



# NORTHERN TERRITORY GOVERNMENT MEDIA RELEASE

20 February

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## **DR PETER TOYNE MLA** Minister for Justice

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### **TERRITORY ICON FRONTS INDIGENOUS CONSUMER AWARENESS CAMPAIGN**

Territory AFL Football legend Michael Long will be the face of a new multi-media education campaign targeting indigenous consumers.

Minister for Justice Dr Peter Toyne said securing the talent of such a well-known and respected indigenous Territorian in Michael Long is a real coup for this very important awareness campaign.

“Michael Long will feature in videos, posters and television commercials carrying consumer protection messages that target Indigenous Territorians.

“Real-life consumer examples will be portrayed with advice on what to look out for when buying items, including significant purchases like vehicles.

“The awareness campaign focuses on consumer advice on warranties and refunds, buying cars, and the safe use of debit cards and PIN numbers - all areas identified where indigenous consumers are suffering considerable disadvantage and detriment.

“There is national recognition that indigenous consumer protection requires increased focus and effort, including communicating consumer rights to Indigenous people.

“Last year the Northern Territory was tasked with leading Australia in developing targeted strategies and this new education campaign is one of the key outcomes of the work done to date,” Dr Toyne said.

Other areas of focus by the Department of Justice’s Consumer Affairs unit has included increased monitoring and action on the sale of dodgy vehicles by unlicensed traders.

The Indigenous Consumer Awareness Campaign is a joint campaign between The Office of Consumer Affairs and the advisory Consumer Affairs Council. Local company Burrundi Pictures has been contracted to produce footage for the campaign.

Michael Long is currently the Chairman of the Australian Football League Indigenous Australian Foundation.

**Michael Long can be contacted for interview on 03 9643 1960 or 0425 737 489.**

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