and those who work with them. Our vision is 'to actively promote the human rights, well being and aspirations of young people in the ACT community, with particular respect to their economic, political, cultural, spiritual, educational, and social development'.

As an incorporated organisation, the Youth Coalition has organisational, individual and associate members. A Board of Management, which is made up of both young people and organisational representatives, governs the Youth Coalition.

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Objectives

The aim of the Champions ACT campaign was:

- To increase awareness of alcohol-related harm, personal responsibility, and positive decision-making amongst 18–24 year olds in the ACT.

The objectives of Champions ACT were:

- To reduce alcohol-related violence amongst young people aged 18 – 24 years;
- To reduce binge drinking and alcohol-related harm for young people in licensed venues;
- To educate and engage young people in taking greater responsibility for their actions and behaviours, and that of their peers;
- To stimulate a clear message of consequence for actions; and,
- To provide a catalyst for behavioural change.

Strategies

The strategies employed by the Champions ACT team included:

- Building upon the strengths of, and adapting the existing *Championship Moves* campaign (currently running in Victoria) within an ACT context;
- Engaging key stakeholders, including young people (patrons of entertainment precincts in the ACT) and licensed venues, in a community development approach;
- Developing and implementing a creative and innovative website (www.championsact.net) tailored to the ACT;
- Involving Canberrans with Canberra stories, in a community development approach;
- Delivering the project messages through various media channels; and,
- Maintaining a positive relationship with local media organisations.

Project outcomes

As part of the evaluation plan for Champions ACT, the following project outcomes for Champions ACT were devised based on the objectives for the campaign:

Short Term Outcome	<ul style="list-style-type: none"> 1) Established positive relationships between young people and the Project 	<ul style="list-style-type: none"> 2) Established positive relationships between licensed venues, and other key stakeholders and the Project
	<ul style="list-style-type: none"> 3) Increased awareness amongst young people aged 18 – 24 of positive strategies to prevent and reduce the harms of binge drinking and alcohol related incidents (including violence and anti-social behaviour); 	<ul style="list-style-type: none"> 4) Focus in local media, including social media, on promoting positive strategies to reduce the harms associated with alcohol and binge-drinking
	<ul style="list-style-type: none"> 5) Reduction in occurrences of alcohol-related incidents (including violence and anti-social behaviour) in entertainment precincts and licensed venues in the ACT 	<ul style="list-style-type: none"> 6) Safer environments for young people and the broader community in entertainment precincts and licensed venues in the ACT
Outputs	<ul style="list-style-type: none"> # Young people engaged in consultation # Campaign products/materials distributed # Young people engaged with website and social media # Young people engaged with in venue activities 	<ul style="list-style-type: none"> # Licensed venues providing feedback in consultation # Licensed venues supporting the campaign # Activities in licensed venues # Media advertisements and articles # Key stakeholders engaged with project
	<ul style="list-style-type: none"> Ongoing consultation with young people aged 18-24 who drink in entertainment precinct venues Development and roll out of a range of resources and products with a local context, including the website Development and roll out of a targeted campaign utilising print, online, television, social media, and advertising elements Development, pilot, and roll out of venue based initiatives 	<ul style="list-style-type: none"> Stakeholder group established to provide guidance and expertise to the Project Stakeholder (licensed venues) engagement strategy, including consultation
Inputs	<ul style="list-style-type: none"> Project staff Stakeholder Reference Group Funding Existing Victorian Campaign (<i>Championship Moves</i>) External expertise updating campaign and material Supervision, infrastructure, and administrative support 	

Venue supporters

The Champions ACT campaign has been supported by a number of Canberra venues. Champions ACT operated a three-tier system to recognise the ways in which different venues have supported the campaign. Gold Supporters worked with the Champions ACT team to run in-venue promotional activities, provided the promotional team with incentives to distribute to patrons who engage with the campaign, displayed television commercials, posters, coasters or bar mats, and promoted Champions ACT on social media pages and websites. Silver Supporters displayed collateral and promoted the campaign on social media. Bronze Supporters either used Champions ACT collateral or promoted the campaign on social media.

The Gold Supporters included King O'Malley's, Academy and Mooseheads, who were Pilot supporters, as well as Zierholz @UC, Uni Pub, The Lighthouse Pub, Cube, and the City Labor Club. These venues welcomed the Champions ACT team to promote the campaign to

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their patrons. Some venues offered free entry (Mooseheads) or the opportunity to win food vouchers (The Lighthouse Pub) in exchange for engagement.

The Silver Supporters included The Civic Pub, PJ O'Reilly's, Transit Bar and The Phoenix.

The Bronze Supporters were Knightsbridge Penthouse, Eastlake Calwell Kaleen, and the Vikings Group.

Partners

The Champions ACT partner group was diverse, and developed throughout the course of the campaign. These partners included:

- ACT Policing, with which Champions ACT partnered for the Safe Summer campaign, as well as for a Canberra International Film Festival discussion panel
- Crime Prevention and Community Safety
- ClubsACT, who connected Champions ACT with ACT clubs
- Aerial Capital Group, who assisted the campaign with taxi advertising and 'The Taxi Driver's Point of View'
- The Sobering Up Shelter, which supported 'The Professional's Point of View'
- ACTION Buses
- UCLive!, which provided prizes for young patrons who engaged with the campaign
- Justice and Community Safety ACT
- Canberra CBD Ltd., with which Champions ACT partnered for the Kros Urinal Trial.

Stakeholders

The purpose of the Stakeholder Group was to provide a forum for all the key stakeholders of the project to engage in the development and implementation of Champions ACT. This included:

- Establishing and maintaining relationships between stakeholders;
- Providing an opportunity to inform stakeholders on Project activities; and,
- Providing advice and feedback on Project activities.

The stakeholders for Champions ACT changed over the course of the project. At various times throughout the campaign, the stakeholder group included the AHA-ACT Branch, Academy Club, ACT Policing – Marketing and Communications, ACT Policing – Crime Prevention, Health Promotion Branch of ACT Health, Sobering Up Shelter and CatholicCare Canberra and Goulburn, Kicks Entertainment, Office of Regulatory Services, Transit Bar and the Youth Coalition of the ACT.

