



Auckland city alcohol action plan 2008 to 2011

Contents

1. Planning/policy/bylaws /processes	3
2. Alcohol regulation and enforcement	5
3. Community awareness raising and promoting host responsibility	5
4. Alcohol and safe environments	7
5. Alcohol and event management	8

Background

The alcohol action plan is a response to the need to coordinate activity to ensure that work practices are in place to promote the responsible management of alcohol in time for the Rugby World Cup 2011.

This plan has been compiled by the Arts Culture and Recreation Services (ACR Services) Safety team within Auckland City Council. Action points have been developed in collaboration with representatives from the following groups:

Auckland City Council
Arts Community and Recreation Services (ACR Services): Safety team, Street amenities
Arts Community and Recreation Policy (ACR Policy)
District Licensing Agency (DLA)
City Planning
City Events
Transport: Road safety

Agencies/Organisations and Associations

NZ Police
The Alcohol Advisory Council (ALAC)
Auckland District Health Board (ADHB)

The following documents inform this Alcohol action plan:

The Auckland City Council's Alcohol Strategy, May 2006
New Zealand Police Alcohol Action Plan, March 2006
Reducing Alcohol-Related Crime in Auckland City: A Social Impact Assessment of the Central Business District to reduce alcohol-related crime. Bell Planning, August 2007
Auckland District Licensing Agency: Best Practice Liquor Licensing. MAL Consultancy Services, November 2007

This document is intended to be a living document that can be used as a basis for monitoring and six monthly reporting on progress to the Safety Reference Group.

1. Planning/policy/bylaws/processes

Local government bylaws and implications including: resource management, alcohol bans, signage, changes to hours of operation, food compliance standards, transport options and central government policy support.

Objective

By 2011, Auckland City Council will have policies and bylaws that reflect a coordinated and effective approach to the management of alcohol issues in the community.

Performance measure

By 2011 a qualitative survey of council staff, councillors, licensees and the public will advise that there is a clear understanding, and consistency in the application of alcohol related policy and practices including Smoke Free legislation, street trading applications and any other associated bylaws and applications.

Area of improvement	Action	Responsibility	By when
Alcohol Strategy	Review the Auckland City Council alcohol strategy	ACR Policy	Estimated completion June 2010
	Review the current bylaw for alcohol bans	ACR Policy	Will begin July 2009
	Review the hours of operation for licensed premises for existing and new licensees	ACR Policy	Estimated completion June 2010
	Review the hours of operation for the sale of alcohol from off licensed premises	ACR Policy	Estimated completion June 2010
	Investigate methods to influence the density, number, and location of liquor outlets. Consider the likelihood of changing each District Plan, given that this is a permitted activity.	ACR Policy, City Planning	Estimated completion June 2010
Signage	Develop alcohol ban signage if appropriate, to reflect policy decisions and identify distribution to appropriate parts of council Establish clear processes for the production, supply and installation of robust signage as required Evaluate the effectiveness of the stencil trial for alcohol bans	ACR Services	October 2008

Area of improvement	Action	Responsibility	By When
Food Compliance	<p>Complete and distribute the Minimum Acceptable Food Standard Guidelines for all on licensed premises</p> <p>Guidelines are monitored to encourage best practice</p> <p>Feedback on general issues are reported annually to the City Development committee where relevant</p>	District Licensing Agency (DLA)	<p>March 2009</p> <p>Ongoing from August 2008</p>
A framework to problem solve alcohol related issues	Review and implement changes in council decision processes on conditions of application, bylaw policy, and District Plan issues including: compatible "mixed use" of on and off licensed premises in the affected community and public congestion on road frontages outside licensed premises as a result of the Smoke Free Environments Act 1990 and the draft Street Trading policy	City Planning, DLA, ACR Policy	No further action – Central Govt
Safe walking routes for patrons	Review pedestrian route planning to strengthen the safe passage of patrons between identified dangerous and/or vulnerable areas (e.g. high density residential, crime hotspots, tertiary campuses) and ensure the use of Crime Prevention Through Environmental Design (CPTED) principles and the revised Auckland City Council lighting guidelines	Transport, ACR Services (Safety), City Planning	June 2010
Improved transport options	<p>Consider the implication of ferry timetables at night - to and from the City and Waiheke Island on e.g. Thursday night to Sunday morning.</p> <p>Licensing hours on Waiheke Island are based on the timing of both the ferry and taxi's to transport patrons.</p> <p>For the Rugby World Cup ensure adequate coverage of all public transport. Refer: Alcohol and event management – section 5</p> <p>Ensure transport hubs, including taxis, have adequate management provision for safety of patrons</p>	<p>ARTA/ Transport, DLA, ACR Services (Safety)</p> <p>Transport and ACR Services (Safety)</p>	<p>June 2010</p> <p>June 2010</p>
Central government laws and amendments	Make submissions to select committees where appropriate on alcohol related issues	ACR Policy	Ongoing

2. Alcohol Regulation and Enforcement

Licensing, compliance, monitoring and enforcement

Objective

By 2011, licensing compliance, monitoring and enforcement practices relating to alcohol management will be streamlined and will operate in a coordinated multi agency environment so that a safe drinking culture is evidenced in Auckland.

