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I hereby give notice that a meeting will be held on:

**Date:** Friday 8 and Monday 11 November 2024  
**Time:** 9:30am  
**Meeting Room:** Council Chamber  
**Venue:** Ground Floor  
Auckland Town Hall  
301-303 Queen Street, Auckland

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**THE AUCKLAND DISTRICT  
LICENSING COMMITTEE**

**APPLICATION FOR SPECIAL LICENCE**

**BY B-O-P BREWERY LIMITED AT**

**217 GREEN LANE WEST, EPSOM (AUCKLAND  
SHOW GROUNDS) FOR A MUSIC FESTIVAL -  
JUICY FEST**

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**MEMBERS**

<b>Chairperson</b>	Debbie Burrows
<b>Member</b>	John Robinson
<b>Member</b>	Wilson Young

**Wendy Stephenson**  
**HEARINGS ADVISOR**  
**KAITOHUTOHU WHAKAWĀTANGA**

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## **WHAT HAPPENS AT A HEARING**

### **Te Reo Māori and Sign Language Interpretation**

Any party intending to give evidence in Māori or NZ sign language should advise the hearings advisor at least ten working days before the hearing so a qualified interpreter can be arranged.

### **Hearing Appearances**

If you would like to appear at the hearing, please return the appearance form to the hearings advisor by the date requested. If you have any time constraints, please note these on the appearance form so the hearings advisor is aware, and this can be considered on the day.

### **Cross Examination**

No cross examination by the applicant, agencies or objectors is allowed at the hearing. Only the DLC are able to ask questions of the parties. Attendees may suggest questions to the DLC and they will decide whether or not to ask them.

### **The Hearing Procedure**

The usual procedure for a District Licensing Committee Hearing is:

- the **chairperson** will introduce the panel and will briefly outline the hearing procedure. The Chairperson may then call upon the parties present to introduce themselves. The Chairperson is addressed as Madam Chair or Mr Chairman.
- the **applicant** will be called upon to present their case either personally or through a representative. The applicant may be represented by legal counsel or consultants and may call witnesses in support of the application. All witnesses will be required to take either an oath on the Bible or an affirmation. After the applicant has presented their case, the Committee may have questions for them and their witnesses.
- the **Reporting agencies** (Police, Medical Officer of Health and Licensing Inspector) are then called upon to speak. They can make submissions and are then sworn in (by oath or affirmation) if they are going to present any evidence. The agencies must answer questions from the committee.
- The **local board** may present comments if they made an objection on the application.
- the **Objectors** who wish to speak will be called next. Objectors may speak themselves or be represented by legal counsel or consultants and may call witnesses on their behalf. Each speaker will be required to take either an oath on the Bible or an affirmation. Objectors must keep to the reasons they objected and cannot introduce new grounds for objecting but can present evidence to support their reasons for objecting. The committee members or chairperson may question the objector or their witnesses.
- the **applicant** or their representative has the right to summarise the application and reply to matters raised by objections. Members of the District Licensing Committee may ask further questions of the applicant at this stage.
- the **chairperson** will outline the next steps in the process and adjourn or close the hearing.

### **Please note.**

- that the hearing will be recorded and this will be publicly available after the hearing
- catering is not provided at the hearing.
- Should you wish to present written submissions or evidence in support of your application or objection please ensure you provide the number of copies as indicated on your notification letter.

**1. WELCOME AND INTRODUCTIONS**

**2. DECLARATION OF CONFLICT OF INTEREST**

Members of the committee to confirm whether they have a conflict of interest in relation to the application.

**3. OVERVIEW OF THE PROCEEDINGS**

The chairperson will outline the process for the hearing of evidence from the parties.

**4. APPLICATION**

The following papers are provided in relation to a Special licence application by B-O-P Brewery Limited for premises situated at 217 Green Lane West, Epsom (Auckland Show Grounds) Auckland for a music festival - Juicy Fest.

Alcohol Licensing Inspector's Report	Page 5 – 26
Appendix A - Review of alcohol management plan for Juicy Fest	Page 27 – 29
Appendix B - Location of licensed premises (off)	Page 30 – 31
Appendix C - Ariel view of Greenlane Clinical Centre and Cornwall Park	Page 32 – 33
Appendix D - Alcohol management plan submitted on 15 October 2024	Page 34 – 89
Appendix E - Security plan submitted on 15 October 2024	Page 90 – 118
Application	Page 119 – 182
Police Report	Page 183 – 188
Medical Officer of Health Report	Page 189 - 198





# Report on a special licence application for a large-scale event

under section 141(1)(b) of the Sale and Supply of Alcohol Act 2012

To: The Auckland District Licensing Committee (the DLC)  
From: Scott Evans, Alcohol Licensing Inspector  
Date: 18 October 2024

## Application details

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Applicant's name: B-O-P Brewery Limited  
Address of event: 217 Green Lane West, Epsom, Auckland 1051  
Trading name: Auckland Show Grounds  
Application number: 8220119111  
Date application made: 28 August 2024  
Date of event: Saturday 11 January 2025  
Type of event: Music festival – Juicy Fest

## Summary of parties

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Party	Stance	Grounds for opposition/objection
Public Objectors	No public objectors	N/A
Police	Opposed	The object of the Act Amenity and good order Design and layout Systems, staff and training Other matters
Medical Officer of Health <sup>1</sup>	Opposed	The object of the Act Nature of the event Suitability of the applicant Amenity and good order Days and hours Design and layout

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<sup>1</sup> The Medical Officer of Health has a process whereby they only report on a special licence application if it is for an event with more than 1,500 people expected that is targeted at youths. It can be assumed that they have no opposition to the application.

		Systems, staff and training Other matters
Inspector	Opposed	The object of the Act Nature of the event Suitability of the applicant Amenity and good order Design and layout Systems, staff and training Proposals on non-alcoholic drinks

## Executive summary

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1. The applicant has applied for an on-site special licence for a one-day music event named “Juicy Fest”, to be held at Auckland Showgrounds, located at 217 Green Lane West, Epsom, Auckland 1051.
2. The criteria found in section 142 of the Sale and Supply of Alcohol Act (the Act) apply to this application.
3. The reporting agencies have collaborated throughout this application process in accordance with section 295 of the Act.
4. This event has previously been held at the Due Drop Events Centre in Manukau in 2023 and North Harbour Stadium in Albany in 2024. The applicant was the licensee for the 2023 event.
5. At the time I submitted this report, I have only just received updated alcohol management plan (AMP) and security plan from the applicant. I have decided to report on this application before comprehensively reviewing these documents as it was clear to me the issues the reporting agencies have raised would not be resolved without a hearing.
6. I have attempted to report on this application as quickly as possible so the application can be heard and determined well in advance of the event date. I will file a supplementary report with any additional information as necessary.

## The Police and Medical Officer of Health reports

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7. The Police reported in opposition to the application on 18 September 2024. Their grounds for opposition are as follows:
  - a. S. 142(1)(a) – The object of the Act.
  - b. S. 142(1)(e) – Whether (in its opinion) the amenity and good order of the locality would be likely to be reduced, by more than a minor extent, by the effects of the issue of the licence.

- c. S. 142(1)(g) – the design and layout of the premises concerned.
  - d. S. 142(1)(h) – whether the applicant has appropriate systems, staff and training to comply with the law.
  - e. S. 142(1)(l) – Any matters dealt with in any report from the Police, the Medical Officer of Health, or an inspector made under section 141.
8. The Medical Officer of Health (MOH) reported in opposition to the application on 10 July 2024. Their grounds for opposition are as follows:
- a. S. 142(1)(a) – The object of the Act.
  - b. S. 142(1)(b) – The nature of the particular event for which the licence is sought.
  - c. S. 142(1)(c) – The suitability of the applicant.
  - d. S. 142(1)(e) – Whether (in its opinion) the amenity and good order of the locality would be likely to be reduced, by more than a minor extent, by the effects of the issue of the licence.
  - e. S. 142(1)(f) – The days on which and the hours during which the applicant proposes to sell alcohol.
  - f. S. 142(1)(g) – the design and layout of the premises concerned.
  - g. S. 142(1)(h) – whether the applicant has appropriate systems, staff and training to comply with the law.
  - h. S. 142(1)(l) – Any matters dealt with in any report from the Police, the Medical Officer of Health, or an inspector made under section 141.
9. Both the Police and MOH have submitted detailed reports that cover several concerns about the event and the application.
10. The opposition from the MOH and Police focuses on how Juicy Fest was operated in 2023 and 2024 and the outcomes that resulted from those events.
11. The agencies have raised their concerns with the alcohol-related harm that was observed in 2023 and 2024, particularly assaults, disorder, fighting, gang attendance, intoxication and preloading that was observed and reported.
12. Given this record of problems, the agencies have raised concerns with the contents of the applicant's alcohol management plan and the lack of details surrounding security details at the event.
13. The agencies have raised concerns with the design and layout of the premises, which includes the uneven hard concrete surface where the event will take place, a lack of shading, the lack of water stations located around the licensed premises, and location of the main event area next to an unsafe pavilion.
14. The agencies have also raised questions about whether it is appropriate to hold the proposed event next to Cornwall Park and near a large medical facility and several off-licences. The agencies are concerned with the park being a potential location for preloading and non-ticket holders consuming

alcohol while attempting to listen into the event. The area is also not part of an alcohol ban area.

15. I will also address these concerns throughout my report.

## **The nature of the event**

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### **Event details**

16. The event is a one-day music festival called Juicy Fest.



17. The event is ticketed (examples of tickets are attached). Ticketing information can also be found via <https://www.juicyfest.co/buy-tickets>.
18. Approximately 8,000 patrons are expected to attend the event. This is smaller than the 2023 and 2024 events which had 10,000 and 12,000 patrons attend. The target age group for the event is 18-55 years old.
19. In my view, the nature of the event meets the definition of “event” found in section 5 of the Act.

### **History of the event**

20. The event has taken place since 2023 in main centres such as Auckland, Tauranga, Wellington and Christchurch.
21. The reporting agencies have undertaken monitoring of the Auckland event in 2023 and 2024.

### **2023 event**

22. The reporting agencies monitored the Juicy Fest event on 8 January 2023 when it took place at Due Drop Events Centre in Manukau, Auckland. The licensee for the event was the applicant. The Licensing Inspector Kali Talanoa reported several issues of concern in her post-event report:

- a. The event attracted a large gang presence included Head Hunters and the Mongrel Mob.
  - b. Several fights broke out in the presence of the Police with no intervention, leaving one lone security officer to break up a large group of people.
  - c. Police reported several incidents of violence including an alleged rape, sexual assaults, women reported being groped in the crowd and male on female violence with several women being punched and assaulted by men.
  - d. Security performed their role poorly. This included a lack of visible security and failure to intervene to remove problem attendees for various incidents. Security also appeared reluctant to engage with patrons, taking a more facilitative approach and allowing intoxicated persons to remain within the main areas.
  - e. The design and layout were inadequate. Emergency services and security personnel could not easily access the premises, gatekeeping between GA and VIP areas was unsatisfactory, there was a lack of shade, and reports of alcohol being smuggled into the premises.
  - f. Large amounts of preloading occurred outside the event, included rubbish seen all along the streets. Attendees were drinking openly on the streets and in the queues leading into the venue.
  - g. Lines and queuing outside the event were unsatisfactory. This resulted in several patrons fainting and requiring medical attention. Attendees became aggressive and confronted security over wait times.
  - h. The bars were poorly managed in terms of line management and assessment of intoxication before entering the bar lines.
  - i. Parts of the alcohol management plan were not implemented properly. There was a disparity between what was presented as part of the application in terms of security and alcohol management versus the execution of the event itself. There appeared to be significant misrepresentations in the application.
  - j. The organisers appeared to put more emphasis on facilitation than prevention and there did not appear to be a proactive approach to identifying and dealing with intoxicated patrons in an appropriate manner. The organisers did not provide numbers of evicted patrons when requested.
23. Several patrons were visibly intoxicated. The inspector commented in her report *“There were far too many attendees who were visibly intoxicated and openly causing issues yet were neither identified nor intercepted by security or police”* and *“On several occasions, intoxicated attendees were observed entering the bar pens where they were served alcohol – often within close proximity to security.”*
24. The Medical Officer of Health also attended the event. Compliance Officer Nicholas Sykes wrote a detailed post event summary of the event, where he

noted the same concerns as Inspector Talanoa. These included poor patron behaviour, preloading, the unsatisfactory performance of security and an inadequate design and layout.