CAMPAIGN DEVELOPMENT

Adapting from *Championship Moves*

The Champions ACT Project built upon the highly successful '*Championship Moves*' campaign in Victoria, now The Wingman (wingman.org.au). *Championship Moves* sought to encourage behaviour change in young men aged 18 – 25 in order to reduce alcohol-related violence in the streets and entertainment venues.

Championship Moves promoted key peer support messages around 'mates looking after mates'; and developed a series of innovative 'moves' (such as the Muzzle, the Waterboy and the Lasso) that young men could use to prevent incidents or stop them before they escalate. The campaign was supported by the liquor industry, with a number of licensed venues becoming involved in promoting the campaign.

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Champions ACT worked alongside *Championship Moves* at the inception of the campaign to build upon their highly successful principles and initiatives. In consultation with local young people, the principles behind *Championship Moves* were used to develop the campaign strategies and messaging that were then implemented with young people aged 18 – 24 who access entertainment precincts and licensed venues within the ACT.

Consultation

Champions ACT involved young people from the very beginning of the campaign, with surveys and focus groups being conducted prior to the launch. This ensured that the Campaign was based around the actual experiences and perceptions of local young people, and provided an avenue for young people to influence the direction of the campaign. Regular consultation, through surveys and social media, continued throughout the campaign.

Pre-launch survey

Champions ACT conducted in-venue surveys prior to the launch of the campaign at Mooseheads Pub and Nightclub on 4th August 2012. A total of 158 young people were surveyed. The questions were directed towards understanding the demographic of individuals at licensed venues on a Saturday night, their drinking habits, their perception of safety when out at venues in Canberra, their behaviour when drinking, and what would engage them in a campaign about having a safer night out in Canberra when drinking. The survey participants were also asked if they would like to attend a Focus Group for further feedback sessions.

Pre-launch focus groups

Two focus groups of young people were interviewed in licensed venues prior to the launch of Champions ACT. The answers to the questions provided insight for the campaign design, direction and strategies, as well as about drinking culture and safety in Canberra. The participants were also asked about *Championship Moves*, the Victorian campaign on which Champions ACT is modelled. Focus Group A consisted of five young men and they were interviewed at Mooseheads Pub and Nightclub on 10th August 2012. Focus Group B consisted of six young women and one young man and they were interviewed at Uni Pub on 17th August 2012.

The Focus Group results informed the campaign team about where violence is observed in Canberra, and what contributes to this antisocial behaviour. This includes cheap drinks and a young crowd. The young men commented that they would feel safer if security was less over-reactive, and believed the presence of security and police was already sufficient at night.

When asked about the *Championship Moves* campaign, the responses were positive since the situations were relatable. In terms of campaign advertising, the Focus Group identified social media and YouTube to watch videos, rather than television, and that a website receives attention through word of mouth and Facebook sharing. Participants also indicated that the campaign may be relatable if local Champions are utilised, however it must be a personal perspective that is trusted.

One aspect that was noted as missing from the *Championship Moves* campaign was the 'travelling home' aspect – looking at how people get home safely at the end of night out. The young women also commented that watching drinks for spiking, fixing clothing, and

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protecting friends from unwanted attention from the opposite sex are all moves on a night out.

Pre-launch consultation with venues

Between June and December 2012, the Australian Hotels Association – ACT Branch engaged with AHA members and licensees about Champions ACT prior to the launch of the campaign.

In Phase 1, July to September 2012, 19 licensees were asked for feedback about a campaign that focused on promoting safer drinking practices amongst young people at licensed venues in Canberra. This included what kind of promotional engagement they would like from Champions ACT, such as posters, coasters, bar mats, and web and social media promotion, which also informed what collateral to design and produce for the campaign. They were also asked how their venue could add value to the Champions ACT campaign, what the target audience is according to age and gender, and if the venue is willing to support the campaign. Many of the AHA members were supportive of the campaign, and requested further information once the campaign had launched.

Phase 2 of the licensee engagements, held from September to November 2012, involved asking four AHA members about what issues they faced at their venues with young people, how the venue feels about responsible drinking programs, what feedback they have for Champions ACT, if the venue was willing to support the campaign, and what sort of promotional collateral they would be willing to display in venues. These licensees represented Sub-Urban, Academy, Mooseheads, King O'Malley's and The Lighthouse Pub.

The Champions

Zoo Advertising was selected by young people to create the original six 'Champions' and their messaging. The six champions were:

The Explorer

Choose your own adventure!

There are dozens of venues in Canberra, so don't think you have to stay in one place all night – if you're starting to get a bad vibe from a place, grab your friends and go exploring! Maybe take a break from drinking, go grab a bite to eat or strike up a conversation with some friendly natives.

The Magician

Time to give them a spell!

If your friend is too smashed to tell the difference between a chair and the floor, use the ol' hand-is-quicker-than-the-eye trick and turn those spirits into water. Your friends will never know the difference, and they'll wake up and think their reduced hangover is magic.

The Medic

Be first on the scene, before there's a scene!

Put the camera away and be a pal next time your mate's had too much to drink - take them to a quiet place to cool off, get them some water and just sit with them and let them know that everything's going to be OK. You could even brush their hair to reassure them... but not in a creepy way, ya weirdo!

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The Ninja

Take flight, not fight!

There's nothing wrong with disappearing early in the night. If a friend is looser than second-hand spandex, drop a smoke bomb and get them outta there! They might think the night's still young, but the next day when their head doesn't feel like it's been split open with a samurai sword, they'll respect the ways of the ninja.

The Waiter

Eating's not cheating!

Having a bite to eat before, during or after you drink is one of the best ways to curb that aggressive body backlash the next day. Remind your friends of that the next time they're going out with an empty stomach. Opt for foods that are high in fats because... well, do you really need another excuse to eat a delicious, greasy slice of pizza?

