



Night Time  
Industries  
Association



## SYDNEY MEDIA COLLECTIVE AND NIGHT TIME INDUSTRIES COME TOGETHER TO KEEP COVID IN 'CHECK'



**16 October 2020, SYDNEY AUSTRALIA** - 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).

A huge collective of creative and communication agencies, media publishers, hospitality venues, bar staff, chefs and entertainers have come together to create the campaign, generously donating and discounting their time and space to the industry they all love and hope to see continue to thrive.

The initiative, from the not-for-profit association, will reach over four million urban patrons, particularly young 'going out' punters, as the first COVID-focused mass public awareness campaign from the sector in Australia.

Inspired by the memorable 1980's Cancer Council campaign 'Slip. Slop. Slap', Check. Check. Check. acts as a powerful mnemonic for a new 'going out' routine, reminding punters to 'check in' with their correct details at the venue door; 'check' their hands by regularly washing and sanitising; and keep themselves and their friends safe by keeping their physical distancing 'in check'.

NTIA Board Member, Rennie Addabbo said "We want to keep everyone focused on doing the right thing, so we keep our venues open and keep our city alive. These venues have worked tirelessly to stand where they are today, day after day showing up for their community and putting on a good time. We need to keep showing them our support and all do our part by taking this new ritual onboard."

Responsible for the campaign strategy is [Time Out For Business](#), a recently launched research, insights and strategy arm from Time Out Australia.

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Time Out Australia's Managing Director, Michael Rodrigues said "Check. Check. Check. draws inspiration from the award winning Sydney Doesn't Suck campaign, a movement highlighting the positive work Sydney's hospitality and entertainment venues are doing to limit their use of single-use plastic straws as well as the NTIA's Unite for the Night campaign that championed the lift of the lockouts in Sydney - two positive change campaigns Time Out previously championed.

"What all these campaigns share in common is their ability to reach, move and create behavioural change with three stakeholder groups concurrently; government, industry and consumers. It's not easy, but it can be done if you know how."

Check. Check. Check has been brought to life through a [60" TVC](#), by creative agency [Elastic Studios](#), featuring popular night-time figures; comedian [Matt Okine](#), musician [Annie Hamilton](#) and Soky Executive Chef [Chase Kojima](#).

Director of Elastic Studios, Nathan Richman said "We've been long time advocates of Sydney and Melbourne's night time culture so we were very happy to collaborate with the NTIA team when they approached us."

"The campaign highlights all those magical, fun, social, experiences we have when we go out... those things you just can't do at home. By adding one more routine, one little change in behaviour, we can keep going to our favourite venues to do the things that we love. We're looking forward to seeing patrons (and venues) embrace the new norm of 'Check. Check. Check.'"

The campaign blitz also saw a statewide PR campaign powered by environmental, social and cultural cause communications agency [The Bravery](#), digital media donated by [Time Out Australia](#), 300 out of home placements, donated by [oOh!](#), a social media campaign and in-venue merchandise distributed across a number of beloved Sydney hospitality venues.

The Bravery Founder, Claire Maloney said "We have partnered with the NTIA since the beginning of 2019, tackling every night time hurdle head on. From working to lift the lock out laws, to now this challenge; getting patrons to do the right thing and play their part in keeping this industry safely open in a pandemic - we love these challenges just as much as we love our cities nightlife. So far we've seen great earned media support from a range of the major publishers and outlets including NewsCorp, Nine, ABC and Network Ten."

The NTIA invites publishers to do its part in restoring consumer confidence in going out by donating media to the cause, amplifying the message to ensure punters and venues continue to do the right thing so capacity restrictions can continue to ease. Head to [checkcheckcheck.org.au](http://checkcheckcheck.org.au) to get in touch.

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### **Notes to Editor:**

Media contact: The Bravery: Erin Finn 0413 538 276 | [erin@thebraveryishere.com](mailto:erin@thebraveryishere.com)

Asset folder

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

### **Credits:**

#### **Client: Night Time Industries Association**

Secretary/Treasurer - Rennie Addabbo  
Campaign Manager - Lexie Bucholtz

#### **Strategy and digital campaign: Time Out Australia**

Managing Director - Michael Rodrigues  
Campaign Manager - Julia Healey

#### **Production Company: Elastic Studios**

Director - Nathan Richman  
Producer - Callum J Smit  
DOP - Don Buppapirak  
1st AC - Sid Tinney  
2nd AC - Matt Wideman  
Editor - Nick Lever  
Sound Designer - Arinne Liew  
Digital Designer - Cody Waters  
Web Designer - Fadilah Mahmud

#### **PR Agency: The Bravery**

Founder - Claire Maloney  
PR & Media Advisor - Lauren Sinfield  
Campaign Manager - Erin Finn  
Account Executive - Sian Henderson

#### **Outdoor advertising: oOh! Media**

Business Manager – Hannah Banks

#### **Industry supporters:**

Independent Bars Association President – Karl Schlothauer  
Comedian – Matt Okine  
Musician – Annie Hamilton  
Mary's Group – Kenny Graham  
Sokyo - Chase Kojima  
PS40 – Michael Chiem  
Continental Deli – Michael Nicolian  
Molly Poppinz  
Diva Attenbra  
DJ – Atomic Blonde  
Kensington St  
Old Clare Hotel

#### **Night Time Industries Association:**

The [Night Time Industries Association](#) is an advocacy group that was established in 2018 to try to reverse the NSW lockouts and build a new positive narrative for Sydney's nightlife. During the COVID-19 pandemic the association originally focussed its efforts on reducing the human and business impact of the pandemic on the hospitality industry sector through it's Keep Our Venues Alive campaign. It's latest campaign *Check.Check.Check* is aimed at helping punters establish new rituals for going out.

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.