25. Mr Sykes noted that *“crowd behaviour got so bad that I advised that Health no longer attend the event as there were concern that we could be assaulted.”*

#### **2024 event**

26. In 2024, the event was moved to North Harbour Stadium, where Spotless Facility Services (NZ) Limited was the licensee.
27. The licensee for the 2024 event also held the licence for Go Media Mount Smart, which holds several large events, including NZ Warriors matches and international concerts.
28. I was the reporting inspector for the application for the 2024 event. I was aware of the issues involving the previous year’s event, commenting in my report that *“the [2023] event was one of the worst operated events observed by agencies in terms of alcohol-related harm.”*
29. I did not oppose the 2024 application based on the experience of the applicant, the change of location from Due Drop Events Centre to North Harbour Stadium, and the quality of the AMP submitted for the event. In my report I commented that *“[t]his year’s event will be operated under a different applicant that has operated large scale events regularly within Auckland. If the applicant implements their alcohol management plan successfully for the event, I believe we will see significant improvements from the 2023 Juicy Fest event.”*
30. On 8 January 2024, I attended the event with Licensing Inspector Wayne Fernandes. Compliance Officer Sebastian Miklos and Mr Sykes were in attendance on behalf of the Medical Officer of Heath. Although I believe the event was an improvement from 2023, I still noted the following significant issues:
- a. I had asked to attend the security briefing prior to the event. Despite being told the briefing was occurring at 11am, when I arrived it had already been completed.
  - b. Preloading was prevalent. We received reports at hourly meetings that heavy pre-loading was occurring outside the nearby McDonalds.
  - c. On multiple occasions, I did not observe any security presence outside the premises.
  - d. On multiple occasions we observed patrons pre-loading in line. Security had no roving presence to discourage this behaviour.
  - e. Queues were slow to move once the event was opened. This was due to the use of metal detectors and issues with ticket scanning. These

- lines were reduced in size once most of the patrons got into the venue.
- f. Customers were stockpiling drinks in the VVIP area, left the VVIP area with drinks, and handed drinks to non VVIP patrons.
  - g. The performance of security was poor. We witnessed one incident where an alcohol warden was man-handled by a patron after he was refused entry into the bar line. The man laid his arm around the neck of the alcohol warden and then pulled back aggressively near his neck. We had to tell security to remove the patron from the premises. No roving response team attended the patron, and the security guard was left to follow the patron until a team arrived. This whole interaction took place over 10-15 minutes.
  - h. There was no obvious roving security throughout the bowl area when we visited and observed from afar between 5pm to 6.30pm.
  - i. During multiple hourly meetings, security was not able to give key numbers on refusals, evictions, and patrons in crowd care. This is particularly problematic considering these numbers were important to decide on changing serve limits.
  - j. Security also managed the entry/exit to the VVIP area poorly. When the decision was made to stop patrons from exiting with beverages, the security on the entry/exit still allowed patrons to leave with them.
  - k. We observed serve limits being breached on multiple occasions.
  - l. Intoxication levels worsened in the afternoon until serve limits were lowered to one drink per-person.
31. During the 2024 event I observed the same issues involving gangs, disorder and violence that was reported in 2023. According to the Police at the event, gangs were present, including Head Hunters, Mongrel Mob, Black Power and Killer Beez.
32. The Police provided the following statistics for the event:
- a. 92 people were refused entry due to intoxication or no identification.
  - b. 82 evictions for intoxication, fighting and assaults.
  - c. 113 were treated for intoxication and assault related injuries.
  - d. 12 arrests for assault disorderly behaviour, fighting and family harm.
  - e. Three Police staff were assaulted.
  - f. 14 security staff were assaulted.
33. I believe some of these statistics are undercounted due to the poor performance of security, lack of roving response throughout the licensed premises, and the unsatisfactory recording of refusals, evictions, and patrons in crowd care at hourly meetings.
34. I observed one incident of violence that was sickening. I entered the crowd care tent where a man had part of his ear bitten off. I could see a distinct

outline where a person had made the bite. This incident was widely reported by the media.<sup>2</sup>

35. The Police and Medical Officer of Health staff wrote post-event reports which outlined the same issues including violence, security, gangs, preloading, serve limits, and the management of the VVIP area.

### **Media coverage**

36. Multiple media outlets reported negative stories about the event. Along with the article on a man's ear being bit off, media outlets reported issues with gangs, violence,<sup>3</sup> assaults on Police,<sup>4</sup> arrests and the number of patients being treated by St Johns.<sup>5</sup>
37. The Wellington festival attracted similar media coverage involving gangs and violence.<sup>6</sup> In the article, one person that attended the event told media that *"we were disgusted by what I think of more as Mongrel Mob Fest, not Juicy Fest, and felt horrible about the whole thing."*

### **Comment**

38. The history of the event demonstrates a consistent high level of disorder, intoxication and other extreme behaviour occurring under different licensees across two venues.
39. The event attracts members of different gangs which end up interacting with each other. This results in violence that cannot be controlled without a large number of Police present.
40. In my opinion this event creates an unacceptable level of risk that cannot be mitigated by way of policies or an experienced applicant.

### **The suitability of the applicant**

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41. The applicant is a private company, which is permitted to hold a licence under section 28(1)(ba) of the Act.

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<sup>2</sup> <https://www.nzherald.co.nz/nz/juicy-fest-rival-bites-gang-members-ear-in-scuffle-at-north-harbour-stadium-hip-hop-festival/46YEWOMMMNEQZLUBH3FKXHFPGL/>.

<sup>3</sup> <https://www.newshub.co.nz/home/entertainment/2024/01/police-assaulted-people-arrested-at-juicy-fest-concerts-marred-by-gang-fights.html>.

<sup>4</sup> <https://www.nzherald.co.nz/nz/auckland-juicy-fest-police-officers-assaulted-12-arrests-made-after-several-disorder-events/SUINKH6QZJH55AT3AN6NUS3FFA/>.

<sup>5</sup> <https://www.newshub.co.nz/home/entertainment/2024/01/st-john-treats-191-patients-at-juicy-fest-concerts-amid-reports-of-police-officers-assaulted-gang-fights.html>.

<sup>6</sup> <https://www.nzherald.co.nz/nz/fights-assaults-mongrel-mob-gang-members-ruin-juicy-fest-wellington-man-says/EZB3GWF3EVBMI2JGSLW2EKF6E/>.



42. Due to the large scale of the event and the previous of alcohol-related harm incidents, I believe an elevated level of suitability should be applied to any applicant seeking hold a licence for this event.
43. The applicant has provided a detailed description of their experience and history of operating events across New Zealand in their AMP.
44. During the application process, the reporting agencies have engaged with the applicant's representatives, Ms Annabel Marshall and Mr Glenn Miekke. We have had two meetings in total.
45. The first pre-application meeting took place on 2 July 2024. This meeting was treated as a general discussion of the event. At this meeting I addressed the issues I observed from the 2024 event. The applicant appeared receptive to our concerns and were committed on making improvements for the 2025 event.
46. Following the meeting I reviewed the applicant's draft AMP on behalf of the reporting agencies. On 9 August 2024, I sent the applicant a document which made comments and outlined potential concerns with their AMP. Of the several items I raised, the biggest issues related to the availability of water, security, shading and providing further information on crowd care. A copy of my review document accompanies this report.<sup>7</sup>
47. When I sent the applicant this feedback, I also flagged our concerns with the design and layout of the premises, particularly the hard concrete surface. During this exchange I also told the applicant our concerns with the event itself: *"Regarding the overall event, we need to flag that we have concerns with it. We have observed significant issues with violence and disorderly behaviour in the past which we have to weigh up whether the event can safely be licensed."*
48. On 23 September 2024, the applicant provided an amended AMP for the event. Following this, we had a second application meeting with the applicant on 24 September 2024, where we discussed the changes made to the AMP, the design and layout of the premises, and the event itself.
49. During this meeting I reiterated our concerns about the nature of the event and the incidents of gangs and violence that had occurred. The applicant appeared to share these concerns but believed those issues could be mitigated by way of management and security. On the same day I emailed the applicant regarding the following matters:

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<sup>7</sup> Appendix A – Review of alcohol management plan for Juicy Fest.

- a. The water provision needed to be improved. I requested further information on the types of units and locations of them on a dedicated plan.
  - b. We had concerns with the past performance of security and roving response would require strong proposals. I said we would wait for the outcome of the applicant's meeting with Wellington Police to ensure some consistency with proposals on security between the Auckland and Wellington events.
  - c. Extra shading would be required.
  - d. They needed to address the amenity and good order issues around Cornwall Park, particularly having alcohol litter bins in place, signage warning patrons of drinking alcohol in the area, and a security presence to monitor the area.
50. At the time of this report, I had not yet received any updated AMP or additional supporting information to address these issues. However, this is not a criticism of the applicant, as I believed the application needed to be reported on as soon as possible to allow for a timely hearing.
51. While the applicant has attempted to put in place detailed plans and proposals to manage this event, I have concerns that they are not suitable to hold this licence for the following reasons:
- a. The applicant operated this event in 2023. At that event, their performance as a licensee was unsatisfactory, and serious alcohol-related harm, disorder and violence occurred. I do not have confidence they have the capability to operate this event in the future.
  - b. The applicant's proposed systems, staff and training are insufficient for the event. I will address this in further detail later in my report.
52. While the applicant has held licences for other large-scale events, that doesn't mean they are suitable to hold this one.<sup>8</sup>
53. I also raise the real possibility that the proposed event may simply be too difficult for any applicant to manage. The significant issues of alcohol-related harm, disorder, violence and gang activity may mean that no applicant may be suitable to hold this licence.
54. I believe the applicant is unsuitable to hold a licence for this event.

## **Amenity and good order**

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### **Introduction**

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<sup>8</sup> *Re Primetime Again Limited* [2021] NZARLA 133, at [86].

55. The premises are located in a commercial/residential area of Greenlane. The premises are not within an alcohol ban area. The nearest residential buildings are approximately 250 metres away.
56. I have looked at a 1.5km radius around the premises while making my inquiries into the locality. This radius was selected as it was a distance from the Greenlane Train Station. I would expect some patrons attending the event will be arriving to the event via train and making their way up the street.
57. Between the train station and the premises is a large McDonalds. This location is relevant because serious pre-loading concerns were reported at a nearby McDonalds during the 2024 event.

### **Nearby off-licences**

58. There are approximately eight off-licences within 1.5km of the premises. These licences are broken down into the following types of licences:
- a. Five bottle stores.
  - b. Three supermarkets.
59. I have attached a map that shows the location of the nearby licensed premises.<sup>9</sup>
60. Preloading is often observed at numerous large-scale events. Inspectors have made observations of large amounts of alcohol litter outside events and around surrounding streets. The prevalence of off-licences near an event increases the likelihood this occurs.
61. Patrons walking to the event can attempt to obtain alcohol beforehand from the off-licences near the Greenlane Train Station and Green Lane West/Manukau intersection. Patrons that take the train are not permitted to drink alcohol on board, so the nearby off-licences will be an attractive option to them when walking to the event.
62. When assessing whether the amenity and good order of the locality would be likely to be reduced, the prevalence of off-licences should be considered.

### **Sensitive sites**

63. Over 30 early childhood centres and schools are located within 1.5km of the premises. While these are relevant sensitive sites, the event is scheduled to take place during the summer school holidays, so the impact to these sites would be negligible.

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<sup>9</sup> Appendix B – Location of licensed premises (off).

64. Two sensitive sites within 100 metres of the premises pose significant concerns, however:
  - a. Greenlane Clinical Centre (and ancillary medical complexes).
  - b. Cornwall Park.
65. I have included a map of these two sensitive sites in relation to the premises.<sup>10</sup>
66. The Greenlane Clinical Centre offers a wide range of medical services which includes, cancer, blood, cardiovascular, child, youth and surgeries.<sup>11</sup> The centre is open from 8am to 12 midday on Saturday's, *"although some clinics are open later."*<sup>12</sup>
67. The event poses a risk to patients that may be attending the clinical centre after regular hours. The premises will be directly opposite to entries and exits at the premises.
68. The event poses a significant risk to Cornwall Park. The park is often frequented by the Auckland community. People of all-ages use the park for a wide range of activities which includes running, walking, sport, picnics, family gatherings and weddings. The park also has several environmental features that include native trees and animals.
69. I have visited and walked around the park. I believe the location could be an attractive place for patrons to preload prior to entering the event. Since the park is not subject to an alcohol ban, the Police have no powers to stop people from drinking. The closeness of the park may also attract non-ticket holders from hanging around outside the premises to listen to the musicians.
70. While preloading occurs in the park, the public will be exposed to this alcohol-related harm and the anti-social behaviour that can stem from it.

### **Noise, nuisance, and vandalism**

71. The 2023 and 2024 events have been subject to significant preloading and alcohol-related harm.
72. During both events, preloading was identified around nearby streets, by the premises and in queues leading to the premises. Preloading was reported at a nearby McDonalds. Patrons were also openly drinking on the streets, despite some of the surrounding areas being subject to an alcohol ban.

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<sup>10</sup> Appendix C – Ariel view of Greenlane Clinical Centre and Cornwall Park.

<sup>11</sup> <https://www.adhb.health.nz/our-services/>.

<sup>12</sup> <https://www.adhb.health.nz/hospitals-and-clinics/greenlane-clinical-centre/greenlane-clinical-centre-on-site-facilities/>

73. As previously covered in my report, the agencies observed and received reports of numerous disorder and alcohol-related harm issues. While a lot of these issues happened inside the event, they would also affect the general locality through disorderly and intoxicated persons being removed to outside the premises. I have no doubt the same issues would occur again at the 2025 event. The nature of the event has not changed, just the venue. I believe preloading and other alcohol-related harm will be prevalent and must be minimised.
74. The event would also be expected to create a large amount of noise from live music and crowds. While I am not aware of any noise issues from the 2024 and 2024 events, these were based in purpose-built stadium areas that were not close to sensitive sites and residential homes.
75. I believe the 2025 event creates a challenge where excessive noise could disturb nearby residents, people using Cornwall Park, along with the natural environment the park houses.

### **Mitigation**

76. The applicant has attempted to address amenity and good order in their AMP. This includes proposals on bins being located at entry/exits, public transport areas and uber/taxi points.
77. The applicant has also proposed in their AMP that *"[e]xternal security patrols will be conducted to prevent unauthorised entry, smuggling of contraband and patrons consuming alcohol outside of the venue, among other things. Any patron found engaging in these activities will be refused entry."*
78. After meeting with the applicant on 23 September 2024, I advised that further steps needed to be put in place to address the amenity and good order issues around Cornwall Park. The steps included having alcohol litter bins in place, signage warning patrons of drinking alcohol in the area and a security presence to monitor the area.

