



The World Class Policing Awards 2019

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*****PRESS RELEASE*****

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Queensland Police Highly Commended At World Class Policing Awards For Cutting Alcohol Related Crime

Queensland Police and Griffith University have scooped highly commended recognition at the prestigious World Class Policing Awards for a scheme educating revellers about the dangers of excessive alcohol.

The “First Drinks: First Impressions” campaign showed that prevention was better than cure when it came to young people and too much grog.

The force beat off competition from 54 finalists, drawn from more than 100 outstanding entries from across the globe, to win a highly commended prize at the new event recognising outstanding police work from across the world.

As part of the scheme, Gold Coast Police Officers and Griffith University Researchers worked together to engage young people and offer breathalysing as they entered night-time premises between the hours of 9pm and midnight.

When they discovered how inebriated they were, the force said that young people said they felt less confident about their decisions.

Consequently, the force says this engagement approach reduced the assault arrest rates in the areas they were working in – such as Surfer’s Paradise - by 50 per cent, but it also had a further aim which was to increase police legitimacy among the night time population.

The scheme’s approach has been so successful, it has now been widened to include delivering other messages such what constitutes consent and sexual assault.

Judges commented that this was “an excellent example of innovation to reduce levels of assaults and harm in night time economy locations as well as improving levels of police legitimacy.”

A spokesman said: “This appears to have the potential to be replicated in other similar locations, keeping people safe and reducing the cost and burden on police services dealing with these issues.”

The World Class Policing Awards are sponsored by Accenture.

The Awards specifically recognise and celebrate the collaborative nature of policing - whether that is a brilliant investigation, a business change project or a multi-agency partnership - in delivering the most effective and efficient way to protect our communities and keep them safe.



Attendees at the Awards – which took place at the Grosvenor Hotel in Park Lane, London - included Chief Police officers from across the Globe as well as winners, their partners and sponsors. They were presented by experienced broadcaster Jeremy Vine.

Notes to Editors:

- Media enquiries should be directed to [Martis Media](#) via natalie@martismedia.co.uk
 - More information about the awards can be found at www.worldclasspolicing.com
 - The hashtag for the event was #WorldClassPolicing
 - More information about the awards can be found at www.worldclasspolicing.com
 - The inaugural World Class Policing Awards took place 14 November, at the Grosvenor Hotel in Park Lane, London. Six winners were announced at the ceremony, one of which was named the overall winner. There were also six commendations.
 - The 54 finalists were selected from over 100 entries received from UK and overseas police forces.
 - The World Class Policing Awards are led by a Steering Committee experienced in policing and managing projects in the police sector, as well as expertise in running successful police events: Stephen Kavanagh QPM, former Chief Constable of Essex Police and Chair of the World Class Policing Awards Steering Committee, Paul Leeks, MD of Glasgows - the awards and events specialists who have delivered the Bravery Awards for the Police Federation of England and Wales for the past eight years, Allan Fairley, UK Public Safety MD for Accenture and Chair of techUK's Justice & Emergency Services Committee, Ian Barrett - CoPaCC Director and publishing professional in the police sector with experience developing and delivering the Police Review Gala Awards and Bernard Rix, Publisher of Policing Insight.
 - The awards are supported by the [National Police Chiefs Council \(NPCC\)](#), the [Police Federation of England & Wales \(PFEW\)](#), the [Police Superintendents Association \(PSA\)](#), the [College of Policing \(CoP\)](#), the [Police ICT Company \(PICTCo\)](#) and [Tech UK](#).
 - The Founder Sponsors of the awards are [Accenture](#), [Sopra Steria](#), [Chorus Intelligence](#), [Grant Thornton](#) and [KPMG](#). Dinner is sponsored by [Amazon Web Services](#) and the Drinks Reception by [NICE](#).
 - Policing Insight (policinginsight.com) and Police Oracle (policeoracle.com) are the official Media Partners for the World Class Policing Awards 2019.
- For information about the awards or the nominations process, contact: wcpa@glasgows.co.uk or call: +44 (0) 1772 767782



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