The Wrangler

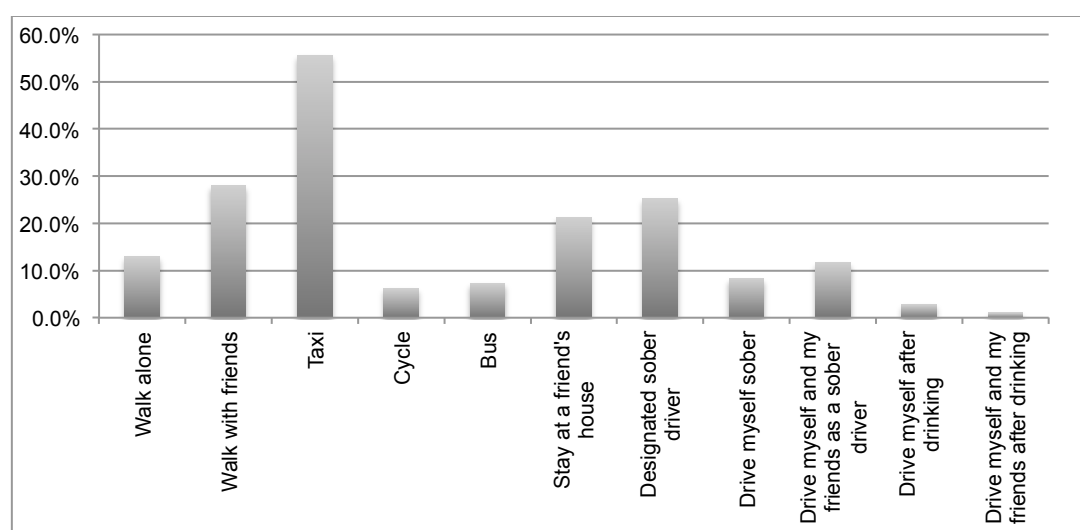
When you're out, rein them in!

If your friends are starting to get a bit lippy, wrangle them back to the group to ensure that they don't get themselves into trouble. After all, you don't want to be picking teeth off the pavement at 3am.

Introducing the Road Safety Champion

Throughout the Champions ACT campaign, young people were consulted regarding various issues relating to their safety while out drinking. During the three month consultation with young people, surveys were distributed at the National Youth Week Festival on 5 April 2013, at ANU Market Day, and at licensed venues (Zierholz @UC, Lighthouse Pub, ANU Bar, Uni Pub and Mooseheads) between 17 – 20 April 2013. A total of 186 young people aged 18 – 25 were surveyed. The results of a question about how young people travel home after a night out are presented here, as it informed the Road Safety Champion proposal.

How do you usually get home after a night out?



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Answer Options	Response Percent	Response Count
Walk alone	12.9%	23
Walk with friends	28.1%	50
Taxi	55.6%	99
Cycle	6.2%	11
Bus	7.3%	13
Stay at a friend's house	21.3%	38
Designated sober driver	25.3%	45
Drive myself sober	8.4%	15
Drive myself and my friends as a sober driver	11.8%	21
Drive myself after drinking	2.8%	5
Drive myself and my friends after drinking	1.1%	2
Other*		5
answered question		178
skipped question		8

*Other included running, Mum and Dad, getting a lift, and driving on drugs.

Taxis were one of the most common modes of transportation for a night out, while a number also said they walked home with friends or went home with a designated sober driver. This survey led Champions ACT to approach Aerial Capital Group Ltd about a partnership that could benefit young people in Canberra to improve accessibility, safety and affordability when taking taxis home.

This information, as well as some high profile news reports regarding road safety in Canberra, including an incident during which a young woman was hit by a car at Northbourne Avenue near a concentration of Civic licensed venues in July 2013 ([Canberra Times, July 2013](#)), highlighted the need for a road safety 'Champion' to be included in the campaign.

In October 2013, Champions ACT developed a new road safety 'Champion', which was funded by the NRMA-ACT Road Safety Trust, and aimed to promote responsible decision-making among young people with regard to travelling to and from drinking venues. More specifically, the Champions ACT campaign expanded to provide health and safety promotion messages about drink driving, intoxicated pedestrians, road hazards, alternative methods of transportation (including taxis), and broader issues relating to getting home safe.

Zoo Advertising was engaged to develop the Road Safety Champion and associated collateral and promotional materials. This 'Champion' was named 'The Chauffeur':

The Chauffeur

If they're trashed, don't let 'em crash!

If your friend is starting to stagger but still thinks they're as good as Mark Webber, take away their keys and get them home another way. Hail a taxi or get a lift from a designated driver and everyone will wake up without a worry.

The Road Safety Champion campaign used the existing Champions ACT infrastructure that included an established project, marketing, and evaluation plan to target young people in the ACT. The ACT Government estimates the target audience of 18 - 24 year olds in Canberra at 40 335 in 2013, and Champions ACT had already reached some of this demographic with previous activities. The Road Safety Champion was incorporated into the wider Champions ACT project that already had momentum amongst young people, licensed venues, police, services and other organisations in Canberra.

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The objectives of the Champions ACT - Road Safety Champion were:

- To encourage young people in the ACT to be a "Champion" and look after their friends in regards to drink driving and travelling to and from venues safely;
- To equip young people in the ACT with strategies that help to ensure every stage of their night is safer, especially when travelling to and from venues;
- To stimulate a clear message of consequence for actions relating to drink driving and transportation on a night out;
- To highlight the importance of responsible decision-making about drink driving and transportation on a night out;
- To reduce the prevalence of alcohol-related violence in the ACT;
- To reduce binge drinking and alcohol-related harm for young people in the ACT;
- To reduce drink driving and road accidents related to alcohol amongst young people in the ACT;
- To be a catalyst for behavioural change in situations involving alcohol and road safety; and
- To encourage young people to take greater responsibility for their actions and behaviours, and that of their peers.

Prior to creating the new 'road safety champion', Champions ACT met with Simon Corbell MLA and the Office of Regulatory Services to discuss this new development in the campaign. Champions ACT also began a partnership with the Aerial Capital Group Limited to aid the use of taxis amongst young people in Canberra, and discussed partnering with ACTION buses as a part of the new road safety campaign.