### **Comment**

79. The 2023 and 2024 Juicy Fest events have demonstrated a significant level of alcohol-related harm that affects the amenity and good order of the locality.
80. The 2025 event creates a challenge where it will be located near eight off-licences, where patrons can obtain alcohol on the way to the event. The 2023 and 2024 also had a similar number of off-licences located near them and significant preloading issues were observed.
81. The 2025 event will also be located next to Cornwall Park which is a significant sensitive site. People from across Auckland use this park for their enjoyment amongst the natural environment. The park creates a real

possibility of a prime location for patrons to preload before the event. This will have an impact on everyone else using the park. I believe the nature of the event is not compatible next to the park.

- 82. The applicant has attempted to address the concerns surrounding the amenity and good order of the locality. Despite their efforts, I believe the mitigation attempts are minor compared to the significant issues at play.
- 83. I believe the amenity and good order of the locality would be likely to be reduced, by more than a minor extent, by the effects of the issue of the licence.

## **Days and hours**

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- 84. The licensed days and hours sought are listed at the conditions section of this report. These hours are not uncommon for a music festival of this type.
- 85. The reduction of hours can have the effect of reducing alcohol-related harm. In this situation, however, I do not believe that would be effective. The history of the event demonstrates alcohol-related harm occurs throughout the duration of the event.
- 86. I have no opposition to the sought days and hours.

## **Design and layout**

---

### **The licensed premises**

- 87. The principal entrance is accessed off Greenlane West. The road is a main thoroughfare for traffic in the Auckland Central area.
- 88. The licensed premises is located at the Auckland Showgrounds. Most of the licensed area is a large uneven concrete area, which in the past has been used for outdoor exhibitions. The outdoor concrete area creates risk in summer months due to the heat it attracts. The applicant needs to put steps in place to mitigate this concern, in the form of shading, water availability and adequate seating.
- 89. The main concert area is located adjacent to a pavilion, which is currently fenced off to stop people from accessing it. The pavilion needs to be secured by way of fencing and visible security patrolling it to stop patrons from attempting to access it.
- 90. The main concert area also has large lighting columns inside it. These can be climbed if not secured properly.
- 91. The licensed premises is more precisely identified on the plan date stamped as received by Auckland Council on 28 August 2024.

## Shading and seating

- 92. The licensed premises does not have sufficient natural shading available. This is a significant concern as the event is scheduled to take place in summer. The lack of adequate shading combined with alcohol and the hard concrete surface can lead to heat related injuries and accelerate the onset of intoxication.
- 93. At another large festival in 2024, licensing inspectors observed issues resulting from inadequate shading causing customers to seek shade from fence trucks, fences and lamp posts. The inspectors estimated more than twice as many patrons wanted shade at any given time than was available to them.
- 94. The 2024 Juicy Fest event did not have these issues as it took place in a purpose-built stadium that had large, covered areas. The premises also had a large, grassed area shaded by trees which housed food trucks.
- 95. Temporary shading will need to be erected for this event to mitigate these concerns.
- 96. The licensed premises also has insufficient seating available for patrons and no grassed areas.
- 97. In our meeting with the applicant, we have raised our concerns with seating and shading and advised that improvements need to be made.

## Number and location of water stations

- 98. The applicant has submitted a plan which includes six self-service water stations located around the licensed premises. The AMP states these will be Water Cones, which stand 2.3 metres tall and are illuminated.
- 99. The number and location of water stations are insufficient for this event. This is a significant concern as the event is scheduled to take place in summer. Patrons need to be able to visibly see water stations and be able to quickly access them without waiting in long lines. The importance of visible and plentiful water stations cannot be understated as water is a significant mitigation measure to delay the onset of intoxication. A precautionary approach must always be used when assessing water availability at an event.
- 100. In the academic paper "Strategies for managing alcohol at large events in New Zealand", the authors recommended "*Free water should be provided (and well-publicized) at convenient, queue-free places throughout the venue.*"<sup>13</sup> Licensing inspectors have also observed issues of water availability

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<sup>13</sup> Strategies for managing alcohol at large events in New Zealand

at a similar event which resulted in large queues for water, and patrons approaching the inspectors asking where to find water.

101. I have also observed the ineffective location of water at the 2023 Listen In event. During that event, the safe zone did not have adequate water availability. In the afternoon, the licensee acted by relocating a large plumbed in water unit with approximately six taps on it. Once relocated I observed a high use of this water station by patrons. This is important to note as safe zones are places that patrons influenced by the onset of intoxication use. Once the water station was moved, it was clear to me that the visibility and accessibility of it contributed to an increased use of water by those patrons.
102. The 2024 Juicy Fest event is a good comparison when assessing whether the 2025 event has enough water outlets in appropriate locations. In 2024, the applicant provided the following water outlets:
  - a. Five Water Cones.
  - b. Nine Bike Racks (these are a water station that have approximately six taps connected onto it).
  - c. Two water tanks (these are extremely large tanks that have multiple taps on them).
103. Along with this water provision, the licensee submitted a separate water plan that outlined the locations of water stations at the event. This plan matched what was put in place on the day of the event. During the event I did not observe any issues with water availability.
104. For this application the applicant submitted a separate water plan with their AMP. The plan shows large parts of the licensed premises that have no water station near them. This is particularly evident near the grassed area besides the Artist Greenroom area.
105. The applicant has proposed the use of water cones that have three or four taps on them. Considering the amount and types of water stations that were available at the 2024 event, the applicants' proposals for 2025 are extremely insufficient.
106. I believe the applicant should attempt to match the water outlets that were available at the 2024 event as the evidence at the event suggested they were sufficient. While the capacity is less for the 2025 event, this is off-set by the main concert area being hard concrete that would likely become hot in the daytime sun.

### **Comment**

107. The main concert area consists of an uneven concrete surface used for an outdoor summer event. This creates risk in summer months due to the heat it



attracts. The applicant needs to mitigate this concern, by providing adequate shading, water availability and seating.

108. In my view these steps have not been addressed.

## **Systems, staff, and training**

---

### **Alcohol management plan**

109. The applicant submitted their draft alcohol management plan on 2 July 2024. Following a pre-application meeting with the reporting agencies, I reviewed the plan and made several recommendations on items that should be added or amended. My review document accompanies this report.<sup>14</sup>

110. On 23 September 2024, the applicant submitted an amended alcohol management plan. Following a meeting with the reporting agencies, I contacted the applicant with the following further recommendations to be covered in the AMP:

- a. The number and location of water stations, including a dedicated water plan.
- b. Improvements in shading at the licensed premises.
- c. Steps taken to mitigate amenity and good order concerns, which included alcohol bins, signage, and having an external security presence.

111. I also addressed security proposals which is part of the AMP. This matter is detailed later in this section of the report.

112. On 15 October 2024, the applicant submitted another amended alcohol management plan for the application.<sup>15</sup> At the time I submitted this report I did not have sufficient time to fully review the document; however, from my initial review, still believe the document is insufficient relating to its proposals surrounding:

- a. The number and location of water stations, including a dedicated water plan.
- b. Improvements in shading at the licensed premises.
- c. Steps taken to mitigate amenity and good order concerns, which included alcohol bins, signage, and having an external security presence.
- d. Security at the event.

---

<sup>14</sup> Appendix A – Review of alcohol management plan for Juicy Fest.

<sup>15</sup> Appendix D – Alcohol management plan submitted on 15 October 2024.

113. Before any hearing for this application, I will carry out a detailed review of the document and give further feedback on it.

## **Security**

114. On 15 October 2024, the applicant has submitted a security plan for the event.<sup>16</sup> The applicant has also addressed their security provisions in their AMP.
115. The security provider for the event will be Uso Keepers.
116. The applicant proposes a 1:80 security to patrons' ratio.
117. The 2024 event operated at a 1:100 ratio. In my view the number of security personnel was extremely insufficient at the event for the following reasons:
- a. I did not observe any external security presence during two of my four visits outside the premises.
  - b. Security had no roving presence to discourage drinking in entry lines.
  - c. Roving security throughout the bowl area bordered on non-existent. This was evidenced from the lack of security being able to remove one patron that we observed.
  - d. Security poorly managed the entry/exit to the VVIP area. When a decision was made to stop patrons from exiting with beverages, the security on the entry/exit still allowed patrons to leave with them.
118. During our meetings with the applicant, I have made clear the importance of significant improvements in the number of roving security personnel for the event. These will be the security guards tasked with roving intoxicated or disorderly patrons.
119. On 15 October 2024, the applicant submitted a draft security plan for the application. After my initial review of the document, I have the following concerns:
- a. The plan did not address in detail a process with dealing with intoxicated persons at the event, including not mentioning the SCAB Intoxication Assessment Tool, which is a key tool for identifying and dealing with intoxication.
  - b. It did not address how security will deal with intoxicated persons being sent to and processed at crowd care.
  - c. The event risk profile as "Moderate". Believing the event has this risk profile with well documented disorder issues is unsatisfactory.
  - d. The plan proposes only 2x2 response teams to remain outside the venue for the entirety of the event. This is woefully insufficient.

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<sup>16</sup> Appendix E – Security plan submitted on 15 October 2024.

- e. The plan does not address any steps to deal with minors that may try to get into the event or found inside the licensed premises.
  - f. The 1:80 patrons to security ratio would be insufficient when considering the issues that have occurred at the event in the past.
  - g. No information has been provided in the plan that addresses the number of roving response security personnel that will be on duty at the event.
  - h. Appendices of the plan were labelled as "TBC".
120. Notably, the Inspectorate have not dealt with Uso Keepers for a large-scale event, other than when they undertook smaller roles involving the management of bars or VIP areas. I have significant concerns the company has a lack of suitable experience to manage this high-risk event.
121. One further challenge is the recorded levels of disorder and violence at previous Juicy Fest events are so extreme that its potentially unsafe and dangerous to expect security to intervene.
122. During the 2024 event there were assaults on both Police and security. Additional Police needed to be called in to deal with the levels of violence and disorder. This included the use of skirmish lines and use of other public order tactics to rescue injured persons and break up disorder and fights.
123. Security guards should not be expected nor be involved in levels of disorder and violence that require these interventions.

### **Place of safety**

124. The applicant has outlined at section 7.4 of their AMP the proposals relating to crowd care at the event.
125. The crowd care locations have also been outlined on the site plan dated 28 August 2024.
126. I raise no grounds of opposition for the applicant's proposals related to crowd care.

### **Comment**

127. The applicant has provided an AMP that is heavy on written detail, but the plan has shortcomings in the following areas:
- a. The number and location of water stations, including a dedicated water plan.
  - b. Improvements in shading at the licensed premises.
  - c. Steps taken to mitigate amenity and good order concerns, which included alcohol bins, signage, and having an external security presence.

128. The applicant has insufficient proposals relating to security at the event. I am also concerned that security will not be able to execute their role effectively given their apparent lack of suitable experience in operating a large-scale event of this high-risk profile.
129. I also believe security may also not be capable of dealing with the high level of disorderly behaviour and violence that may occur at the event. Some of the disorder issues that have occurred in 2023 and 2024 required significant Police intervention. Security guards should not be expected to put themselves into a situation where Police are needed.

## **Designation**

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130. The application proposes a restricted designation for the event. This type of designation is suitable for the type and nature of the event.

## **Food, beverages, and alternative transport**

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131. The AMP adequately addresses these matters. There will be a range of food outlets available, low alcohol will be available, and alternative transport will be advertised.

## **Other matters – Local Alcohol Policy**

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132. The Auckland Local Alcohol Policy (LAP) came into force on 16 September 2024, introducing new conditions that must be considered.
133. I will submit a supplementary report that will outline the specific conditions that should be adopted if the licence is issued. The report will be made available prior to any hearing for the application.

## **Grounds for opposition**

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### **S142(1)(a) – The object of the Act**

134. The object of the Act is to ensure the safe sale, supply and consumption of alcohol, and to minimise alcohol-related harm.
135. Granting this application would be contrary what the Act is set out to accomplish, especially considering the history of assaults, disorderly behaviour, intoxication, and violence at this event.
136. All three reporting agencies have opposed this application. This should carry significant weight with the DLC.<sup>17</sup>

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<sup>17</sup> *Aashi Ventures Limited v Police* [2023] NZARLA 187, at [57].

**S. 142(1)(b) – The nature of the event**

- 137. This event creates an unacceptable level of risk that cannot be mitigated by way of policies or an experienced applicant. The agencies have observed and received reports of extreme levels of disorderly behaviour and violence, which has involved multiple gangs.
- 138. The nature of the event cannot proceed under a licence as alcohol will become a contributory factor to further disorderly behaviour and violence, which will not be safe for other patrons attending the event.

**S. 142(1)(c) – The suitability of the applicant**

- 139. I have concerns that they are not suitable to hold this licence due to their past performance operating this event in 2023 where serious alcohol-related harm, disorder and violence occurred, and their proposed systems, staff and training appear insufficient for the event.
- 140. I do not have confidence they have the capability to operate this event in the future.
- 141. Furthermore, the Juicy Fest event may simply be too difficult for any applicant manage due to the large issues of alcohol-related harm, disorder, violence and gang activity the event attracts. No applicant may have the suitability required to hold this licence.

**S. 142(1)(e) – Amenity and good order**

- 142. The preloading and disorder issues observed in 2023 and 2024 combined with the prevalence of nearby off-licences leads me to believe that the 2025 event will experience the same issues.
- 143. Furthermore, nearby Cornwall Park creates a significant compatibility issue where preloading and other alcohol-related harm may occur while the members of the public are using the park.
- 144. Despite efforts by the applicant to address these concerns, I believe the amenity and good order of the locality would be likely to be reduced, by more than a minor extent, by the effects of the issue of the licence.

