

## *Lyndoch Uncorked 2003 Designated Driver Booth*



### **Barossa Region Road Safety Committee**

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#### ***Background***

“Lyndoch Uncorked” (previously “Gemutlichkeit” = Let’s get together and have fun) is the traditional Easter Monday curtain raiser for the biannual Barossa Vintage Festival. It is held on the Lyndoch oval and features stalls selling food and wine, activities for children and musical entertainment. It is an all day affair running this year from 11:00am to 6:00pm.

Senior Constable Glen Crowther, our publicity officer, thought that a designated driver facility should be offered at such a function. He approached Schweppes and managed to secure a donation of soft drinks. He joined the event’s organizing committee and was promised a free powered site. The Novotel Barossa Valley Resort donated a night’s accommodation as a prize.

#### ***Set up***

We were allowed half of an approximately 4m by 4m marquee that had been pitched by the organizers. This allowed us room to stack the crates of drinks at the back of our half. In front of these stacks we placed a row of five tubs and eskis on the ground. (Most of these were provided at the last minute by the CFS.) We had a trestle table across the middle of our half. The front part of the marquee was left vacant to provide shade. Our display stand featuring our committee’s sign and information was set up in the front of the tent. Schweppes were to have provided a banner to string across the front but it was never delivered. The function organizers provided ice.

#### ***Operation***

A car salesman friend donned one of our red committee shirts and stood at the oval entrance telling people about our service. People presented to register at the trestle table. Registration forms asking name, address and telephone number had been prepared by Elizabeth Lind from DASC. People were asked if they were not intending to drink at for the day. Registration was not compulsory but resulted in entry in the prize draw. Designated Drivers had a hand or arm stamped. They could then return to the booth any time subsequently, show the stamp and receive a free soft drink. A random draw prize was drawn at 4:00pm on the main stage. Three or four people worked in the tent, two supervising the registrations and another one or two replenishing the stock of cans of drink in the eskis and tubs.

### **Results**

Initial estimates were that 2,000 people attended the function although the Advertiser put it at 3,000. Registrations for Designated Drivers numbered 275. The demographics of those registering were as follows

	<b>Barossa</b>	<b>Adelaide</b>	<b>Elsewhere in S.A.</b>	<b>interstate</b>	<b>overseas</b>	<b>TOTAL</b>
<b>MALE</b>	20	54	24	11	0	109
<b>FEMALE</b>	40	60	37	26	3	166
<b>TOTAL</b>	60	114	61	37	3	275

For the record the prize was won by Mrs Dianne Wiltsch of Marananga.

Schweppes had provided 10 slabs of Solo, 10 slabs of water, 5 slabs of Sunkist, 10 slabs of Pepsi, 10 slabs of Pepsi Max and 4 slabs of lemonade. At the end of the day, 5 slabs of Pepsi and 5 slabs of Pepsi Max remained. Hence approximately 840 units were consumed. Some would have been drunk by committee members staffing the booth and we gave some away to the Police Rangers working at the event and also the Novotel kitchen staff also working in a food stall, so about 800 were consumed by the Designated Drivers.

### **What worked**

- Having our committee represented on the organizing committee.
- It was a warm, sunny day so the event was well attended
- Having a car salesman at the gate encouraging people to register.
- A draw prize encouraged people to participate and to register.
- Towards the end of the day a breathalyzer device was made available for people to use. This was operated variously by a policeman, our DASC member and another committee member. This generated a lot of interest and discussion, particularly from people who had not been 'designated'.
- The registration by the wife of the local member of parliament provided a (carefully stage managed) photo opportunity for a local paper.

### **What didn't work**

- The Novotel allowed us to use a space in their mobile cool room. Although very generous of them, this didn't cool the drinks as well as rotating them through our tubs of ice.

### **Conclusion**

This was a highly successful and practical activity that I would encourage other road safety groups to emulate. Thanks to Glen Crowther for making it happen and to Elizabeth Lind, Robert Turner, Richard Dodson, Ian Gates and Geoff from Lynas Ford for their efforts on the day. Thanks also to Schweppes and Novotel Barossa Valley Resort.