

**NATIONAL**  
**WEAK**  
**CONSERVATIVE**  
**STRONG**

“ Great leadership is about doing what is right, not about trying to be popular. ”

COLIN CRAIG

  
**conservative**

# THE COST OF A DRINK



INDIVIDUAL COST

BUYER PAYS :

\$1.73

\$4.80

\$1.33\*

SOCIAL COST

WE PAY :

\$0.00

\$0.00

\$1.84\*

*This is wrong!*

**You shouldn't be funding the bingeing lifestyle of a minority. You can vote to change this. The Conservative Party want to save lives and money by alcohol reform and we need **your vote to make it happen.****



## ALCOHOL Damage List. . .

- Alcohol kills 20 people per week.
- 50% of homicides are alcohol related.
- The estimated social cost of alcohol misuse is 5.3 billion dollars every year.
- Over 300 alcohol related criminal offences are committed every day.
- Alcohol permanently damages brain development. The human brain continues to develop until the age of 24.
- Over 70% of all emergency hospital admissions are alcohol related.

“ I cry every day and have nightmares every night. ”

VICTIM OF A DRUNK DRIVER

# Clear Decisive Leadership

New Zealand needs clear decisive leadership. The current “muddling through” approach from the National Party is not making the changes that we need to improve our country.



This can be seen in the economy where we continue to hear a positive message from the government despite clear evidence to the contrary. Our recent credit rating downgrade shows that independent and informed observers are not fooled. Our economy could be in much better shape, but without strong decisive leadership we will continue to fall behind.

Another issue where leadership is sorely lacking is on the problem of drugs and alcohol. The Conservative Party is ready to take action on this issue. The changes mooted by National are simply weak, and they will not arrest the ever-worsening problem of alcohol misuse in New Zealand.

If you want to do something to change our country for the better then you need to party vote Conservative for real solutions.

**For our full policy see our website**

[www.conservativeparty.org.nz](http://www.conservativeparty.org.nz)

Complete the form below and return if you wish to volunteer or find out more about the Conservative Party.

- I would like to help
- Please keep me informed

NAME :

ADDRESS :

EMAIL :

## QuickTest

Answer the questions below and see how you score.

AGREE OR DISAGREE

- I would vote to save lives.
- I would vote to save money.
- I support significant alcohol reforms that will make a difference.
- I am prepared to vote Conservative to make it happen.



# Your vote counts.

When you vote on Election Day (26th November 2011) make sure your vote will save lives and money. It is important to remember that it is the party vote that determines the balance of who makes decisions for the country.

## We are asking you to cast your party vote for the Conservative Party.

Every vote cast for the Conservative Party will count because Colin Craig is able to win a seat. Many voters wasted their vote last election voting New Zealand First who didn't win a seat. If you

were one of those people we encourage you to change your vote to the Conservative Party to make sure that it will count this time.

Your vote is very important for us, and this country needs you to make the effort to vote again this election so we can take the country back to values that work.

**Please make your vote count.  
Party vote Conservative.**

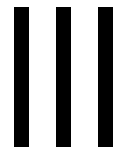
## Different from National because we support the following:

- Alcohol reform - including a return to a purchasing age of 21.
- Crown ownership of Foreshore & Seabed.
- Keep our assets.
- Repeal the Emissions Trading Scheme.
- Binding referenda.
- Remove the ban on light smacking.
- Get prisoners working.

Party Vote



Freepost Authority Number 97486



The Conservative Party  
PO Box 99638  
Auckland 1149



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