



Transport for NSW Media Release

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Plan ahead for your chance to bag a swag this summer

Holiday revellers who take the time to plan how they'll get home after a few drinks have the chance to be rewarded for their good choices as the *Plan B - Win A Swag* campaign returns to western region pubs and clubs.

The annual initiative reinforces the message that if you drink you should plan to not drive, and promotes alternative transport options to help motorists make safe choices about getting home.

Transport for NSW Executive Director Partnerships and Integration West Damien Pfeiffer said the *Plan B - Win A Swag* campaign reminded everyone celebrating over the holiday period to make planning how they'll get home safely after drinking a key part of their preparations.

"Summer is a great time for catching up with family and friends and the *Plan B - Win A Swag* campaign is simply designed to encourage motorists to make positive choices to get home safely after drinking," Mr Pfeiffer said.

"The campaign, promoted by Transport for NSW to encourage safe celebrating, is going digital this year and patrons at participating venues can scan a QR code for their chance to win a swag valued at around \$250.

"The message is clear: if you plan to drink, plan not to drive and have a Plan B. You might think you're OK to get behind the wheel but even a few drinks can affect your driving, placing you and others on the road at risk.

"We want people to make planning their trip home as much a part of planning an afternoon or night out as choosing where you're going or what you're wearing."

Mr Pfeiffer said your Plan B this summer could be as simple as leaving the car at home and catching a cab or bus, choosing a designated driver, calling a mate for a lift or deciding to stay the night somewhere safe.

"But whatever your Plan B is, know it and stick to it – for your sake and the sake of every other road user," Mr Pfeiffer said.

To encourage safer celebrating this summer, patrons at 334 pubs, clubs and bottle shops across western NSW are being invited to enter a competition to win a swag at each participating venue, valued at around \$250 each.

Entrants at these participating venues can take part in the *Win A Swag* initiative simply by scanning a QR code and telling us their Plan B for getting home safely.

“This year will see the most venues we’ve ever had participating in the *Win A Swag* initiative, which started in 2016 with a handful of pubs in Gilgandra and Mudgee and now extends right across the west region with a footprint from Lapstone Hill to Broken Hill,” Mr Pfeiffer said.

“Statistics show the devastating impact of alcohol on the state’s road toll, with drink driving playing a part in around 16 per cent of all fatal crashes in NSW from 2020 to 2024.

“That’s a terrible statistic and we all have a role to play in making our roads safer.”

The Transport for NSW *Plan B - Win A Swag* initiative will run throughout December and January, in partnership with local councils across the region.

Terms and conditions are available at participating venues.

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