Collateral

In addition to creating the 'Champions' themselves, Zoo Advertising created the campaign collateral and were responsible for the design of the posters, coasters, business cards, temporary tattoos, and electronic media. See Appendix A for examples of printed campaign collateral. As part campaign promotion and engagement, collateral featuring the champions was distributed to venues supporting the project, and used to engage directly with young people at university market days and other community events.

Cry Havoc Media developed the original television commercials for The Ninja, The Wranger, and The Waiter.

Website

The website was designed by Mark Norton-Baker. The website is administered by the Champions ACT team of young people.

Web: www.championsact.net

Social media

The Facebook, Twitter and YouTube pages were administered by the Champions ACT team of young people.

Facebook: www.facebook.com/champsact

Twitter: www.twitter.com/champs_act

YouTube: www.youtube.com/championsact

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Television and Cinema Commercials

Prior to the launch of Champions ACT in November 2012, the Youth Coalition of the ACT worked with Cry Havoc Media to create three television advertisements for three of the Champions. The Champions used for television advertising were The Wrangler, The Waiter, and the Ninja. Each commercial featured young, Canberra-based actors and extras. The commercials were shown on Channels Ten and 7Mate from mid-November until late-January 2012, and The Wrangler was shown in Hoyts Belconnen and Woden, Dendy City, and Palace New Acton Cinemas from late-November until early-March.

In a consultation with the Champions ACT promotional team of young people, Zoo Advertising was chosen to design the new Road Safety champion and a promotional campaign. Zoo Advertising put together a campaign strategy, which was discussed at a feedback session with the promotional team on 19th August 2013. Some of the young people believed the campaign focus on weddings and hen's nights was not relatable for young people, while others disagreed. The campaign was originally focused on cinema advertising only, but with guidance from the promotional team it was decided television advertising was also necessary. The effect of being shown the advertisement several times would inspire some people to eventually look up the URL provided in the advertisement, while it would not provoke others. The impact of a serious campaign was also discussed: marketing research indicates that loss is more effective and engaging than gain, while some promotional team members would have preferred comedy.

Two advertisements, The Wedding and The Hens Night, were produced to promote the Road Safety Champion, 'The Chauffeur', and were shown in four cinemas – Hoyts Belconnen, Hoyts Woden, Dendy Canberra City and Limelight Tuggeranong. These advertisements introduced the idea of the "empty seat", where a group of people are celebrating, but it is revealed that someone is missing from the celebrations. These commercials act as a 'curiosity driver' - viewers see the commercial and are prompted to visit a website set up for the campaign, tenyearsbefore.com. Here they would see the second part of the advertising clip which shows them on night out drinking ten years prior, where someone makes the decision to drive home at the end of the night. Viewers are then offered an 'alternative ending', where one of the friends steps in and steers the character away from their car and offers an alternative way to get home safe. They can then click through to the Champions ACT website to see other 'champion' moves and get more information about the campaign. The website also shows 'The Chauffeur' advertisement on the page for that Champion. See Appendix B for advertising campaign scripts.

The Wedding Advertisement:

https://www.youtube.com/watch?v=A_msoRTQV8g&list=UU8BkuAqIn640WP5OIKDzXOQ

The Wedding – Alternative Ending:

<https://www.youtube.com/watch?v=YCyPMWnMgmk&list=UU8BkuAqIn640WP5OIKDzXOQ>

Hen's Night:

<https://www.youtube.com/watch?v=M7Z4NXaAU6Y&list=UU8BkuAqIn640WP5OIKDzXOQ>

Hen's Night – Alternative Ending:

<https://www.youtube.com/watch?v=OxNI71v6VIQ&list=UU8BkuAqIn640WP5OIKDzXOQ>

Chauffeur ad on Champions ACT page: <http://championsact.net/content/chauffeur>

The advertisements were shown in during the first two weeks of screening runs of movies that were popular with the target demographic. These movies were The Hunger Games, Jackass, The Hobbit, Anchorman 2, Monuments Men, 47 Ronin, Robocop, and Romeo &

Juliet. The cinema media buy also included the display of posters in paper and on digilights screens in the cinema foyers, which advertised the tenyearsbefore.com website and aimed to drive the curiosity of those who had seen the ad before a movie session to go to the website and see what it was all about.

In consultations with the Champions ACT promotion team, it was suggested that the ads also be shown on television shows that young people were likely to watch, as they are generally watching television with their mobile phones and/or tablets nearby, and would be more inclined to look up the website straight after seeing the ad. Air time was purchased for shows in the Canberra area on Channel Ten, Channel Eleven, Prime7, and 7Mate. The Cinema and Television advertising campaign ran from December through to March.

CAMPAIGN ACTIVITIES

Campaign Launch & Pilot Period

The Champions ACT Launch was held on 19th November 2012 at Sub-Urban in Dickson. It provided attendees with an opportunity to preview key campaign promotional material including posters, the website, Facebook, and television commercials. The event was attended by stakeholders, the media, licensees, representatives from the Australian National Preventative Health Agency, politicians, many of the young people involved in the campaign development, Youth Coalition of the ACT and AHA - ACT Branch staff members and board representatives, the young people who starred in the television commercials, the young people who modelled for the photoshoots, and the young people who participated in the initial focus groups and surveys. A special thanks goes to Jack Quinane and Carla Van Weerdenburg from ANPHA, and Frank Condi and the team at Sub-Urban for hosting the event.

Following the launch of Champions ACT, the Youth Coalition of the ACT and the Australian Hotels Association – ACT Branch (AHA-ACT) worked alongside King O'Malley's Irish Pub, Academy Club, Mooseheads Pub and Nightclub and Foreshore Summer Music Festival to pilot various promotional activities. As the campaign aimed to tailor this approach to work in local entertainment precincts in Canberra, the pilot period was designed to trial and evaluate various engagement strategies.

The pilot period was held over five weeks in November and December 2012, and included attending venues on Friday and Saturday nights, and Foreshore during the day on Saturday 24th November. Some nights involved attending several venues over the course of the evening.

