



Smoke Free Perth Royal Show

26th September to 3rd October 2009



SMOKE FREE PERTH ROYAL SHOW A WORLD FIRST

This year's Perth Royal Show is set to become the world's largest smoke free community event, thanks to a partnership between Healthway and The Royal Agricultural of Western Australia that will see an end to smoking throughout Claremont Showground over the eight days of the Show.

Healthway sponsorships since 1993 have led to gradual increases in smoke free areas during the Show and this year Healthway has become the major, naming rights sponsor of the Smoke Free Perth Royal Show.

Smokers will be asked not to smoke anywhere within the Showground or outside the entry gates.

Healthway's Executive Director, David Malone, said the move to a smoke free Perth Royal Show was timely because the show attracted big numbers of people with a high proportion of children and young people.

"Last year, attendance at the Show was around 400,000 with 157,600 being aged 17 years and under," Mr Malone said.

Based on those attendance figures, the Smoke Free Perth Royal Show will ensure young people will experience around 1.259 million smoke free hours while at the Show in 2009.

"It is important to protect people from the serious health risk of second hand tobacco smoke, especially children who are at greatest risk," said Mr Malone.

"There is no longer any debate about passive smoking – it is far more than just an annoyance to non-smokers, it is a serious health hazard."

Mr Malone said that both Healthway and The Royal Agricultural Society of Western Australia were encouraged by surveys at previous Perth Royal Shows which showed increasing public support for a smoke free event.

A survey of patrons at last year's Perth Royal Show found the majority supported the Show being entirely smoke free in 2009 with almost 90 per cent saying they would maintain or increase their usual level of attendance because of the smoke free atmosphere.

"Smoking is not the norm in Western Australia with less than 15% of adults being current smokers so it makes perfect sense to have our biggest annual community event – the Perth Royal Show – smoke free," Mr Malone said.

The President of the Royal Agricultural Society of Western Australia, Tony Devitt, said that there was strong community support for the Perth Royal Show becoming a smoke free environment.

“The Royal Agricultural Society of Western Australia is proud that the Perth Royal Show is leading the way on this initiative,” Mr Devitt said.

“Over the past number of years we have gradually increased the number of smoke free areas at the Perth Royal Show in line with community expectations.

“Families are telling us that they want their children to enjoy the Show as a smoke free event.

“We are confident that once showgoers understand that the Perth Royal Show is smoke free, everyone will respect that and those people who smoke will plan their day accordingly.”

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