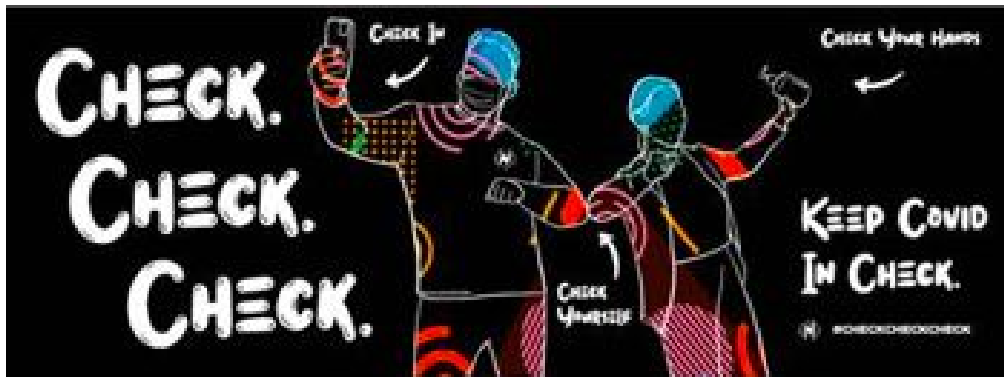




MEDIA RELEASE
12 OCTOBER 2020

NIGHT-TIME INDUSTRY UNVEILS BIG COMMUNITY PUSH TO KEEP COVID IN CHECK
New 'Slip, Slop, Slap,' for a night out to keep venues and punters COVID-safe



A new public health and community service campaign [Check. Check. Check.](#) encouraging punters to play their part alongside venues to stay COVID-19 safe, has been launched across New South Wales (NSW) by the [Night Time Industries Association](#) (NTIA).

The industry-led initiative from the not-for-profit association will reach over four million urban patrons, particularly young 'going out' punters,^[1] as the first COVID-focused mass public awareness campaign from the sector in Australia. *Check. Check. Check.* encourages the community to play their part to stay COVID-safe in venues with a new 'going out' routine:

- CHECK in with their correct details at the door
- CHECK their hands by regularly washing and sanitising
- Keep themselves and friends safe by keeping physical distance 'in CHECK'

Beloved Sydney venues – big and small - such as The Winery, Earl's Juke Joint, Button Bar, Redfern Surf Club, Bungalow 8 and the Lansdowne are backing the initiative, calling on punters to co-share the responsibility with venues for staying COVID-safe, supporting the industry to stay open so we can all enjoy a night out during this tough time.

Michael Rodrigues, Chair of the NTIA, said, "In the same way venues are prepping for customers before they arrive, punters need to establish new rituals when they get to their favourite local. Similar to *Slip, Slop, Slap*, when leaving the house it's 'wallet, phone and keys' and then at a venue it's check in, check your hands and check yourself."

Minister Stuart Ayres said "2020 has changed the world around us, it doesn't mean we can't enjoy our favourite forms of entertainment but it does mean our behaviours have to adapt and be more COVID safe. The Check, Check, Check, campaign is all about reinforcing those new normal behaviours that help reduce the spread of COVID, keeps us safe and allows us to safely enjoy the things we know and love."

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Night Time
Industries
Association

Popular night-time advocates, comedian [Matt Okine](#), musician [Annie Hamilton](#) and Sokyo Executive Chef [Chase Kojima](#) are also lending their voice to the campaign, featuring in a short video that follows punters, entertainers and venue staff on a COVID safe night out.

Comedian, Matt Okine said, “This is not just about a night out for you. It’s about the hospitality and entertainment sector staying open. It’s about feeling connected to our community, something we can’t afford to lose right now. I’m genuinely glad when bar staff double-check that I’ve checked in to their venue. It makes me feel safe. But venue staff can’t watch you every minute of the night - nor do you want them to. This really only works if we’re all doing our bit. Triple-checking, every time...”

The campaign blitz, supported by the [NSW Independent Bars Association](#) will come to life through a range of positive, educational materials including in-venue signage, sanitiser bottles, coasters and stickers - social media campaign and outdoor community service announcements.

To find out more head to checkcheckcheck.org.au

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Media enquiries: Erin Finn | 0413 538 276 | erin@thebraveryishere.com

Assets available:

- [Check. Check. Check. campaign video](#)
- [High res campaign images](#)

Available for interview:

- **Michael Rodrigues:** Chair, Night Time Industries Association
- **Matt Okine:** Comedian
- **Venue owners:** From participating NTIA and IBA member venues

Night Time Industries Association:

The Night Time Industries Association (NTIA) is here to promote Sydney as a vibrant and creative city, and to build a new positive narrative for Sydney’s nightlife. The NTIA consists of members representing: hospitality (bars, pubs, clubs, restaurants), entertainment venues, festivals, retail operators, arts and culture organisations, precincts and other commercial businesses with an interest in the night-time economy.

Members include; Australian Venue Co, Committee for Sydney, Diageo, Bacardi, City of Parramatta, Live Nation, the Independent Bars Association, Mary’s Group, Music NSW, Oxford Art Factory, and the Powerhouse Museum - to name a few - for more, go to ntia.org.au

[1] Aimed at 18-35 because they are typically more social and likely to be at venues regularly, in comparison to other groups