In-Venue Activities

Following the pilot period, the campaign activities were adjusted, and regular in-venue campaign activities began in the Gold Supporter venues in February. The activities included photographing patrons who engaged with the campaign, handing out business cards to promote engagement with social media, and discussing the messages of Champions ACT to patrons, and conducting surveys. Photography in venues typically involved having the person write the name of their personal 'champion' (the person who looks after them when they are drinking) on a Champions ACT whiteboard or poster, and then posing for a photo. These photos were later posted on Facebook, providing opportunity for further engagement with the campaign. Prizes such as food and music store vouchers were regularly given away for those who engaged with the campaign, particularly during periods when surveys were conducted. These in-venue events were conducted by a team of young people wearing

Champions ACT t-shirts in venues that also displayed Champions ACT collateral, and continued on a regular basis throughout the campaign.

Recognition of the Champions ACT campaign, including the 'Champions' and their messaging, grew throughout the campaign, with engagements in licensed venues playing a large role in promoting the positive strategies of the campaign. Most young people easily identified which 'Champion' role they often played, or that their friends played, and recognised how that contributed to reducing harm to themselves and others while out drinking. In the final surveys conducted in licensed venues, 43.6% of young people recognised the Champions ACT logos and slogans, the majority through the promotional team in venues, or posters, coasters and bar mats (collateral provided to partner venues).

In-venue promotion of the new Road Safety Champion, "The Chauffeur", began in December to coincide with the launch of the TV and Cinema commercials. The Champions ACT promotional team of young people visited seven venues on six different nights in December, engaging with over 330 people within our target demographic. The main focus of these engagements was promoting the Chauffeur, by talking to young people about the new champion, taking their photo while holding the Chauffeur poster, discussing safe ways to get home, and promoting the Nightrider Bus service, which provides free transport for people to get home throughout the Christmas and New Years party season. Promotions of the Chauffeur, along with the other Champions, continued until the end of the campaign.

Throughout the entire campaign 33 in-venue promotional activities were held, with approximately 2600 young people aged 18-24 engaging with the Champions ACT campaign and messaging.

Other Activities

Champions ACT ran additional promotional activities in the community on several occasions throughout the campaign.

O Week Market Days - Australian National University (ANU) and University of Canberra (UC)

Champions ACT had stalls at O week market days at UC in Semester 1 & 2 2013 and Semester 1 2014, and at ANU in Semester 1 2013 & 2014. This provided an opportunity to promote the campaign to our key target demographic. Activities carried out at the O Week stalls included photographing people with whiteboards where they had written the name of their champion, conducting surveys, beer goggle activities, prize draws for people who interacted with the campaign stall, distributing collateral and promoting the Champions ACT Very Short Film Competition in 2014. Approximately 500 young people, the majority aged 18-22, engaged with the campaign at these events.

Comorbidity Interagency Day

Champions ACT staff also partnered with the Sobering Up Shelter at the CatholicCare Comorbidity Interagency Day, an annual sector expo held in December. Staff from other organisations and programs who work with young people were given information on the Champions ACT campaign, as well as coasters and business cards to enable them to promote the campaign to young people they work with.

Promotional event at Headspace 5th Birthday, Garema Place

Champions ACT was invited to attend the Headspace 5th Birthday event in Garema place in order to promote the campaign and share the Champions ACT message with people attending the event, as well as the general public.

While we were aware that this event was not targeted at our key demographic, it provided an

opportunity to spread the word about the campaign with other organisations, politicians, and parents who attended the event.

Partnership with the Canberra International Film Festival

The Canberra International Film Festival (CIFF) featured a film called 'What Richard Did', which depicted the repercussions of a night involving alcohol-fuelled violence for a talented South Dublin recent high school graduate. The selection of this film sought to foster discussion on alcohol-related violence in Canberra, particularly in Civic, which the Champions ACT campaign was invited to take part in. This partnership involved a Champions ACT Project Officer joining Sergeant Harry Hains, for a discussion panel with CIFF Artistic Director Lex Lindsay, as well as an interview, again with Sergeant Hains, on ABC's 666.

Winter Warmer Tent

On 3rd August 2013 Champions ACT had a marquee in Garema Place from 10pm – 2am, where passers-by could drop in to warm up under the heaters, get a hot chocolate, and find out about the campaign. This provided a different atmosphere to engaging inside the licensed venues, and proved to be an effective way to communicate the messages of the campaign. Over 80 young people aged 18-30 visited the Winter Warmer Tent and engaged with the campaign.

Safe Summer Campaign Launch

Champions ACT partnered with ACT Policing for the launch of their Safe Summer Campaign in December 2013, with a stall in Garema Place being run on a Friday afternoon/evening. Beer goggle activities were set up, which drew people in to engaging with Champions ACT and ACT Policing staff, and Champions ACT collateral (coasters, business cards, and standard drinks tumblers provided by the Office of Regulatory Services) was given out along with water bottles and lolly bags provided by ACT Policing.

The messaging for 'The Chauffeur' was heavily promoted during this activity. Beer goggle activities were set up as a drawcard for passers-by to interact with the stall, where people put on goggles which distorted their vision and then attempted to complete tasks such as walk along a line on the footpath, or throw a ball into a bucket. This activity is used to show how alcohol can impair a persons vision, and was used to open discussions regarding drink-driving, and other options for getting home safely at the end of a night out. Approximately 250 people interacted with the campaign at this event.

Partnership with the Nightrider Bus Service

Champions ACT was asked to partner with ACTION Bus Service to promote the free Nightrider Bus Service in December 2013. This service provides free public transport from Civic to the bus stop nearest your home late a night/early in the morning over the Christmas/New Year season. Champions ACT attended the launch of the service, and were provided with information to distribute to young people when conducting in-venue activities at licensed premises during December. The Champions ACT promotional team provided this information to over 250 young people while engaging with them in and outside licensed venues in Civic over the time period that the bus service was running.

Champions ACT Very Short Film Competition

Champions ACT ran a short film competition to provide another avenue for local young people to engage with the campaign, by creating user-generated content that we could promote through social media. The film competition was promoted through contacts made at the Canberra International Film Festival, at university Market Days, at in-venue promotional activities, and through websites and social media pages of other groups and organisations, such as the Australian Cinematographers Society, Screen ACT, and the Canberra Academy of Dramatic Art.