**S. 142(1)(g) – The design and layout**

- 145. The licensed premises does not have adequate shading and insufficient proposals around the number and location of water stations at the event. The shortcomings of these areas along with the hard concrete surface at the main concert area in the height of summer can accelerate the onset of intoxication.
- 146. The applicant has insufficient proposals on seating at the event.

#### **S. 142(1)(h) – Systems, staff and training**

- 147. The applicant has failed to provide an adequate AMP due to shortcomings with the number and location of water stations, having adequate shading, and attempts to mitigate amenity and good order issues outside the premises.
- 148. The applicant has insufficient proposals relating to security at the event, including deficiencies in the submitted security plan and the number of security available for the event.
- 149. I am also concerned that security will not be able to execute their role effectively, due to their lack of suitable experience in operating a large-scale event of this high-risk nature.
- 150. Security may also not be capable of dealing with the high level of disorderly behaviour and violence that is expected to occur at the event.

#### **S. 142(1)(k) – Proposals on the non-alcoholic drinks**

- 151. The applicant has proposed an insufficient number of water stations for the event. The location of the water units is also not sufficient as they are not adequately spread around the licensed premises.

#### **Conditions**

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- 152. Without prejudice to my opposition, I will provide a suite of recommended conditions for the licence with my supplementary report concerning the LAP.

## **Review of alcohol management plan for Juicy Fest**

The three agencies have reviewed your draft alcohol management plan that you have submitted for the Juicy Fest event, which is scheduled to take place on Saturday 11 January 2025. We have comments on the following areas:

### **Water**

Being a summer event which will be taking place on a hard surface we want to see a large focus on the availability of water at the event. We would like to seek further information on:

- The amount of water that will be available (in litres) or whether it's a plumbed in service.
- The number and location of all water stations on the floor plan and covered in the AMP.
- The type of water stations within the licensed premises (e.g. water tanks).
- Confirmation a water station is available in crowd care.

The 2024 event was made up of three types of water stations: Water Cones (5), Bike Racks (9) and water tanks (2). Water was available in all the defined areas including crowd care, as well as located around the licensed premises (I have included the water plan). Expectation is for this to be matched as this was one area that appeared to be successful in 2024.

### **Security**

Security was an issue that was observed in the 2024, especially the lack of roving response security guards We would like to seek further information or request the following is added to the AMP:

- A breakdown of security numbers and/or ratios that will be working at bars, roving response and general duties (e.g. gates and fences).
- Outline where security will be located outside the premises to monitor for patrons arriving who are intoxicated, pre-loading or other disorderly behaviour.

The breakdown of security at the 2024 event was:

- 145 security guards from Red Badge.
- 13 security guards dedicated to bars.
- A ratio of 1 security guard to every 103 patrons (1:103).
- No breakdown on the roving response numbers.

Considering the harm and violence issues we observed in 2024, an increase to the security ratio would be desired (from 1:100 stated in the AMP).

### **The premises (inside and outside)**

We would like to seek further information or request the following is added to the AMP:

- The amount of shading around the licensed premises appears to be insufficient. The general concern here is the combination of the summer event being on a hard concrete surface may increase heat and intoxication issues. We would request an increase in this area.
- Could you outline the numbers and/or ratio of toilets available at the event.
- Confirmation the green rooms form part of the licensed premises. This is important so the conditions don't inadvertently restrict these areas.

- Where will alcohol bins be located outside the premises and how far these will extend out on nearby roads and parks.

### **Management of patrons**

- Even though the event is R18, can you add information into the AMP that covers how you will deal with minors trying to enter or found inside the licensed premises (e.g. if they fence jumped or used fake IDs). A process needs to be outlined if this occurred.
- Pass-outs needs to be defined further. A security manager (not any security member) should be the person giving permission. The reasons a pass-out is accepted needs to be defined.

### **Crowd care**

Some additional details need to be covered in the AMP relating to crowd care:

- The availability of food and water in the area.
- No alcohol being permitted within the area.
- Who will be assessing patrons for intoxication as they enter crowd care.
- The size of the crowd care areas.
- Making clear the area is not a chill-out zone or a place where people can sober up before re-entering the event.

### **Inclusion of a signage and documentation section**

To make things clear and simple for all parties to follow, we would like to see either a section or appendix added to the AMP that covers the signage and documentation in place on the day. The items covered in this section should be:

- The licence will be displayed at [\[state the locations\]](#).
- Name of manager on duty for the overall management of the event is be displayed at [\[state the location\]](#)
- The name of a certificated manager supervising each bar area will be displayed at the bar they are appointed to.
- Signage advertising alternative forms of transport will be prominently displayed adjacent to every [alcohol outlet/point of sale](#).
- Appropriate signage regarding the restrictions on the supply of alcohol to minors and intoxicated persons will be prominently displayed adjacent to every [alcohol outlet/point of sale](#).
- The number of serves in force.
- A copy of the alcohol management plan will be available on the premises and made available upon request from reporting agencies.

### **Auckland Local Alcohol Policy (ALAP) requirements**

The ALAP will be in force when this event is scheduled to go ahead. Clause 7.2.5. of the policy raises additional discretionary conditions to be considered. Due to the size and nature of the event these would likely be appropriate. We would like to seek further information to be added in the AMP on:



## Appendix A

- Engagement with the agencies before, during and after the event. The during the event part is an important factor for us (which we will cover in a separate section).
- Information on the provision of on-site emergency services.
- Restrictions on the types of vessels used within the licensed premises.
- Progressive closing times on bars. One alternative to this is the closure of points of sales within the bars. This worked well at the 2024 event.
- A minimum training requirement applies in the LAP which states *“the licensee must take reasonable steps to ensure that all staff, as defined under section 1.3 of the Auckland Council Local Alcohol Policy:*
  - *are aware of, and comply with, the Host Responsibility Policy (; and*
  - *have successfully completed the Health Promotion Agency’s on-line training module on responsible service (or similar training at the discretion of the Chief Inspector), where appropriate.”*
- We would be fine that the AMP replaces the HRP requirement.

### **Alcohol stakeholder meetings**

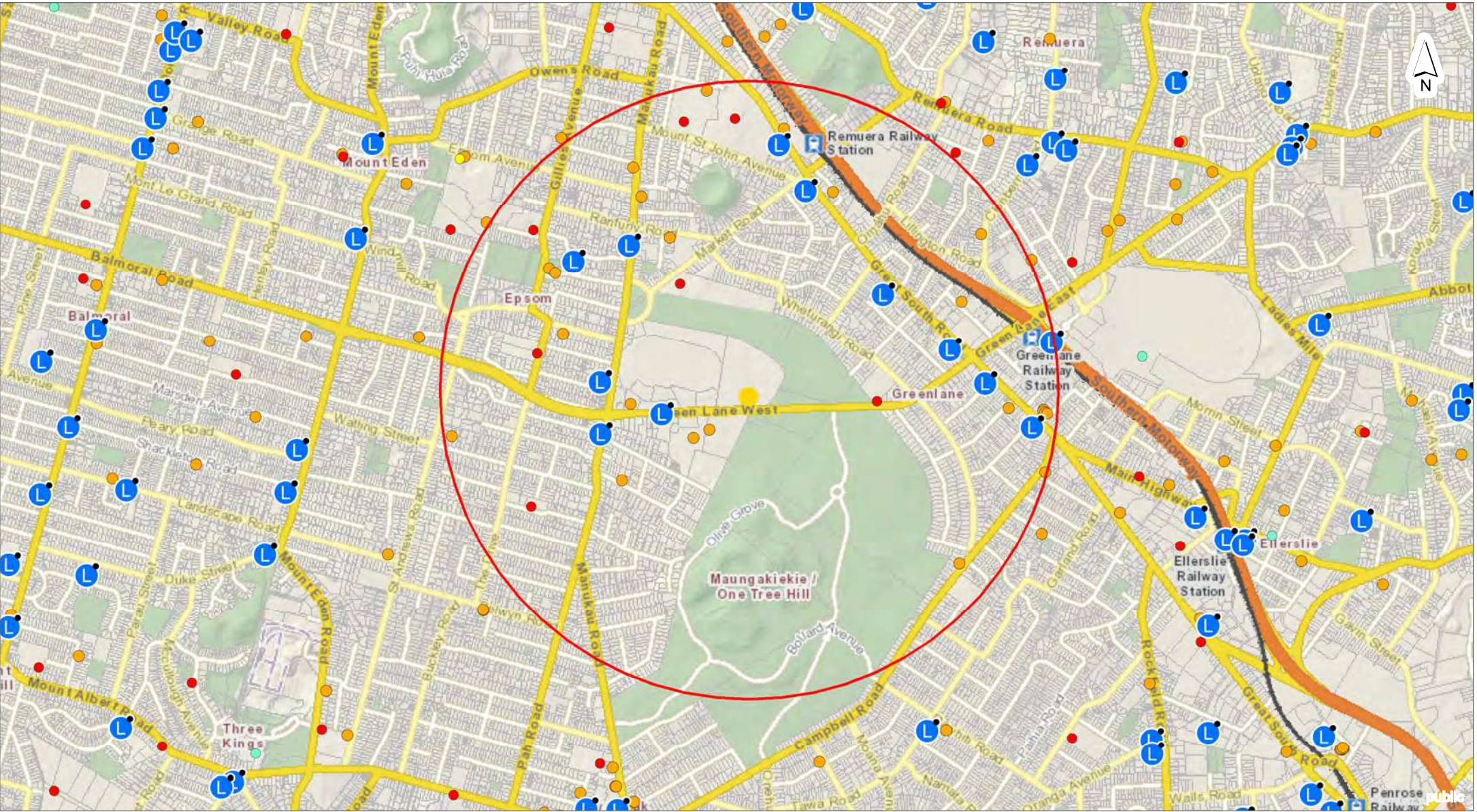
One issue that has arisen from previous large-scale events is the operation of stakeholder meetings. Some events with hourly meetings have involved some parties (unrelated to the sale or supply of alcohol) getting involved with decision making related to alcohol matters. We would like to set clear expectations for all parties that:

- Alcohol stakeholder meetings should be separate meetings (best time is straight after the general stakeholder meetings).
- Parties involved in decision making relating to alcohol should be:
  - Representative from the licensee (or delegated authority).
  - The named manager on duty.
  - The security manager.
  - An assigned member of the Police.
  - An assigned licensing inspector.
  - An assigned compliance officer on behalf of the Medical Officer of Health
  - A representative from any of the emergency services (e.g. St John, Fire Service) present.
- Observers can be present at the alcohol stakeholder meetings

### **Other information**

- Outlining the alcohol promotions that are acceptable for the event.





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Location of licensed premises (off)

0 160 320 480  
Meters

Scale @ A4  
= 1:25,000


Date Printed:  
3/10/2024





Alcohol Licensing

All Off-Licence

 All Off-Licence

Education


Universities and institutes

 Universities and institutes


Schools

 Schools


Early Childhood Education Centre

 Early Childhood Education Centre

Welfare Centres


 Welfare Centres

Church

 Places of Worship, Church

Signs Bylaw

Portable Sign Ban Area

 Portable Sign Ban Area

Place Names

Place Name (25,000)

Place Name (25,000)

Hydrographic Place Name (25,000)

Hydrographic Place Name (25,000)

Place Name Search

Place Name Search


Rail Stations

Rail Stations (25,000)

 Rail Stations (25,000)

Railway Lines

Railway (25,000)











 Railway (25,000)

Auckland Council Boundary

 Auckland Council Boundary

Roads

Roads (25,000)

-  Motorway
-  Motorway Under Construction
-  Secondary Arterial Road
-  Secondary Arterial Under Construction
-  Primary Arterial Road
-  Primary Arterial Under Construction
-  Collector Road
-  Collector Road Under Construction
-  Local Road
-  Local Road Under Construction


Property (overview)

Property (overview)

Rate Assessment


Rate Assessment


Land Parcel

 Land Parcel

Coastline

Base Region Auckland Council (5m)


 Land Outside

 Water


Region Cache Public Open Space Extent

 Region Cache Public Open Space Extent

LIDAR2006 1m DEM Hillshade

 High : 254 - Low : 0

NZ Hillshade

 High : 254 - Low : 0

Region Cache Large Background

 Region Cache Large Background

Legend





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Greenlane Clinical Centre and Cornwall Park



Scale @ A4  
= 1:5,000

Date Printed:  
10/10/2024





Alcohol Licensing

Hospitals



Hospitals

Signs Bylaw

Portable Sign Ban Area



Portable Sign Ban Area

Place Names

Place Name (25,000)

Place Name (25,000)

Public Open Space Names (8,000)

Public Open Space Names (8,000)

Place Name Search

Place Name Search

Rail Stations

Rail Stations (8,000)



Rail Stations (8,000)

Railway Lines

Railway (25,000)



Railway (25,000)

Auckland Council Boundary



Auckland Council Boundary

Roads

Roads (5,000)

Motorway



Motorway Under Construction

Secondary Arterial Road



Secondary Arterial Road Under Construction

Primary Arterial Road



Primary Arterial Road Under Construction

Collector Road



Collector Road Under Construction

Local Road



Local Road Under Construction

Property (overview)

Property (overview)

Rate Assessment

Rate Assessment

Land Parcel



Land Parcel

Coastline

Aerial 2019 2020 Rural

Image



Red: Band\_1



Green: Band\_2



Blue: Band\_3

Aerial 2022 Rural

Image



Red: Band\_1



Green: Band\_2



Blue: Band\_3

Aerial 2017 Urban

Image



Red: Band\_1



Green: Band\_2



Blue: Band\_3

Aerial 2010 2011 Rural

Image



Red: Band\_1



Green: Band\_2



Blue: Band\_3

Legend



BOP BREWERY LIMITED

# ALCOHOL MANAGEMENT PLAN



AUCKLAND



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## 2. INTRODUCTION

Many events are associated with the consumption of alcohol and drugs, which can have adverse effects on the well-being and safety of attendees, and even impact the overall success of the event.

