



Media Release

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Attention: General and Political

Not4Sale launches TV ads in battle to save assets *Aussie icon Tony Barry stars in new ads*

The Not4Sale campaign to save Queensland's public assets from sale/ lease fired another shot against the State Government's privatisation agenda today, launching two new TV ads targeting regional Queensland.

Not4Sale spokesperson Stuart Traill said the ads were an important addition to the work being done by the community-based campaign in regional Queensland. The ads target the key issues of electricity prices, job and service cuts and the loss of profits and control that inevitably follow privatisation.

"We are really pleased to have Tony Barry available for these ads, he is a fantastic actor and a great advocate for fairness, and he is vehemently opposed to privatisation of essential services. Despite everything he has been through he has been and continues to be a great supporter of the Not4Sale cause," Traill said.

The first ad <http://youtu.be/NsXiY2N6wBM> features Tony talking about what will happen if electricity assets are sold off, summing up the feeling of many Queenslanders with the tagline "asset sales...don't risk it" The second ad <http://youtu.be/XtvZiO49BH0> features Tony talking to a colleague about electricity prices and comparing the situation in Queensland with what happened to prices, services, jobs and profits when electricity assets were sold in Victoria and leased in South Australia with the tagline "What About Our Budgets?"

Traill said the ads will run for two weeks in regional Queensland.

"We have targeted regional Queensland outside the Brisbane area because it will be regional Queensland that will be the hardest hit by the Government's privatisation agenda.

The history of privatisation in Victoria and South Australia shows the epicentre of destruction is in the regions where country towns and whole districts suffered massive economic downturns when thousands of jobs were slashed following depot closures and the axing of apprenticeships and traineeships"

However Traill said the most distressing analysis of the impacts of privatisation on regional communities relates to safety and reliability in the aftermath of the 2009 Victorian Black Saturday bushfires where 5 of the eleven bushfires that killed more than 170 people were found to have been caused by poorly maintained privatised electricity infrastructure.

"Aspects of that tragedy were preventable and we should, as a community learn from the mistakes of the past, electricity is an essential and dangerous service, it should never be left in the hands of companies that seek to maximise their personal, private profits" Traill said once the ads ran their course the campaign would target the upcoming Bundaberg Community Cabinet on the 19th October and would be ramping up pressure on LNP MPs across the state.

"We will be out and about from now until the election like we have been for the past two years sending a clear message that our public assets are not4sale... not now... not ever, our message to LNP MPs – expect a visit"

For further information Stuart Traill 0488 225 625, Andrew Irvine Media Enquiries 0448 633 858