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This activity also provided an opportunity to engage with the campaign and its messaging to local young people who do not frequent licensed venues which were already supporting the campaign. The main engagement with young people for this activity was through social media. Facebook analytics report that 8283 people were reached by film competition posts, with additional people being reached through promotion of the competition by other groups. Six entries were received, and two prizes were awarded – one for the best entry, determined by a judging panel, and one ‘People’s Choice’ award, determined by the number of likes the entries received on Facebook.

Champions ACT Celebration Event/Film Competition Awards

Champions ACT ran an event to thank our supporters and stakeholders who had supported the campaign, and to announce the winners of the Very Short Film Competition, at the end of March 2014. This event was hosted by Champions ACT in a private function room at the UniPub, one of our Gold Supporters. 50 partners, stakeholders, and film competition entrants attended the event.

Website

The launch of the cinema and television advertising campaign for ‘The Chauffeur’, brought a noticeable increase in traffic on the Champions ACT website, going from an average of 12.32 unique visitors per day in October (before the advertising launch), to 24.23 in December. During the advertising campaign period, the website received a total of 74 730 hits, with a noticeable increase in traffic during the evenings at times when the television and cinema advertisements were airing.

Social media

Facebook

The Champions ACT Facebook page (www.facebook.com/champsact) was launched in November 2012. Throughout the entire campaign, Facebook was used as a key engagement tool. The Project Team populated the Facebook page, which involved sharing relevant news articles and interviews relating to alcohol and young people, uploading statuses that encouraged young people to look after their friends when out drinking, and uploading photographs of young patrons taken during in-venue promotional events.

The effectiveness of Facebook significantly increased with the use of photography as an in-venue engagement strategy. During in-venue promotional events, young patrons were photographed holding up a small whiteboard on which they had written the name of the person who looks after them when out drinking. These photographs were then uploaded to the Facebook page, where people could ‘like’ it or tag themselves in it. Champions ACT photographs frequently attracted the greatest level of Facebook interaction, in terms of both reach and impressions. This level of interest means that young people were brought to the Facebook page and subsequently exposed to a range of health promotion messages.

Twitter

The Champions ACT Twitter account (@champs_act) was primarily used as a tool to engage with media, local politicians, other similar campaigns, young activists and the Alcohol and Other Drug sector more broadly. It was also used to provide information to the general public and stakeholders around issues relevant to the campaign, such as young people and alcohol, violence, and safety issues.

Video Blogs

The online campaign for Champions ACT included the filming and promotion of a ‘Point of View’ series of Video Blogs, which detailed the perspective of various people who have insight into the negative effects of excessive alcohol consumption. The series included video

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blogs from an Alcohol & Other Drug Worker at the Sobering Up Shelter, a Police Officer from ACT Policing, a Canberran parent, a local young person who is a patron of licensed venues, and a Taxi Driver from CanberraElite Taxis.

The Taxi Driver's Point of View video blog was launched in September 2013, as a lead in to promotions of the new Road Safety Champion, the Chauffeur.

CAMPAIGN EVALUATION

Surveys

Part of the evaluation strategy of the campaign was to survey young patrons (aged 18-24) in licensed venues at various stages throughout the campaign. The information gathered was used to determine whether the campaign messaging was reaching the target demographic, to measure campaign recognition, and to determine the future direction of the campaign.

The three month survey was completed by 186 young people in April 2013, the six month survey was completed by 152 young people in July/August 2013, and the final survey was conducted in licensed venues (145 participants), and at ANU and UC O-Week Market Days (196 participants) from December 2013 – February 2014.

Results from the final survey showed that 44% of survey participants in venues and 33% at university Market Days recognised the Champions ACT logos and slogans, with 27% of Market Day respondents indicating that they were new to Canberra, and therefore would most likely not have had any exposure to the campaign. The campaign was most recognised through the promotional team's activities in venues (49%), collateral displayed in venues (posters 44%, coasters 28%) and through Facebook (30%).

Survey participants were asked if the Champions ACT message had changed the way they and their friends act when they are out drinking. 78% responded "I make an effort to look out for my friends more when I'm drinking", 50% responded "I make an effort to look out for my friends more when I'm not drinking", and 39% said "My friends make an effort to look after me when I am drinking".

Focus Groups

At the conclusion of this stage of the campaign, two focus groups were held with young people. Group A consisted of seven young people – two Youth Coalition staff and five young people recruited through social media, who were interviewed at Mooseheads Pub and Nightclub on Tuesday 25th March 2014. Group B consisted of Champions ACT Promo Team members, who met at the Youth Coalition offices on Wednesday 16th April 2014 for a debrief on the campaign and to discussion of wider issues concerning young people drinking in licensed venues.

These focus groups provided the following feedback about various elements of the campaign:

Messaging

- Negative campaigns don't work with this demographic. Young people are open to messaging that is not against drinking, but are not interested in engaging with a 'no drinking' message. "We've heard all those negative messages before, and now we just tune them out."
- At the time the campaign was engaging with young people in licensed venues, messaging about long-term consequences was not relatable, however, messaging that showed 'real life' familiar situations in a fun way was easy to engage with.

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What about the campaign worked, and what didn't?

- In-venue engagements with photos worked well when paired with having patrons write about their champion on whiteboards and pose for a photo. This provided a good opportunity to explain the messaging of the campaign.
- The fun, relatable experiences portrayed by the champions are a good drawcard to the campaign and it's messaging. "I saw an ad with one of the Champions in BMA Mag and thought it was really funny, so I went and checked out the campaign facebook page."
- Having local young people involved in creating the ads and messaging is a good strategy for getting more people interested in the campaign, as they tell their friends about it, and are likely to point out campaign collateral to their friends or interact with the promo team in venues when they are out.
- Giving out collateral for people to take home with them works well, and promotes engagement with the campaign through social media later on. For example, giving out business cards during in-venue activities that would be found in wallets or pockets the next day. Providing re-usable branded water bottles at festivals would be a good engagement tool for future activities.