Adopting a practical approach to the management of alcohol and drug-related issues during events holds the potential to save lives.

Additionally, offering well-considered and comprehensive support for alcohol and other drug-related matters not only resonates with attendees but can also extend its positive impact to the larger community through effective communication.

This document outlines the joint efforts of Juicy Festival Limited, BOP Brewery Limited to mitigate issues related to alcohol and substance abuse through thorough policies, protocols, responses, and training initiatives, with the primary aim of reducing harm. A copy of this Alcohol Management Plan will be available in the Venue Operations Centre.

## 3. EVENT SUMMARY

### 3.1 EVENT OVERVIEW

The Juicy Festival, or Juicy Fest, as it's colloquially named, is an R18 one day festival scheduled for 8 shows across New Zealand & Australia in summer of 2025.

Boasting a star-studded line-up, including headliners Ludacris and Akon, the performance schedule is packed with artists responsible for some of R&B and hip hop's biggest hits of the 1990s and 2000s.

The event will also shine a spotlight on a collection of iconic talents, including Keyshia Cole, SWV, Omarion, Fat Joe, Baby Bash, Pleasure P, Ying Yang Twins, and returning to the festival is Twista and Bizzy Bone (accompanied by Layzie Bone).



3.2 EVENT DETAILS

Event Name	Juicy Fest
Event Location	Auckland Showgrounds Greenlane AUCKLAND
Date	Saturday 11 <sup>th</sup> January 2025
Capacity	10,000
Expected Attendance	8,000
Event Schedule	
12:00pm	Gates Open / DJ
12:30pm	Bars Open/Entertainment Commences (DJ)
1:00pm	Bobby V
1:25pm	Pleasure P
1:55pm	Ying Yang Twins
2:25pm	Baby Bash
2:55pm	SWV
3:25pm	Jay Sean
3:55pm	Twista
4:25pm	Jacquees
4:55pm	Jeremih
5:25pm	Omarion
5:50pm	Bizzy Bone & Layzie Bone
6:25pm	Fat Joe
7:05pm	Keyshia Cole
7:55pm	Akon
8:55pm	Ludacris
10:00pm	Sale and supply of Alcohol to cease
10:30pm	Entertainment Ends/Bar Closes
11:00pm	Gates Close

### 3.3 EVENT MANAGEMENT

<i>Promoter:</i>	Juicy Festival Limited
<i>Event Organiser/Management:</i>	Glenn Meikle & Matt Spratt
<i>Event Manager:</i>	Annabel Marshall
<i>Liquor License:</i>	BOP Brewery Limited
<i>Licensee Manager:</i>	Glenn Meikle of BOP Brewery Ltd
<i>Security:</i>	Uso's Keeper Protection
<i>Head Of Security:</i>	Harry Crichton
<i>Touring Security Manager:</i>	Michael Malligan of Anchor Security

#### Promoters

At the helm of Juicy Fest Limited, Glenn Meikle and Matthew Spratt jointly serve as Owner/Managing Directors. With a combined experience spanning over 17 years, Glenn's expertise extends to numerous large-scale events, notably including the inception of One Love and Bay Dreams Festival in 2014 and 2016 respectively.

Matthew Spratt, a seasoned businessman, while not directly from the events background, contributes valuable business acumen that strengthens the Juicy Fest brand

#### Licensee

Experienced licensee operators BOP Brewery Limited leads the licensing aspect of the event. BOP Brewery Limited have been a cornerstone provider of bar services for a multitude of events across parts of New Zealand for over 17 years, with Glenn Meikle as licensee manager. Please see page 51 for BOP Brewery Limited's event history.

## 4. AIMS & OBJECTIVES

### Aims

In collaboration with Juicy Festival Limited, BOP Brewery Limited are committed to upholding the standards and expectations set forth by the Health and Safety at Work Act 2015. This includes a resolute recognition of our primary responsibility to ensure a venue free from health and safety hazards for both workers and patrons.

Furthermore, we are dedicated in our aim to ensure full compliance by all event personnel, including managers, bar staff, and security, with the stipulations outlined in the Sale and Supply of Alcohol Act 2012. This incorporates strict adherence to all licensing conditions and Host Responsibility obligations. Recognising the event's association with alcohol provision, we hold an objective of curbing excessive alcohol consumption and mitigating alcohol-related harm through strategic interventions.

### Objectives:

- Foster a secure environment and a positive experience for all individuals attending the event.
- Diminish the presence and usage of illicit substances prior to and during the event.
- Promptly identify and address emerging issues, thereby preventing their escalation.
- Minimise the occurrence of incidents arising from alcohol or drug misuse.
- Prevent instances of intoxication.
- Ensure responsible alcohol service, refraining from serving unauthorised patrons, including:
  - Minors
  - Intoxicated patrons
- Facilitate the availability and active promotion of substantial food options and free water.
- Exercise responsible alcohol service practices, including the decision not to serve alcohol when appropriate

## 5. GATE ENTRY & TERMS OF ADMISSION

BOP Brewery Limited, have a strict intox screening plan that includes 4 points of interaction - Bag search, ID check, ticket scanning and an “Intox. Team” (specifically monitoring for Intoxication and Minors – see page 26 for further information). This screening plan ensures underage and intoxicated patrons are identified and extracted before entering the event and any contraband is removed from patrons entering the event.

Security teams will be actively monitoring for patrons ‘pre-loading’ in the areas external to the event perimeter and from public transport and taxi/uber drop off points. Any patrons seen to be drinking on arrival will be refused entry.

Juicy Fest organisers are keen to work with council to put a ‘temporary liquor ban’ in place surrounding the venue.

### 5.1 ENTRY GATES

Entry aisles will be allocated based on a proportional guideline of (subject to available space): 1 aisle per 500 attendees (for VIP) and 1 aisle per 1,000 attendees (for GA), which will encompass at least one VVIP entry and one designated exit aisle. Given that the event will be held outdoors, existing and temporary external lighting will be implemented where needed.

### 5.2 ENTRY REFUSAL

Entry will be refused to any customer for the following reasons:

- Unable to produce valid and acceptable identification
- Unauthorised persons (intoxicated, underage)
- Invalid Ticket
- Gang Regalia/insignia (including gang tattoo’s) - Patrons will be given the option to change or cover up.
- Entry refusal may also be enforced, should a patron be seen consuming alcohol outside of the venue prior to admittance.

### 5.3 TICKETING AND ACCREDITATION

Entry to the Event will be one of four ways:

- Admission Ticket (GA / VIP / VVIP)
- Door Sale Ticket – if applicable, based on ticket sales
- Complimentary Ticket
- Accreditation Pass

### 5.4 IDENTIFICATION

Patrons entering the event will be required to show proper identification to event staff if requested. Only current and valid identification of the prescribed type will be permitted, such as:

- NZ Driver's License
- Passport
- HANZ 18+ Card / Kiwi Access Card

If fake ID is presented upon entry, the ID will be confiscated and handed to police. The patron presenting the fake ID will forfeit their entry and be asked to leave.

### 5.5 BAG SEARCH PROCEDURE

Patron bags will be searched at the entry to the venue. Patron's personal effects (jackets/pockets) may also be searched where there are reasonable grounds to believe that the patron is attempting to smuggle prohibited items in the venue. Patron's refusing to empty their pockets, or otherwise, may be refused entry.

Patrons may also be subject to random profiled 'pat-down' searches and/or metal detector wand scanning – either at the gate, or anytime within the venue.

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## 5.6 BINS

Bins (for surrendered articles and alcohol) will be distributed by waste management contractors, at designated ingress areas in the external environment of the venue. This will include access routes from public transport stops and neighbouring streets where patrons will be traveling from. Bins located in the following areas (*as per Waste Management plan and subject to change*):

- at the entry gate/bag search area
- Public Transport areas
- Uber/Taxi entrance points
- Cornwall Park

The waste management provider will have a dedicated external team. A detailed bin placement plan will be part of the overall Waste Management Plan which will be presented and distributed to all key stakeholders in the leadup to the event.

## 5.7 EVICTION AND INFRINGEMENT

In cases of eviction, for whatever reason, patrons will be escorted out of the venue. Any wristbands worn by the patron will be removed. In more severe instances, local Police may be contacted. All evictions and infringement will be noted in the Event/Security Radio Log.

## 5.8 NO PASSOUTS

The event will enforce a one-way door policy. Once a patron is admitted into the event, re-entry will not be permitted if they leave the venue.

Exceptions can be made on a case-by-case basis at the discretion of the gate security supervisor or manager, such as for medical needs or other essential items. Re-entry will be denied in all other cases.

Medical needs such as, asthma inhaler | insulin. Other essential items or needs such as, sanitary products | breastfeeding issues. Permission to leave will only be granted to one person per 'group'.

## 5.9 CONDITIONS OF ENTRY

For the comfort, safety and enjoyment of all patrons, Event Management reserve the right to remove or refuse entry to any patrons, without refund whom:

- Are deemed to be intoxicated and/or disorderly
- Refuses to have a bag/person search conducted
- Are carrying items which are deemed to have the potential to cause injury or public nuisance
- Holding a ticket purchased through an unauthorised seller
- Have been issued a trespass notice that still applies
- Cannot produce valid R18 ID (Passport, NZ Driver's License, HANZ 18+ Card or Kiwi Access Card)
- Participates in dangerous activities such as stage diving, crowd surfing or climbing of any structure

Patrons who cause a disturbance or refuse to comply with requests made by Event Management/Security staff, will be evicted from the venue.

- Pass outs not issued for the Event
- Alcohol will not be permitted to leave the Event site
- Personal items brought into the Event will be at the owner's own risk
- Management will not be held responsible for the loss or damage to any personal property
- Unauthorised soliciting and customer survey is not permitted.

## 5.10 PROHIBITED ITEMS

- Alcohol, drugs, or drug paraphernalia
- Food or beverage
- Fireworks, explosives, or flares
- Laser pointers and air horns
- Any item that could be used as a weapon
- Gang patches or regalia
- Professional camera, video equipment or drones
- Audio recording devices for commercial purposes
- Umbrellas - any item that could cause injury
- Glass of any kind
- Aerosol products / cans
- Chilli bins
- Flyers, samples, or other promotional items
- Kites, skateboards, scooters or hoverboards.
- Sharpies, markers, or permanent pens
- Tarps, tents or sleeping bags
- Hi-Viz vests or jackets that could be confused with security or event staff
- Toy guns, water guns or slingshots
- Animals (excluding approved service dogs, such as guide dogs and police or emergency service dogs)
- BBQ or cooking equipment.

## 5.11 PERMITTED ITEMS

- |                                 |                                  |               |
|---------------------------------|----------------------------------|---------------|
| • Empty plastic water bottles   | • Sunblock, sunglasses, hats     | • Ear plugs   |
| • Personal camera / go-pro      | • Small chairs                   | • Eye drops   |
| • Hand sanitizer and baby wipes | • Sealed cigarettes and lighters | • Fanny packs |
| • Mobile phone and charger      | • E-cig and vape pens            | • Gum         |



## 6. PROVISIONS

### 6.1 FOOD

Recognising the significant role of consuming food before or alongside alcoholic beverages, in mitigating intoxication, we will ensure that food is consistently and conveniently accessible whenever alcoholic beverages are being provided.

The number of food vendors will be based on ticket sales - The venue is committed to adhering to a ratio of one food vendor for every 700 attendees. The selection of food vendors will be based on their ability to efficiently cater to the expected demand as well as provide fast food options, throughout the event's duration.

To maintain the ratio, of one food vendor for every 700 attendees, additional food vendors will be added as ticket sales increase. The full list of food vendors will be finalised by August and will be shown on page 52. Bar staff will actively promote the availability of food throughout the event and signage will be displayed in various areas.

### 6.2 FREE WATER

On-site water supplies will be utilised throughout the venue and if needed or required, additional water stations will be included. A total of 6 water stations will be placed around the site (please see attached site plan) at strategic locations and plumbed into the venue's water supply. The Water Cones stand 2.3m tall and are illuminated for ease of locating. Free water will also be available at all bars, the medic and crowd care tents. Wayfinding signage for all amenities on site will be easily noticeable as patrons enter the venue.

Each water station will be equipped with, taps and biodegradable compostable cups. Water stations will be located (as shown in the site plan) to the front of both bars (GA & VIP), near the GA food vendors, near the VIP toilets and near the main gates- please note the water station in the GA food area, is adjacent to the Medic and Crowd Care. Staff will ensure that cups are continuously restocked. Clear visible signage, indicating free water locations, will be placed strategically around the venue, above head height for easy detection. Security personnel will distribute free water in the barricade pit, and in the queuing area external to entry points, where it tends to get extremely hot, and patrons are reluctant to leave their spots at the front.

Water & Shade Location Map



## 6.3 BEVERAGES

### Non-Alcoholic Beverages

Various non-alcoholic beverages, including sugar-free options, will be available for purchase at all bars. A number of food vendors may also offer non-alcoholic beverages such as milkshakes, smoothies, juices, soft drinks and hot drinks.

### Low Alcoholic Beverages

Low and zero alcoholic beverage choices will be actively highlighted. At least two low alcoholic beverages, either two beers or one beer and one RTD (2.5%), as well as at least one zero alcohol beer or RTD, will be available at all bars.