Performance measure

The recommendations of the Best Practice Review will be implemented according to milestones established by the District Licensing Agency.

Six multi-agency enforcement operations will occur in Auckland each financial year that reflect a collaborative, timely streamlined and coordinated response by Auckland City Council (District Licensing Agency), police, public health, and fire to alcohol issues.

Areas of improvement	Action	Responsibility	By when
Strengthen the internal processes and services to improve compliance, monitoring and enforcement	Develop and implement a plan to address recommendations of the Auditor General report and the Best Practice Review November 2007 of the Auckland District Licensing Agency	District Licensing Agency (DLA)	March 2009
Increased efficiency in monitoring and enforcement	Enforce the Sale of Liquor Act (SoLA) through a multi agency approach that is defined by a Memorandum of Understanding (MoU) The MoU is completed and signed The MoU is actioned according to timeframes and milestones	DLA, Police, ADHB	March 2009 Ongoing
Improve active monitoring	Monitor and report to council committee every 12 months, the results of the above MoU for multi agency enforcement	ACR Services (Safety), DLA	August 2008 and then annually
Increase legislative compliance	The monitoring of off-licensed premises for underage purchases will be increased by 25% throughout 2008 and increasing in subsequent years of the action plan	DLA, Police, ADHB	March 2009

3. Community awareness - raising and promoting host responsibility

Alcohol accords, network meetings, alcohol forums, education, training, websites, information brochures and external programmes

Objective

Internal and external stakeholders promote and enforce host responsibility in all alcohol related matters so that intoxicated behaviour in public places is reduced.

Performance measure

There is a 30% reduction each year until 2011, in the number of intoxication incidents recorded on the Alco-Link report (demonstrating that licensed premises are not serving to intoxicated persons, and are meeting their host responsibility obligations).

The results from the Perception of Safety Survey (2010), demonstrates that intoxication of people in the street is not a major concern to the public.

Areas of improvement	Action	Responsibility	By when
Alcohol accords become a voluntary vehicle for increased compliance	Host responsibility obligations are promoted in all alcohol accord meetings	ACR Services (Safety)	Ongoing
	Meetings are hosted as scheduled for the Executive Alcohol Accord and the six area accords		Ongoing
	Encourage the courts/Liquor Licensing Authority to refer non compliant licensees to the Alcohol accord meetings	ACR Services (Safety), DLA, Police	March 2009
Alcohol forum informs and educates on topical alcohol related themes	The alcohol forum is hosted once a year for all stakeholders to be updated on alcohol issues	ACR Services (Safety), DLA, Police, ADHB	April 2008 and ongoing
Mayoral awards for alcohol safety and host responsibility	Explore recognition from within the industry for exceptional examples in the community that demonstrate proactive host responsibility initiatives	ACR Services (Safety), DLA, Police, ADHB	March 2009
Interagency network meetings	Strategic partners strengthen their networks by participation in the following meetings: Collaborative Liquor Enforcement Group (DLA, Police, ADHB & Fire) Alcohol Accords Licensee staff meetings Regional Networks	ACR Services (Safety), District Licensing Agency (DLA)	Ongoing
Asian licensee education	Provide information/training on the Sale of Liquor Act to Asian on and off licensees	ACR Services (Safety), DLA, Police, ADHB	June 2009
Encourage community based responsible alcohol initiatives	Support external groups and agencies in initiatives that focus on reduced alcohol related harm especially through the Alcohol Advisory Council (ALAC) and Community Action on Youth and Drugs (CAYAD)	ACR Services (Safety)	Ongoing
Newsletter	Produce Liquor Link newsletter and distribute to licensees quarterly	DLA	October 2008
	Consider inclusion of compliance issues		ongoing
Website and brochures	Develop Auckland City Council website to inform on all alcohol related matters and conditions pertaining to the Sale of Liquor Act	DLA, ACR Services (Safety)	March 2009
	Complete new brochures as appropriate to inform on the above		June 2009

