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Wisdom at the Wheel 6th December 2011



Caboolture Sports Club workers Lisa Debono-Green, Nathan Bassett and Annyse McLaren toast to the Designated Driver campaign.

Vicki Wood

WOULD you be the designated driver if your drinks were on the house?

Eighteen licensed venues have jumped on board with the Designated Driver Program in Moreton Bay.

Now in its second year the program run by Caboolture Corridor Liquor Accord aimed to provide a safe passage home for patrons as well as assisting transport issues to and from pubs and clubs.

Caboolture Sports Club assistant manager and spokesperson for the Liquor Accord, Craig Allan said the program operated by drivers registering at participating venues and receiving a drink card and wrist band.

The driver would then receive free soft drink for the duration of the evening but would not be permitted to purchase alcohol.

"This year we are hoping to capture some brief details including gender and age of the designated drivers in an effort to gauge the most frequent users and perhaps modify the program towards the findings," Mr Allan said.

Supported by Moreton Bay Regional Council, Queensland Health and Black and White Cabs, public awareness of the campaign was expected to increase in coming months.

Throughout December, roadside banners will be displayed at varying locations advertising the program.

"Patrons frequenting these participating venues simply need to inquire with staff to register to be the designated driver," Mr Allan said.

While the program did come at a cost to participating venues, the price seemed right if it potentially saved a life.

Caboolture Golf Club / Caboolture RSL / Caboolture Sports Club are a few participating venues.