### Alcoholic Beverages

The bar will provide a variety of beer, RTD's, and cider. Alcohol percentage will not go over 5% ABV per unit. Type of beverages are as follows:

#### RTD's

- Bourbon/Cola – 330ml can 5%
- Whiskey/Lemonade – 330ml can 5%
- Whisky/Dry – 330ml can 5%
- Vodka/Flavour1 – 330ml can 5%
- Vodka/Flavour2 – 330ml can 5%
- Pink Gin/Soda – 250ml can 5%

#### CIDER

- Apple Cider – 330ml can 5%

#### BEER

- Beer1 – 330ml can 5%
- Beer 2 – 330ml can 5%

#### LOW & ZERO ALCOHOL

- Low Alcohol Beer1 – 330ml bottle 2.5% (decanted)
- Low Alcohol RTD – 330ml can 2.5%
- Zero Alcohol Beer – 330ml bottle 0% (decanted)  
*(a second low alcohol beer may be added if a low alcohol RTD is not available)*

### Drinking Vessels

Bars and several vendors will exclusively use biodegradable plastic cups and aluminium cans for all beverages. All free water stations will be stocked with biodegradable cups. Glass is not permitted in public areas (any low or zero-alcohol beverages provided in bottles will be decanted into cups). Artists may use glassware and bottles, but these must stay within the artist area.

## 6.4 LICENSED AREAS

The entire event site (as shown in the site plan) will be designated as Restricted. A no-pass-out policy will be implemented – once a patron has entered the event, departure will only be permitted if the patron does not intend on returning. Alcohol may not be brought into or taken from the licensed area.

### Zones

The event will be divided into two distinct sections: General Admission (GA) and VIP. These two zones will be segregated by a low moat-like fencing system, overseen by internal security personnel. Unauthorised access will be effectively prevented. Each zone will be equipped with its own provisions for food, beverages and toilet facility's.

#### General Admission Area - Capacity = 5,500

The main area of the site (as shown in the attached site plan) is the General Admission area, which will cater to the majority of festival attendees. All amenities will be located within this area – this includes, food, beverage, toilets, medic etc.

#### VIP Area - Capacity = 4,000

The VIP area, which has limited capacity, is situated directly in front of the stage for optimal viewing. All amenities, including food, beverages, toilets, and medical, will be available within this area. Access to the VIP area will be through a dedicated entrance, separate from the General Admission entrance. VIP patrons can move between the VIP and GA areas, but re-entry to the VIP area from the GA area will require a wristband check.

Patrons will also be screened for intoxication and may be denied re-entry into the VIP area if found intoxicated. Those denied re-entry may be escorted to the external Rehydration/Intoxication Station.

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### VVIP Area – Capacity 500

The exclusive VVIP section occupies a prime festival location (within the confines of the VIP area). Food and beverage will be supplied during the festival via experienced caterers. The rear of the VVIP section will be enclosed with high scrimmed fencing, while the front will feature a double moat-like lower fencing to prevent drinks from being handed over to non-VVIP patrons.

Access to the VVIP area is strictly limited to 500 ticket holders. Tickets include a comprehensive package including a private bar, serving complimentary beverages (no table service), meals and snacks, premium restroom facilities, elevated prime viewing of the stage, tables, umbrellas, seating, bar leaners, bean bags, express entry to the festival and dedicated parking.

Experienced caterers will oversee all VVIP catering needs, including buffet-style lunch and dinner, as well as continuous snacks throughout the day. VVIP guests can revel in an elevated space that offers a panoramic outlook over the crowd and an unobstructed view of the stage. Free food and beverage are forbidden to be taken from the area.

The VVIP zone will be staffed by experienced bar, security and management staff to ensure guest satisfaction and adherence to license conditions. The entire VVIP area will be managed by licensed Duty Manager, Jack O’shea – who will be travelling, as part of the tour, to each of the shows. It is important to note that despite the premium service, all applicable liquor licensing regulations will be strictly upheld, with no exceptions granted to VVIP guests. Prior to the event, event attendees will receive communications emphasising a zero-tolerance policy towards intoxication and any form of intimidation to patrons and staff. All patrons are expected to consume alcoholic beverages responsibly, and individuals found to be intoxicated and/or intimidating, will be removed from the event, irrespective of their ticket type.

A maximum drink limit of one alcoholic beverage per person, per serve will be enforced within the VVIP area, and any attempts to stockpile drinks will not be tolerated. If apparent that intoxication levels are increasing a decision may be made to temporarily close the bar for a period of no less than 30 minutes. It is difficult to define a specific temporary closing and re-opening time, but our experience and knowledge will assist in determining an appropriate interval. Management will monitor the situation closely and choose the ideal time to temporarily close the bar, and in turn re-open using the same approach. Please note there is no limit of drinks over the entire duration of the event. Strict monitoring of the VVIP area will be upheld by the assigned duty manager, bar staff and a number of security personnel, specifically dedicated to this area.

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### Artist Area

The entire artist area, which includes the stage, backstage, greenroom(s) and all areas in between, will be included in the licensed area. This area will only be accessible by artists, their personnel, and other authorised event personnel. Although the majority of artists will arrive just prior to performance, and leave following their performance, food will be available, including but not limited to, platters of cheese, crackers, fruits, meats, chips, and dips.

Each act will have an individual greenroom tailored to their specific hospitality preferences, including requested food platters, hot meals, and selected beverages. Any alcohol spirits included in artists riders, are to remain, and be consumed, within the greenroom of that act.

Artist liaisons will cater to the needs of all backstage individuals as well as monitor and manage intoxication levels with the help of private security stationed backstage who will also ensure the security and safety of artists and crew members. A licensed duty manager, or a comparable role, will make periodic visits to the artist area to assess the environment and address issues as necessary. All pertinent information will be communicated to artist management prior to the event.

## 6.5 TOILET FACILITIES

The organisers of Juicy Fest have extensive experience with large events, and one consistent success is that there has rarely been a complaint regarding the availability or condition of toilets. By maintaining a ratio of 70 patrons per unit, we will ensure adequate toilet facilities for all, including urinals and accessible toilets. Additionally, the VVIP area will be equipped with luxury toilets, adhering to the same 70:1 ratio. A number of units will also be placed near entry points external to the venue perimeter.

## 6.6 BARS

Three bars will be operational during the event – The GA bar, VIP bar and VVIP bar. The GA and VIP bars will be adjacent to each other but staffed and managed separately. All bars will commence operation no earlier than 30 minutes following the opening of gates (12:30pm), until the conclusion of entertainment (no later than 10:00pm), with the last alcoholic beverages served 30 minutes prior – after thorough assessment of intoxication levels, management may decide to cease alcohol sales at the commencement of the final act (approximately 9:00pm)

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## 6.7 BAR PEN

A fenced enclosure (bar pen) will be located at the forefront of the GA & VIP bar areas, as depicted in figures 01, & 02. The GA bar pen will span approximately 33m x 8.8m, and the VIP bar pen will cover 24m x 8.8m. Please note, the bar and pen sizes may change with ticket sales – Fig.02 is based on a total of 10,000 patrons (4,000 VIP & 6,000 GA)

With a “Disney/Airport” barrier system to the front, leading into an open pen area directly in front of the bar service area, this system is our preferred approach and encourages a free flow of patrons into the bar pen area by eliminating barriers. This system enhances monitoring and prevents congestion. Entry into the bar pen will be through a single-entry point monitored by security personnel. Staff within the pen will monitor patrons for intoxication and possession of excessive alcoholic beverages. Security and bar personnel will ensure orderly movement and control within the pen as well as ensuring patrons are not returning immediately after exiting the pen in an attempt to stockpile beverages.

Patrons in possession of additional alcohol prior to entering the pen, will be directed to return later – should a patron attempt to swiftly consume the additional beverage, they will be refused entry to the bar – security will be equipped with a two-sided sign stating both conditions

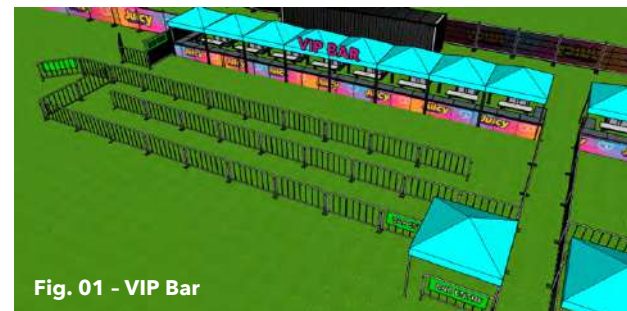


Fig. 01 - VIP Bar



Fig. 02 - VIP & GA Bars

### Effective System

The bar pen system will be implemented as follows:

- Security personnel at entry and exit points.
- Alcohol not permitted to be brought into the bar pen.
- Exits checked for excess alcoholic beverages.
- Intoxication and security monitoring within the pen.
- Clear communication between security, bar & Management

### Bar Pen Advantage

- Security personnel at entry and exit points.
- Patrons prohibited from bringing alcohol into the bar pen.
- Exit security ensures patrons possess no more than two alcoholic drinks.
- Intoxication and security monitoring within the pen



## 7. CONTROL SALE & SUPPLY

### 7.1 EXPERIENCED LICENSEE OPERATORS

BOP Brewery Limited, acknowledges the influence of patrons' pre-event expectations on their behaviour during the event. Therefore, establishing clear guidelines about the event will be of paramount importance.

With its extensive experience as festival/event licensee operators, BOP Brewery Limited will oversee and manage all aspects of liquor licensing conditions and legal requirements.

This approach will mitigate the risk of irresponsible alcohol service and foster effective communication among event staff during the course of the event.

### 7.2 MINORS

The event is exclusively for individuals aged 18 years and above. The entire licensed area will be designated as Restricted, permitting minors entry only if they are employed for specific tasks such as food preparation, cleaning, or maintenance. All staff are well-informed about the legal requirement of not serving liquor to minors.

Should a Minor be found attempting to enter the premises or found inside the premises, security will escort the minor to the nearest exit.

Should the minor be considered a 'child', efforts will be made to contact the parent(s) or guardian, otherwise police will be contacted.

### 7.3 VIGILANCE AT THE ENTRY POINTS

Each event entrance will have at least one duty manager and/or a senior staff member specialising in intoxication monitoring, alongside security personnel. Their task will be to vigilantly monitor patrons for signs of intoxication, as well as ensuring patrons are of legal age.

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## 7.4 CROWD CARE (REHYDRATION / INTOXICATION - STATION)

The Crowd Care area will be positioned near the medic station, outside the licensed zone, and staffed by at least one licensed manager and one security personnel from the moment the gates open. Medical staff will be available if required. Additional 'Intox Staff' (refer to page 27) will monitor the entry area, specifically observing patrons for signs of intoxication. As the entry flow stabilizes, staff will be reassigned to internal bar areas as needed.

The Crowd Care area is intended only for patrons being assessed for intoxication and staff. In some cases, a friend or family member may stay with the patron to assist in gathering information and ensuring the patron gets home safely. An admission database will be maintained to log all entrants.

### Procedure

Upon arrival at the event, patrons who appear intoxicated or are becoming intoxicated will be taken to Crowd Care for further evaluation. Staff will then decide whether the patron will be refused entry due to intoxication or allowed to enter if deemed sober.

Patrons within the event who are found to be intoxicated or showing signs of intoxication will be escorted to Crowd Care for assessment. If deemed intoxicated, they will be escorted to the nearest exit and removed from the event.

Once a patron is admitted to Crowd Care, they will be evaluated by the Crowd Care duty manager, which may include breathalysing the patron. Bottled water will be provided to all admissions, and food will be available if necessary. Please note, a water station will be set up adjacent to the Crowd Care area for additional water supplies.

An admissions database will be maintained to log all entries. Alcohol is strictly prohibited in the Crowd Care area and will be confiscated and disposed of as required.

### Breathalysing and Assessment

The Crowd Care will employ an industrial-grade breathalyser to assess intoxication levels. If deemed intoxicated, patrons will be refused entry, have their wristbands removed, and be provided care until they can leave safely. Assistance in contacting friends or family for their well-being and departure will be provided, and if needed, we can offer taxi or uber fare home.

## 7.5 ALCOHOL DRINK LIMITS

To promote responsible drinking habits, a maximum limit of 2 alcoholic beverages (excluding VVIP which will have a drink limit of 1 drink per person) per individual per transaction will be implemented.

This measure is aimed at curbing excessive alcohol intake, ensuring the careful monitoring of intoxication levels, and discouraging the accumulation of multiple drinks. The consumption of alcohol will be closely supervised, and potential adjustments to the beverage limit will be considered based on evaluations conducted by management (see page 23 'Mitigating Further Harm').

## 7.6 ALCOHOL DRINK ABV%

- Zero Alcohol – not exceeding 0.05%
- Low alcohol beer – not exceeding 2.5%
- All other alcoholic beverages – not exceeding 5%

## 7.7 PATRONS

### Proactive Assessment

Event staff will actively monitor attendees for signs of intoxication during the event. Regular evaluations of intoxication levels will ensure compliance with the Sale and Supply of Alcohol Act 2012 and licensing conditions.

### Intervention and Prevention

Staff and managers will intervene before patrons reach an escalated state of intoxication. Security and bar personnel will be equipped and motivated to monitor patrons for intoxication.

Signage at the bar and entrance will reinforce that intoxicated individuals will not be served. Recognising signs of escalating intoxication, training for staff on intervention techniques has been provided.

### Intoxicated Patrons

The Organiser, licensee, and their representatives will abstain from serving alcohol to patrons under the influence of alcoholic beverages, as defined on page 46 of this document.

Such individuals will not be allowed on the premises, aligning with the goal of preventing patrons from becoming intoxicated.

