



Rum go at work

By **MIKE DERRY**

LAWYER Adair Donaldson has seen so many lives ruined by poor decisions he decided to become part of the solution to changing the drinking culture in Australia.

Mr Donaldson put together a program he called "Putting Youth in the Picture" to highlight to teenagers the dangers of underage drinking.

And yesterday he took his campaign to parents when he presented his program "Putting Parents in the Picture" to

about 50 Bundaberg Distilling Company employees.

Mr Donaldson said the Bundaberg Distilling Company was among many employers who were realising they had a role to play in educating their employees.

"I'm not out there to tell parents how to be better parents," he said.

"My role is to give parents a greater understanding of the risks of underage drinking."

Mr Donaldson said if his program had a positive influence on employees in the workplace they would take those attitudes home and have a domino effect on their family and friends.

He said if participants in his program avoided being involved in one assault the tangible costs that would be saved included police investigating time, medical costs, legal costs and time off work.

"Those costs could amount

to \$30,000 to \$60,000," Mr Donaldson said.

Intangible costs could include psychological damage.

A company spokesman said education was the cornerstone of responsible attitudes to alcohol and making the right decisions.

He said Bundaberg Rum promotions and advertisements never targeted people under the legal drinking age.



Ewan Andrew from Diageo chats with lawyer and presenter Adair Donaldson, who gave a seminar to Bundaberg Distilling Company employees on the problems of underage drinking.

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