

**MEDIA RELEASE**

**10 NOVEMBER 2020**

**NIGHT TIME INDUSTRIES ASSOCIATION (NTIA) PARTNERS WITH KEY HOSPITALITY VENUES TO BRING THEIR SUCCESSFUL CAMPAIGN TO MELBOURNE**

*The new 'Slip, Slop, Slap' for a night out to keep venues and punters COVID-safe*



Off the back of the highly successful campaign roll-out in New South Wales, the Night Time Industries Association (NTIA) will launch the Victorian chapter of [Check. Check. Check.](#) this week in Melbourne as the city continues to reopen. The new public health and community service campaign encourages punters to play their part alongside venues to be COVID-19 safe.

The industry-led initiative from the non-for-profit association continues to advocate for the survival of hospitality through the first COVID-focused public awareness campaign from the sector in Australia. With the promotion of good behaviour being the campaign purpose, Check. Check. Check. calls upon the community to play their part to stay COVID-safe in venues with a new 'going out' routine encouraging punters to:

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

Coinciding with Sunday's Victorian Premier address and the welcome news that hospitality restrictions have been further lifted to accommodate larger numbers in venue, the campaign launch is perfectly timed to support venues through their continued reopening.



So far, the campaign has been embraced by beloved Melbourne venues and veteran hospitality groups including St. Ali, Arbory, Stomping Ground Brewing Co, Australian Venue Co and Sand Hill Road Group, with participating venues expected to grow as Government imposed restrictions ease further in the coming weeks.

Of the campaign's expansion into Victoria, owner of St. Ali and hospitality entrepreneur Salvatore Malatesta said: "Local businesses and individuals have been really hard hit by the second lockdown and we need to make sure we don't go back to those strict measures".

"That's why this campaign is such an important reminder to ensure patrons are supporting businesses on their endeavour to reopen safely. Keeping everyone in check will mean a much quicker road to recovery".

Paul Waterson, CEO of Australian Venue Co echoed Salvatore's sentiment, saying: "The next couple of months will be critical for the hospitality industry and we need to ensure both venues and patrons are abiding by best practise protocols to ensure the ongoing rejuvenation of Melbourne's once-thriving hospitality sector".

The campaign is also supported by other hospitality and night-time industry advocates including Alejandro Saravia (Farmer's Daughters and Pastuso) and Director of Sand Hill Road Group Andy Mullins who are lending a voice to the campaign in order to help re-build businesses, all whilst ensuring safe patronage.

Chair of the NTIA, Michael Rodrigues expanded on the campaign name which he hopes will resonate with a wide audience, saying: "Similar to *Slip, Slop, Slap, Check. Check. Check.* was designed to be an easy to remember phrase that creates an association with the actions required of patrons. In the same way venues are prepping for customers before they arrive, punters need to establish new rituals when they arrive at their favourite local. So when leaving the house it's 'wallet, phone and keys' and at the door of the venue on a night out it's CHECK in with your correct details, CHECK your hands by regularly sanitising, and keep your physical distancing in CHECK throughout the night."

The campaign blitz, which is heavily supported by media partner OOH Media, will come to life in Melbourne through a range of positive, educational materials including in-venue signage, sanitiser bottles, coasters and stickers, a social media campaign and outdoor community service announcements.

To find out more about the campaign or to view the short video, head to:  
[www.checkcheckcheck.org.au](http://www.checkcheckcheck.org.au)

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**Assets available here:**

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

**Available for interview:**

- **Michael Rodrigues:** Chair, Night Time Industries Association
- **Salvatore Malatesta:** Founder and Entrepreneur, ST. ALI
- **Andy Mullins:** Director, Sand Hill Road Group
- **Paul Waterson:** CEO, Australian Venue Co
- **Owners from participating NTIA member venues**

**About the Night Time Industries Association (NTIA):**

The Night Time Industries Association (NTIA) was formed in 2018, following the commencement of Sydney's Lockout Laws in 2014 and the ongoing effect it had on Sydney's Music and Arts Economy. The objective of the NTIA is to promote Sydney and Melbourne as vibrant and creative cities, and specifically, to build a new positive narrative in the wake of Covid-19.

The NTIA membership comprises stakeholders in the night time economy from multiple sectors, including: Hospitality, Entertainment Venues, Festivals, Retail, Arts, Music & Culture, Precincts, Comedy and Visitor economy.

Members include Australian Venue Co, Diageo, Live Nation, Mr Yum, Bell Shakespeare, Bacardi, the Independent Bars Association, Ticketmaster and the Committee for Sydney.

The Night Time Industries Association commenced as a Sydney-focused organisation, but recognising the Covid-19 impact is national, the NTIA has established key members and satellite teams in Victoria and Tasmania, with the Victorian membership continuing to grow.

**Night Time Industries Association (NTIA):** [www.ntia.org.au](http://www.ntia.org.au)