## 7.8 RESTRICTING SERVICE

Upon arrival and after ticket validation, patrons will receive a wristband with a specific colour code corresponding to their ticket type. Gate staff will securely fasten the wristband to the patron's arm.

Wristbands are to be worn by patrons at all times. Patrons without a wristband affixed (signifying illegal entry or self-removal of wristband), will be evicted from the event (unless reasons can be justified).

If at any time during the event a patron displays signs of approaching intoxication, their wristband will be replaced with one of the following 'restricted' wristbands:

- **Yellow – No alcohol permitted.**  
Under the influence of alcohol but not deemed intoxicated; escorted to an internal Medic/Rehydration Tent for further evaluation if needed or unsure.
- **Red – Subject to eviction from the event**  
Intoxicated; escorted to the Intoxication/Rehydration Station in preparation for eviction. Any attempt to try to re-enter, will be denied.

For patrons with a yellow restriction wristband, limitations will remain in effect until wristband replacement, following assessment by a manager. This could mean wristband replacement with a higher or lower restriction.

## 7.9 MITIGATING FURTHER HARM

As the event progresses, it may become evident that intoxication levels are rising, and as per license conditions, if necessary, liquor licensing agencies may suggest a reduction to the alcohol drink limit.

Once the decision to reduce alcohol serves is made – by either the licensee, or management – each bar must be informed and prepared for this change.

Before implementing the reduced alcohol drink limit, a management team, consisting of the licensee and a senior security staff member, will visit each bar to discuss the situation with the Duty Manager, Security, and Senior staff. Upon notification, the following steps will be taken:

- The Duty Manager to inform all serving staff of the situation.
- Senior bar staff will update all relevant signage (e.g., changing from a 2 Drink Limit to a 1 Drink Limit).
- Security will inform all dedicated bar security of the situation.
- Security will temporarily close entry to the bar pen until preparation is complete.
- Security will then re-open the bar pen with the new limit of one alcoholic drink per person per serve.

The management team will start with the most affected bar and then move to the second bar (VIP and GA bars). This procedure excludes the VVIP bar, which follows different protocols (see page 16). These measures may only need to be enforced at one bar.

To further minimise potential harm, approximately one hour prior to the conclusion of the special license, and following thorough and vigilant monitoring and evaluation, a decision may be reached to suspend alcohol sales entirely could also be deemed a more suitable course of action.

## 7.10 DEBRIEFS

Periodic operational debrief sessions will be held at the designated Venue Operations Centre (VOC), involving the licensee, event management, police, security, medical personnel, and other relevant stakeholders. These hourly discussions will ensure the smooth execution of the event and address any necessary actions to adhere to the event's plan.

Prior to these sessions, a separate licensing debrief will occur with licensing agencies only, including the licensee, licensing inspector, licensing medical officer, liquor licensing police, and medical staff. This separate debrief will address any licensing issues, which will then be discussed during the operational debrief, so messages can be conveyed to all stakeholders and any action required will be made clear to all parties.

## 7.11 COMMUNICATIONS

Juicy Fest event organisers will focus heavily on pre-event patron communications to outline our expectations of patron behaviour and the conditions of entry to the event.

This will include (but not limited to) recommended arrival time, entry gate location, parking, and public transport options, our zero tolerance policies regarding gang activity, intoxication and patrons drinking while approaching the venue. This will hopefully avoid confusion and ensure smooth operations at the gate.

### ZERO TOLERANCE POLICY FOR GANG ACTIVITY

We are committed to ensuring a safe, friendly, and inclusive environment for all attendees at Juicy Fest 2025. In line with this commitment, we have a **zero-tolerance policy toward any form of gang-related behaviour or presence.**

Anyone playing gang patches and / or regalia will have the option to purchase merchandise to cover such patches and / or regalia. Security and/or local law enforcement will be present to enforce this policy, ensuring the safety and enjoyment of all participants.

We appreciate your understanding and cooperation in making this event welcoming and secure for everyone and ensuring we can return for years to come!

*Please see page 34 – Gang and Intimidation Management*

## 7.12 ALTERNATIVE TRANSPORT

### Egress Buses (TBC)

To assist with dispersing people away from the venue as quickly and safely as possible post event, we will utilise Auckland Transport current services from Manukau Road. Patrons have access to integrated ticketing, which means they can use public transport for free to get to and from the event.

Auckland Transport have committed to running 10 x extra services on egress to help disperse patrons. All buses will take patrons to 'yet to be confirmed' drop off points, where further public transport options can be sought to their destination if required. The Logan Campbell car park area will be designated specifically for Alternative transport. Buses and Ubers will enter the designated area through Gate 1 and exit through Gate 2 – the roadside (adjacent to the Logan Campbell car park) will be designated for Taxi's only.

Signage will display contact information for alternative transport options such as taxis, dial-a-driver, and Uber details. 'Intox Managers' will assist with calling taxis and dial-a-drivers.

## 8. STAFF

BOP Brewery Limited has achieved some success to the increased level of customer experience at various venues around New Zealand. It will be the challenge to all staff to build on this success further.

BOP Brewery Limited has been providing bar services for notable events (Juicy Fest, Bay Dreams, One Love Festival. Black Caps cricket) for over 16 years. Other services have also extended to events like Good Vibes Winter Festival, Mitre 10 Rugby, Black Caps Cricket, Beast of a Feast, Vegan Vibes, and First We Eat – Food & Wine Festival, as well as numerous smaller-scale events and concerts.

### Experienced Staff

BOP Brewery Limited has cultivated an extensive database of event staff, most of whom have been recruited to manage alcohol sales and service at numerous events.

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Over the years, a dependable and trustworthy team has been formed, consisting of dedicated individuals who return annually as valued members of our event crew.

This team boasts extensive knowledge of liquor licensing regulations, considerable experience, unwavering confidence, and a strong passion for their roles. This is why we consistently opt to engage their services.

### Key Objectives:

The core goals for staff involve:

- Ensuring an optimal welcome for patrons during entry through staff selection and presentation.
- Maintaining consistent application and clear explanation of event rules.
- Addressing and promptly communicating any customer concerns.
- Utilising an appropriate style or approach tailored to each individual customer interaction, including instances of eviction.
- This approach extends to not overly deploying staff for minor incidents, while adhering to the use of force continuum as dictated by each situation.

### Customer Interaction

Staff members are expected to engage in non-confrontational methods and manage each interaction on its individual merits. Extended conversations are ideally held away from the main crowd to minimise the perception of being imposing.

This approach aligns with enforcing a zero-tolerance policy for breaches of entry conditions or required behavioural standards.

### Duty Managers & Bar Staff

All bar staff will receive comprehensive training based on the Responsible Service of Alcohol Compliance Briefing Policy (refer to page 29). The majority of these staff members have previously worked at events like the One Love Festival, Bay Dreams Festival, and smaller events within the Bay of Plenty.

At least three certified Duty Managers and a licensee Duty Manager will be present on-site. Glenn Meikle, from BOP Brewery Limited, is an experienced Licensee bar manager with a history of involvement with licensed events.

- **Niall Harley** is a managing director of BOP Brewery Limited and sees to the day to day running of the on-license premise, the off-license premise as well as a brewery. Niall is involved in organising and running of a number of event bars run by BOP Brewery Limited, more specifically the non-music events such as Black Caps cricket matches, Beast of a Feast, Dinner in the Domain and Beer Awards.
- **Lisa Te Huia** employed by BOP Brewery Limited for over 16 years, has been involved in the managing and administration of BOP Brewery Limited's on-license premise, and off-license premise during her tenure. Lisa is involved in all aspects of the many event bars run by BOP Brewery Limited and is responsible for the setup, staffing and running of.
- **Jack O'Shea** is an employee of Sabre Group who run and manage 22 bars and restaurants in Auckland. These three managers will be travelling to each of the Juicy Fest shows throughout New Zealand.

#### Intoxication Management Team (Intox. Team)

Experienced staff members, including at least 6 certified duty managers, along with security personnel, will be stationed at the main event entrance and various locations within the venue. Their primary responsibility will involve monitoring patron intoxication levels and taking appropriate actions.

All intox staff, except for roving personnel, will wear provided pink or yellow hi-vis vests while involved in intoxication monitoring and enforcement.

#### Training

Glenn Meikle and Lisa Te Huia have both attended specialised Staff Training Seminars, focusing on the Sale of Liquor Act and Host Responsibility. Lisa remains a key staff member and employee at BOP Brewery Limited events and is equipped to train new staff. Staff members have operated under Glenn and Lisa's management during recent festivals, and many have been part of the event crew for several years. Both Lisa and Niall have completed the ServeWise online training, and all potential Juicy Fest bar staff will be encouraged to also complete the ServeWise online training.

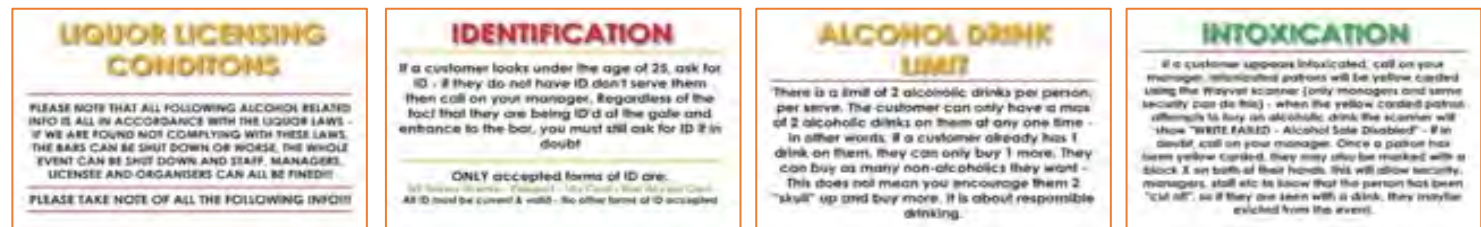
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A private Facebook page, managed by Lisa and another key bar staff member, ensures consistent updates and information sharing leading up to the event. Staff members can seek clarification, offer feedback, and share opinions related to the event through this platform. All staff members will receive thorough training and briefing before the event. This vital information will be communicated through the Facebook page.

The page hosts an array of information that all staff are required to know, this includes the following:

- Special License
- Liquor Laws
- Drinks Menus (and pricing)
- Site Maps
- Health & Safety



The page is constantly kept up to date with information prior to the event, via the page. This also gives page members the opportunity to ask any questions, give feedback and opinions regarding the event.

The training will encompass:

- Host responsibility
- Understanding the conditions of the special licence
- The Alcohol Management Plan & accompanying documents
- The Responsible service and management of alcohol
- How to prevent intoxication
- How to deal with intoxication
- Surveying patrons for intoxication
- Communication between staff on intoxication issues.
- Supply to minors e.g., under 25 protocols
- Briefing on individual roles and responsibilities.

## 8.1 RESPONSIBLE SERVICE OF ALCOHOL

Responsible serving of alcohol is vital for legal, health and community reasons. Our society is now less tolerant of the irresponsible use of alcohol that leads to drink driving and underage drinking. We are now far more aware of the serious social problems that are associated with such behaviour. We want all patrons to enjoy themselves.

For many people alcohol is a pleasurable part of their life, and we respect that. We are here to serve people beverages; professionally, in a friendly manner and responsibly.

The following policy provides a brief framework and will be adhered to by all bar staff:

### **Responsible Service of Alcohol (RSA) Compliance Briefing Policy**

- We do not serve anyone under 18 years of age
- We will refuse liquor service to intoxicated patrons.
- Drunk or disorderly patrons will be refused entry or asked to leave
- We will not implement any promotions that are to encourage binge drinking or rapid intoxication.
- A maximum limit of 2 alcoholic drinks per person, per serve (excluding VVIP with will have a 1 alcoholic drink limit)
- All beverages will be opened to avoid stockpiling
- Low alcoholic and non-alcoholic beverages will be available at the bar

## 9. SECURITY

Licensed security personnel will be engaged by the organisers to provide security services both within and surrounding the event premises (the event environs). **Uso's Keeper Protection, with overall responsibility, will be the primary security provider, with a history of collaboration alongside of the licensee.**

**Uso's Keeper Protection comprehends the licensee's role and is a reliable partner in addressing licensing matters. Over time, a robust partnership between BOP Brewery Limited and Uso's Keeper Protection has developed, proving invaluable in achieving shared objectives without discord or hierarchy.**

**BOP Brewery Limited's longstanding relationship with Uso's Keeper Protection bolsters event security and their understanding of licensee responsibilities and supportiveness during licensing matters is vital. This understanding is crucial for effective event management and control. Effective communication between the licensee, security, and law enforcement is pivotal for seamless event operations.**

Security personnel will have an understanding of licensee responsibilities and supportiveness during licensing matters. This understanding is crucial for effective event management and control. Effective communication between the licensee, security, and law enforcement is pivotal for seamless event operations. Internal communication channels will facilitate coordinated responses to emerging issues. **A comprehensive operations plan, including a dot plan, will be submitted by the security provider**

### Roles and Responsibilities:

Clear Guidelines, roles and responsibilities will be delineated prior to the event, at briefing meetings, ensuring smooth coordination of security. Additionally, transparent communication lines between management, security personnel and alcohol service teams will be established.

The overarching goal is to provide excellent customer service, enforce liquor licensing regulations, manage ticketing and access, and thereby foster a positive event image.

### On-site Security Personnel:

Security personnel will be present at all times during the event to oversee security and safety. This includes patrolling the external areas, enforcing liquor sales regulations, and maintaining order. A ratio of at least one security personnel for every 80 patrons, as per licensing conditions, will be ensured. Security personnel will wear distinctive attire (fluro vests/logo shirts) for easy identification.