External programmes for host responsibility and alcohol safety

Areas of improvement	Action	Responsibility	By when
Police action plan implementation	Complete the Police Alcohol Action Plan to the project targets	Police	Ongoing
Maori warden involvement	Identify and support youth at risk of alcohol related harm	ACR Services (Safety), Police (Maori wardens)	Ongoing
Host responsibility training	Develop and promote compliance training programme for licensees to ensure that the Sale of Liquor Act (SoLA) responsibilities are adhered to.	Alcohol Advisory Council (ALAC), District Licensing Agency (DLA), Hospitality Assoc NZ	Ongoing
Refresher training	Support refresher host responsibility training for management staff. Advocate for changes in host responsibility training through the Liquor Licensing Authority and Hospitality Standards Institute	Police, DLA, ALAC	Ongoing
Security door staff training	Complete door staff training in identification checking and patron management e.g. First Contact training	Hospitality Assoc NZ, ACR Services (Safety)	Ongoing
Asian International Student Safety Focus Group (AISSFG)	Provide advice and support to AISSFG on alcohol related issues and responsible drinking practices	Police and Auckland City Council	Ongoing
Alcohol Advisory Council of NZ (ALAC)	Advocate and promote responsible alcohol practices within the community e.g. National Youth Forum, the Youth Alcohol Awareness Week. Support the Auckland Collaborative Liquor Enforcement Group and the Safety team.	ALAC	Ongoing

4. Alcohol and safe environments

Street environments outside licensed premises, internal bar environments for safe usage, CPTED assessments of hotspots, places of safety, road safety initiatives, mixed use compatibility of licensed premises with community needs.

Objective:

Public places and open spaces that adjoin licensed premises provide an atmosphere of safety that is clean and hospitable.

Performance measure:

The results from the Perception of Safety Survey (2010) demonstrate that open spaces and public places feel safe and welcoming to the public.

Areas of improvement	Action	Responsibility	Date
Effective waste management in CBD	Lead organisational team to reduce legal and illegal dumping of commercial waste within the CBD	ACR Services (Street amenities), Environmental Utility Mngt, ACE, CBD Projects	Ongoing
Available clean toilets	Review the location and provision of toilets, and appropriate signage, citywide Prioritise the maintenance of public toilets through contract procurement	ACR Services (Street amenities)	Ongoing
New licensed premises incorporate CPTED principles into internal bar design to ensure safety	Investigate the opportunity to have CPTED bar designs as part of the approval process for new licensed premises Complete the guidelines for council approval Incorporate the guidelines into policy and practices for council approval	ACR Services (Safety)	2008 to 2011
Hotspot assessments	Complete CPTED assessments for problem premises as identified by police and council including safe route requests	ACR Services (Safety), Police, Transport	Ongoing
Safety devices	Complete an audit as to whether safety tools (such as panic buttons, additional CCTV or additional security) need to be provided around places of congregation at night within the CBD	ACR Services (Safety), Police	June 2010
Road Safety	Support the Auckland City Council road safety initiatives to promote projects that reduce alcohol related crime (e.g. Life's sweet, drive sober campaign)	ACR Services (Safety), Transport	Ongoing

5. Alcohol and event management

Rugby World Cup (RWC) 2011, streamlined regulations and enforcement processes, safe and vibrant public places to recreate and celebrate

Objective

By 2011, there are well established multi agency work practices that promote responsible alcohol management to support a safe and vibrant community.

Performance measure

Baseline evidence of streamlined enforcement and regulation processes aim for all licensed premises to be compliant by the time of the Rugby World Cup 2011.

Programmes and events scheduled in public places and open spaces have clear agreed alcohol management practices operating during the Rugby World Cup 2011.

Areas of improvement	Action	Responsibility	Date
Responsible management of alcohol at major events	The timetable of the Rugby World Cup and associated events is finalised and published (based on IRB pool seeding info in 2008) Alcohol management plans are completed for each event i.e. for stadiums and ancillary sites.	Events	2009/10 2010/11
Stakeholder buy-in	Regular forums hosted to define and communicate roles and responsibilities for the responsible management of alcohol i.e. across council, agency, business and community. Refer: Alcohol Forum – section 3	ACR Services (Safety), DLA, Events	April 2008 and ongoing
Licensing	Regulatory requirements for the management of alcohol on licensed premises during RWC identified i.e. special licenses – extension of hours, licensing areas, street trading policy. Refer: Alcohol Strategy – section 1 Timeframes for reception and processing of applications clearly communicated to licensed premises.	District Licensing Agency (DLA), Events, City Planning, ACR Policy DLA	2009/10 2010/11
Alcohol free events	Increase the planning and promotion of alcohol free events between 2008 and 2011 that reinforce the Alcohol Strategy.	Events, Comms and Marketing	Ongoing
Large scale event planning	Best practice outcomes from the planning and implementation of RWC are published as guidelines for future large/major events.	Events, DLA, ACR Services (Safety)	2011+