Road Safety Champion Evaluation

The addition of a new road safety 'Champion', The Chauffeur, to the Champions ACT campaign was funded by a grant from the NRMA-ACT Road Safety Trust, and aimed to promote responsible decision-making among young people with regard to travelling to and from drinking venues.

The Road Safety Champion campaign used the existing Champions ACT infrastructure to provide health and safety promotion messages about drink driving, intoxicated pedestrians, road hazards, alternative methods of transportation (including taxis), and broader issues relating to getting home safely. Including this messaging with a campaign that had already gained traction and was being positively received by local young people meant that the messaging was able to reach the target demographic.

The Chauffeur was launched prior to summer 2013, which provided the opportunity to promote specific messaging about 'getting home safely' not only at the regular in-venue activities, but through partnerships with the Nightrider Bus Service, and ACT Policing at their Safe Summer Campaign launch.

The key element to the success of the Champions ACT campaign was that at all stages throughout the project, young people were consulted about the messaging and direction of the campaign, as well as the activities that would ensure the messaging reached the target demographic. The idea of expanding the campaign to include a Road Safety Champion came from concern about how people got home at the end of a night out, and an accident involving a young woman being hit by a car on Northbourne Avenue. Young people were consulted about the messaging of the Road Safety Champion, and what collateral was useful to getting that message out.

WHERE TO FROM HERE?

The core funding for the Champions ACT Campaign was provided through the Australian National Preventive Health Agency, under the National Binge Drinking Strategy for a two year period. This included the research and campaign development, and finished in April 2014. At the time of publication of this report, the Champions ACT campaign has not

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received any further funding. In-venue promotional activities finished in March 2014, and this stage of the campaign was wrapped up at the thankyou event for our sponsors and supporters in April 2014.

The online resources that were developed for the campaign continue to be available, including the campaign website, YouTube channels, and Facebook page. This is ensuring that the messaging of the campaign is still available to the public, and for other campaigns and organisations to use as a resource.

FINANCE REPORT

Youth Coalition of the ACT
PO Box 5232
LYNEHAM ACT 2602

Jobs (Budget Analysis)

1/08/2014
11:41:23 AM
Account

Page 1

Account	Budget	sted Budget	Actual	Difference	Difference
zNRMA New Job					Percent Complete: 100.00%
Income					
Non-Government Fundin	\$50,138.00	\$50,138.00	\$50,138.18	\$0.18	0.0%
Total Income	\$50,138.00	\$50,138.00	\$50,138.18	\$0.18	0.0%
Expense					
Advertising/Promotion	\$18,500.00	\$18,500.00	\$18,130.00	-\$370.00	(2.0%)
Printing	\$5,000.00	\$5,000.00	\$5,000.00	\$0.00	0.0%
Product Development	\$14,000.00	\$14,000.00	\$14,000.00	\$0.00	0.0%
Training/Workforce	\$140.00	\$140.00	\$0.00	-\$140.00	(100.0%)
Salaries - Gross	\$7,000.00	\$7,000.00	\$7,848.14	\$848.14	12.1%
Superannuation	\$647.50	\$647.50	\$431.69	-\$215.81	(33.3%)
Workers Compensation .	\$62.30	\$62.30	\$41.53	-\$20.77	(33.3%)
Long Service Leave	\$123.90	\$123.90	\$77.93	-\$45.97	(37.1%)
Provision for Annual Leav	\$538.30	\$538.30	\$358.89	-\$179.41	(33.3%)
Total Expense	\$46,012.00	\$46,012.00	\$45,888.18	-\$123.82	(0.3%)
Other Expense					
Management Levy	\$4,250.00	\$4,250.00	\$4,250.00	\$0.00	0.0%
Total Other Expense	\$4,250.00	\$4,250.00	\$4,250.00	\$0.00	0.0%
Net Profit (Loss	-\$124.00	-\$124.00	\$0.00	\$124.00	100.0%

* Please disregard the Difference and %Difference columns (the Youth Coalition is no longer using these).

APPENDIX A: Campaign Collateral

T-shirts



Bar mats



Temporary tattoos



Champions ACT Posters

The Explorer
CHOOSE YOUR OWN ADVENTURE!
 There are dozens of venues in Canberra, so don't just think you have to stay in one place all night - if you're starting to get a bad vibe from a place, grab your friends and go exploring! Maybe take a break from drinking, go grab a bite to eat or strike up a conversation with some friendly natives.
www.championsact.net
[@champsact](https://facebook.com/champsact)

The Ninja
TAKE FLIGHT, DON'T FIGHT!
 There's nothing wrong with disappearing early in the night. If a friend is looser than second-hand spandex, drop a smoke bomb and get them outta there! They might think the night's still young, but the next day when their head doesn't feel like its been split open with a samurai sword, they'll respect the ways of the ninja.
www.championsact.net
[@champsact](https://facebook.com/champsact)

The Magician
TIME TO GIVE THEM A SPELL!
 If your friend is too stoned to tell the difference between a chair and the floor, use the old hand-to-quickly-share-the-eye-trick and turn those splits into water. Your friends will never know the difference, and they'll wake up and think their reduced hangover is magic.
www.championsact.net
[@champsact](https://facebook.com/champsact)

The Wrangler
WHEN YOU'RE OUT, REIGN THEM IN!
 If your friends are starting to get a bit tipsy, wrangle them back to the group to ensure that they don't get themselves into trouble. After all, you don't want to be picking teeth off the pavement at 3am.
www.championsact.net
[@champsact](https://facebook.com/champsact)

The Medic
BE FIRST ON THE SCENE, BEFORE THERE'S A SCENE!
 Put the camera away and be a pal next time your mate's had too much to drink - take them to a quiet place to cool off, get them some water and just sit with them and let them know that everything's going to be ok. You could even brush their hair to reassure them... but not in a creepy way, ya weirdo!
www.championsact.net
[@champsact](https://facebook.com/champsact)

The Waiter
EATING'S NOT CHEATING!
 Having a bite to eat before, during or after you drink is one of the best ways to curb that aggressive body backlash the next day. Remind your friends of that the next time they're going out with an empty stomach. Opt for foods that are high in fat because...well, do you really need another excuse to eat a delicious, greasy slice of pizza?
www.championsact.net
[@champsact](https://facebook.com/champsact)

