MEDIA RELEASE

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MFB LAUNCHES
EMERGENCY EXIT AWARENESS CAMPAIGN

The MFB, with the support of the City of Melbourne and Victorian Building Commission, are launching an Emergency Exit Awareness Campaign on Wednesday, 15 December.

The campaign, which involves installing A4 posters in the bathrooms of 55 venues in the CBD, aims to make patrons of nightclubs and entertainment venues aware of the location of emergency exits.

"This campaign is timely as more young people are heading out to celebrate the Festive Season," said MFB Director Community Safety, David Nicholson.

"While they're out enjoying themselves, we want to remind them to take the time to locate the emergency exits so they can vacate safely and quickly if they need to," he said.

It is recognised that one of the highest level of risk to human life in entertainment venues is patrons not being able to evacuate safely in the event of an emergency. As has been witnessed in events overseas, this has lead to multiple fatalities.

"In the event of an emergency, it's difficult to think clearly - especially when you've been drinking - so taking a few minutes to check out where the emergency exits are may be the difference between life and death," said David Nicholson.

"It's also important to realise that the way you entered may not be the safest or quickest way out, so you need to be aware of alternative exits," he said.

While the campaign is aimed at patrons of nightclubs and entertainment venues, it is also vital for venue staff and management to ensure that the emergency exits are clearly marked and accessible.

"For venue staff and patrons alike, awareness of their environment in terms of potential hazards and safety features, is the first step in ensuring they make informed decisions about their safety," said manager of the Metro nightclub, Terry O'Malley.

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FOR FURTHER INFORMATION, OR TO ARRANGE AN INTERVIEW WITH DAVID NICHOLSON, PLEASE CONTACT:

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