The Chauffeur
IF THEY'RE TRASHED, DON'T LET 'EM CRASH!
 If your friend is starting to stagger but still thinks they're as good as Mark Webber, take away their keys and get them home another way. Hail a taxi or get a lift from a designated driver and everyone will wake up without a worry.
www.championsact.net
[@champsact](https://facebook.com/champsact)

'The Chauffeur' Business Card Design

The CHAUFFEUR

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THE PROJECT IS SUPPORTED BY THE AUSTRALIAN GOVERNMENT

ACT BRANCH

CHAMPIONS ACT

CHAMPIONS ACT

championsact.net
[f facebook.com/champsact](https://facebook.com/champsact)
[@champs_act](https://twitter.com/champs_act)

YOUTH COALITION OF THE ACT

ACT BRANCH

This project is supported by the Australian Government and the NRMA-ACT Road Safety Trust

Champions ACT Coasters



CHAMPIONS ACT

**BE FIRST ON THE SCENE,
BEFORE THERE'S A SCENE**

Put the camera away and be a pal next time your mate's had too much to drink - take them to a quiet place to cool off, get them some water and just sit with them and let them know that everything's going to be ok. You could even brush their hair to reassure them... but not in a creepy way, ya weindo!

www.championsact.net
 facebook.com/champsact @champs_act

200-4804

YOUTH COALITION OF THE ACT ACT BRANCH



CHAMPIONS ACT

**EATING'S
NOT CHEATING**

Having a bite to eat before, during or after you drink is one of the best ways to curb that aggressive body backlash the next day. Remind your friends of that the next time they're going out with an empty stomach. Opt for foods that are high in fat because... well, do you really need another excuse to eat a delicious, greasy slice of pizza?

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 facebook.com/champsact @champs_act

200-4804

YOUTH COALITION OF THE ACT ACT BRANCH



CHAMPIONS ACT

**CHOOSE YOUR
OWN ADVENTURE!**

There are dozens of venues in Canberra, so don't just think you have to stay in one place all night - if you're starting to get a bad vibe from a place, grab your friends and go exploring! Maybe take a break from drinking, go grab a bite to eat or strike up a conversation with some friendly natives.

www.championsact.net
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200-4804

YOUTH COALITION OF THE ACT ACT BRANCH

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CHAMPIONS ACT

TIME TO GIVE THEM A SPELL.

If your friend is too smashed to tell the difference between a chair and the floor, use the ol' hand-is-quicker-than-the-eye trick and turn those spirits into water. Your friends will never know the difference, and they'll wake up and think their reduced hangover is magic.

www.championsact.net
 facebook.com/champsact @champs_act

2014-10-04 ACT BRANCH



CHAMPIONS ACT

WHEN YOU'RE OUT, REIN THEM IN.

If your friends are starting to get a bit lippy, wrangle them back to the group to ensure that they don't get themselves into trouble. After all, you don't want to be picking teeth off the pavement at 3am.

www.championsact.net
 facebook.com/champsact @champs_act

2014-10-04 ACT BRANCH



CHAMPIONS ACT

TAKE FLIGHT, DON'T FIGHT!

There's nothing wrong with disappearing early in the night. If a friend is looser than second-hand spandex, drop a smoke bomb and get them outta there! They might think the night's still young, but the next day when their head doesn't feel like it's been split open with a samurai sword, they'll respect the ways of the ninja.

www.championsact.net
 facebook.com/champsact @champs_act

2014-10-04 ACT BRANCH

APPENDIX B: Scripting for ‘The Chauffeur’ advertising campaign

SCRIPTING FOR TELEVISION 7 CINEMA COMMERCIALS, AND YOUTUBE CHANNEL

Stage 1: The ‘Empty Seat’ commercials

Commercial 1: The Wedding

We start on an extreme close-up of an early 30s man delivering his best man’s speech at a wedding. He talks in kindly terms about meeting his mate, the groom. He contextualises that he met the groom more than a decade ago, at university. He relays a funny story from his 21st. When, if it weren’t for his mate, things would have been bad.

The camera pulls out slowly as he speaks. We start to see the bride to his left.

The camera continues to pull out. He starts to choke up a bit.

We see that the chair is empty; the groom is not there.

He addresses the chair ... “Mate, I wish you were here.”

Fade to black.

A title appears ... “Ten years before ...”

The words form together and .com is added to make up the web address tenyearsbefore.com

Commercial 2: Hen’s Night

We start on a medium shot of a bunch of early 30s women screaming and hollering. They are obviously at a hen’s night cheering a stripper. The camera pulls around as the girls go even wilder. We start to see the muscled male stripper gyrating away.

The camera continues to pull around, and we see that the chair in front of him is empty; the hen is not there.

One of the girls screams at the girl next to her ... “Jenny would have loved this.” The second girl pauses, head down, looking thoughtfully towards the empty chair.

Fade to black.

A title appears ... “Ten years before ...”

The words form together and .com is added to make up the web address “tenyearsbefore.com”.

Stage 2: tenyearsbefore.com

This is a YouTube channel that features the two ads, except the ads don’t finish where the cinema ads do. Instead, we are taken back ten years before.

The scenarios are identical in format except one features the boys and the other, the girls.

The scenarios are straightforward.

The group exiting a nightclub, the best man/main hen is prominent. They stop to say goodbye. One is drunker than the others, although they are all drunk.

The drunker one stumbles over the road to his car, dropping their keys. They pick them up, give a wave to the group, and move towards their car. The rest of the group walk away cheerily.

Fade to black

A title comes up ... “watch an alternative ending”

Stage 3: The alternative ending

The alternate endings for the two scenarios are also identical.

After the drunk character drops their keys, the main character from the first commercial steps in and steers them away from the car, and suggests they walk away with the group.

They walk off arm in arm. All is good.

A title appears ... “Watch more champion moves”

This would be the first time that the champions branding will come up, and by clicking on the ad the viewer is directed to the Champions ACT website.

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