Event organisers are currently working with Uso's Keepers to create a robust Security Schedule and Security Management Plan. These plans will detail further information on security procedures and protocols and will have a dedicated section on security's role in assisting with licensing at the event. Both plans will be made available to key stakeholders for consultation and review prior to the event.

### External Environment:

Additional to event security, Uso's Keeper Protection will have a dedicated security team in the External Environment with a focus on Cornwall Park. This dedicated team including 2 x 2 response teams will remain outside the venue for the entirety of the event.

They will specifically be looking for any patrons in the park and notifying them that they may not be permitted into the event if they are seen to be drinking alcohol. Due to the absence of a liquor ban in the area, this is the only approach security can take. Security will also be stationed in the vicinity of the local bottle store. Signage throughout the park and approaching the venue will also communicate that patrons observed drinking outside the venue may not be permitted into the event.

### Incident Management and Entry Phase:

At the event's entry phase, a specialised unit will profile patrons, identifying signs of intoxication and suspicious behaviour. As patron entry stabilises, this unit will transition to proactive patrolling and incident response. An internal secure radio network will be utilised for efficient communication during security operations.

### Certified Security Personnel

Security personnel will hold a valid Certificate of Approval in compliance with the Private Security Personnel and Private Investigators Act 2010 (non-licensed steward/ushers/marshals may be utilised in assisting and guidance situations).

### Organisers Responsibility:

The Organiser's primary responsibility is ensuring the security provider is adequately resourced. The Event Manager and/or Organiser will brief security before the event commences and monitor their performance during the event. The organiser holds the ultimate responsibility for ensuring compliance and enforcement of the Sale and Supply of Alcohol Act 2012.

### Security Coverage:

Security staff will consistently patrol or be stationed in the following areas:

- Licensed Area
- Rear of Bar
- Medic/Crowd Care – Rehydration Station(s)
- External entrance/exit(s)
- Food Area
- Surrounding Areas
- Crowd
- Backstage/Artist Area
- External environment

### Security's Key Responsibilities:

Security personnel will patrol all areas to monitor patron behaviour and enforce RSA guidelines. They will assist service staff in applying responsible alcohol service principles and may cease serving patrons who exhibit signs of intoxication. Security will ensure no patron is served when intoxicated or underage, with limited exceptions.

### Harm Minimisation:

Despite preventive measures, some patrons may become intoxicated and require assistance. Security personnel will be stationed at all entrances/exits and alcohol points of sale. The security provider will be responsible for event grounds' security, working closely with the police to ensure smooth operations. The police's role will be to support the security provider rather than policing the event.

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### Security Capabilities:

Security personnel will possess a clear understanding of their responsibilities for health and safety across diverse attendee categories, including special needs individuals, stallholders, third-party suppliers, event crew, and themselves.

They will conduct pre-event safety checks, be familiar with the venue layout, and assist patrons by providing event information and directing them to facilities. All security will be provided with a comprehensive briefing and an information sheet giving them all necessary details of the event.

Security will recognise crowd conditions to ensure safe dispersal, prevent overcrowding, and respond to disturbances or incidents appropriately. They will also be versed in evacuation protocols, including coded messages, and assume specific roles in emergencies. Communication skills will be prioritised.

### Key Performance Objectives:

Proactive Event Management: Security's key performance objectives during the event will encompass:

- Effective crowd management.
- Timely incident response.
- Primary response to potentially intoxicated patrons.
- Protection of assets.
- Proactive monitoring of the event environment to prevent issues.
- Provision of a Controller in the incident control point (ICP) and radio communications for all staff.

### Dedicated Bar Security:

A designated **USO Keepers Protection** security team will be exclusively assigned to oversee each bar area (GA, VIP & VVIP). Irrespective of the activities taking place across the venue, this security team will remain stationed within these bar zones. This approach guarantees

that our proficient personnel will be deployed effectively in these critical roles, without concerns of reassignment to other areas. Security personnel will support bar staff decisions and act as a secondary check for stockpiling or over-purchasing by patrons.

## 9.1 GANGS AND INTIMIDATION MANAGEMENT

The presence of gang members or individuals associated with gangs at an event can present unique challenges, particularly in terms of intimidation or violent behaviour. To maintain a safe and controlled environment, the following procedures are to be implemented:

### Identification of Potential Gang Activity

Event staff & Security will be proficient in recognising signs of gang affiliation, which may include clothing, tattoos, hand signals, or group behaviour.

It is essential that staff remain discreet and non-confrontational when identifying possible gang members to avoid escalation.

### Staff Training on De-escalation Techniques

Security personnel, will be equipped with advanced de-escalation training, including conflict resolution and managing situations where patrons use intimidation tactics.

The goal is to diffuse tension without confrontation or provocation, keeping the environment calm and professional.

### Preventive Measures: Entry Management

At points of entry, security personnel will use screening measures to identify and mitigate the risk of gang members or those associated with gangs entering the event. This can include checking IDs, monitoring group behaviour, and applying discretion to limit the entry of individuals who may present a threat to the safety of the event.

### Monitoring and Incident Reporting

Staff will be encouraged to maintain vigilance and report any suspicious behaviour immediately to supervisors or event security. It is critical that all incidents involving potential gang members are documented in detail for review and follow-up.

The VOC will keep a log of all incidents including intimidation or violence. Police will be informed of any incidents, that may require police intervention, including all gang-related incidents.

#### Collaboration with Police

Event organisers will maintain close coordination with Police to ensure rapid response if gang-related incidents occur. A plan will be in place with designated points of contact and procedures for reporting incidents of intimidation or violence.

#### Zero Tolerance Policy on Intimidation and Violence

The event will enforce a zero-tolerance policy for any form of intimidation or violence, including that stemming from gang-related activity. Patrons displaying aggressive or intimidating behaviour will be asked to leave immediately. If necessary, security will escort them from the premises, and Police may be called to assist in severe cases.

## 10. HEALTH & SAFETY

At BOP Brewery Limited, nothing is more important than health and safety. The welfare of our employees, customers, their sub-contractors, visitors, and the general public are of utmost importance to us, and this is reflected in our emphasis on safe work practices. Our philosophy is that all accidents are preventable, and that good safety is good business.

#### Command and Control

To ensure seamless coordination, efficient radio communications will be established among key personnel, including Main Duty Managers, Event Staff, Security, and Medic. A clear and designated channel listing will be distributed to the relevant parties, facilitating effective communication during the event.

#### Evacuation and Emergency Protocols

In the event of an emergency, a comprehensive plan will be activated. Heads of event agencies, including NZ Police, Fire, Medical, Security, and the Event Manager, will convene at the Incident Command Post (ICP) to determine appropriate responses and management strategies.

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The presence of the Fire and Emergency command unit on-site throughout the event duration will bolster these efforts. If circumstances such as inclement weather, unforeseen incidents, or acts of nature require the PARTIAL or FULL CANCELLATION of the event, decision-making will involve close collaboration among relevant parties.

The Event Managers will remain in constant communication with stakeholders during this process, prioritising the safety and security of all participants. Any operational changes or cancellations will be communicated promptly to affected parties. For scenarios demanding IMMEDIATE EVACUATION, such as in the case of a fire, a well-coordinated plan will be enacted.

Event Management Staff, in conjunction with the venue and Security, will oversee an orderly egress of patrons following established protocols. To facilitate this process, the event's public address system will be utilised, with announcements coordinated through the stage manager and accessible from the side of the stage as well. For further information, please consult the Health & Safety Management Plan

### Safety & Risk Management

Safety and the effective management of risks are top priorities at BOP Brewery Limited. We are committed to the well-being of our employees, customers, subcontractors, visitors, and the public at large. Our unwavering focus on safe practices underscores our belief that all accidents can be prevented, aligning safety with sound business principles.

## 10.1 MEDICAL PROVISIONS

The onsite medical team, positioned near the GA food vendors, will deliver high-level pre-hospital emergency care to patrons, and officials, aiming to minimize the impact on local ambulance and hospital services. The team will collaborate with the promoters to support harm reduction efforts for patrons. This will be achieved by:

This will be achieved by:

- Providing highly qualified clinical staff for the event
- Utilising additional medical facilities and transport as needed
- To proactively promote harm reduction in line with the promoters objectives

- Ensuring staff adhere to Health & Safety best practices.

Medical services will address a range of needs, including intoxication-related issues and sun-related conditions such as dehydration and heat stroke. A Medical Management Plan including staff roster and equipment that will be on site, will be made available to all stakeholders for review and consultation prior to the event.

## 10.2 PATRON WELFARE

### Shade

We recognise the importance of shade during summer. Although the venue offers minimal natural shade, the existing buildings will provide a fair amount in the afternoon. We are making use of the green spaces on site by creating food court type areas that will provide patrons with picnic tables, umbrellas and shade from trees in the area. We will have approximately 30 tables, all with umbrellas dotted around the site. Additionally, we will install two 10x10m shade cloth structures in the general admission area – as per image.



The Venue has allowed the use of Hall 6 (the building in which the VOC is located) for use as additional shade. The grass area in front of Hall 6, was initially allocated for the GA food vendors, which will now be located in front of the VOC.

### Misting Cannons

The biOx Cooling Misting system provides a major advantage with their ultra-fine mist and high-pressure system, which prevents the creation of mud or slippery surfaces. The mist forms a fog that absorbs the sun's energy without saturating surfaces, ensuring patrons stay cool without getting soaked.

Two Spraystream SS25ISS cannons will be used to maintain a comfortable environment, effectively cooling people within a 20-30m radius while using only half the water of a standard garden hose (6.5



LPM). This setup significantly reduces heat stress and the likelihood of aggressive behaviour, making it ideal for hot climates.

## 11. RISK ASSESSMENT

### 11.1 RISK ASSESSMENT MATRIX

The Risks are evaluated on a two-dimensional matrix using a qualitative rating of the likelihood and the scale of the possible impact. This form of evaluation provides a good graphical representation of how serious this risk is or where the individual risk lies within a group of risks. Each risk has been rated according to the Likelihood and Impact detailed below.

		IMPACT				
		1. Insignificant	2. Minor	3. Moderate	4. Major	5. Catastrophic
LIKELIHOOD	5. Almost Certain	5. Medium	10. High	15. Critical	20. Extreme	25. Extreme
	4. Likely	4. Medium	8. Medium	12. High	16. Critical	20. Extreme
	3. Possible	3. Low	6. Medium	9. Medium	12. High	15. Critical
	2. Unlikely	2. Very Low	4. Low	6. Medium	8. Medium	10. High
	1. Rare	1. Very Low	2. Very Low	3. Low	4. Medium	5. Medium

5	Almost certain	- The event will occur in most circumstances – i.e., Daily
4	Likely	- The event will probably occur at least once – i.e., Monthly
3	Possible	- The event might occur at some time – i.e., Annually
2	Unlikely	- The event is not expected to occur – i.e. Every 2 Yrs.
1	Rare	- The event may occur only in exceptional circumstances – i.e. Every 10 yrs.

1	Insignificant	<ul style="list-style-type: none"> <li>▪ The consequences are dealt with by routine operations.</li> <li>▪ A minor loss of revenue to the organisation. Patrons involved will suffer minor discomfort or no real effect on their event experience. Minor Injury, First Aid not required.</li> </ul>
2	Minor	<ul style="list-style-type: none"> <li>▪ The consequences would threaten the efficiency or effectiveness of some aspects of the event but would be dealt with internally.</li> <li>▪ There would only be minor effects on patrons or the business. First Aid or minor treatment.</li> </ul>
3	Moderate	<ul style="list-style-type: none"> <li>▪ The consequences would not threaten the event but would mean that the administration of the event could be subject to significant review or changed ways of operating.</li> <li>▪ This would result in a loss of revenue to the business. With some patron issues that may involve costs to the organisation both financially and due to public perceptions. Medical treatment required.</li> </ul>
4	Major	<ul style="list-style-type: none"> <li>▪ The consequences would threaten the survival or continued effective function of the event.</li> <li>▪ Revenue loss greater than 75% of total revenue being managed would have very high consequences for the organization both financially and politically.</li> <li>▪ Serious harm – broken bones, hospitalisation</li> </ul>
5	Catastrophic	<ul style="list-style-type: none"> <li>▪ The consequences would threaten the survival of not only the event, but also the organization, possibly causing major problems for clients, the administration of the program or for a large part of the public sector.</li> <li>▪ Revenue loss greater than 90% of total revenue being managed would have extreme consequences for the organisation both financially and politically. Loss of life, multiple serious harm, permanent disability</li> </ul>

## 11.2 RISK ASSESSMENT TABLE

The following risk assessment is based on previous experience, recent crowd behaviour and other factors specific to an event such as this.

AREA: Main Entrance							
RISK	DESCRIPTION OF RISK	LEVEL OF RISK	POTENTIAL IMPACT	RISK Likeliho d x Impact	CONTROLS	PERSON RESPONSIBLE	RESIDUAL RISK Likelihood x Impact
PATRON ENTRY/EXIT	Patrons arrive Intoxicated	High	<ul style="list-style-type: none"><li>Disgruntled Patron</li><li>Confrontation</li><li>Breach of Liquor License</li></ul>	12 (4x3)	<ul style="list-style-type: none"><li>Refuse entry, offer water</li><li>Dedicated security observation</li><li>Information and Signage</li><li>Safe Place outside of venue</li></ul>	Security/ Licensee/ Gate Staff	6 (3x2)
	Patrons smuggle alcohol into venue		<ul style="list-style-type: none"><li>Intoxication</li><li>Breach of Liquor Licence</li><li>Glass Injuries</li><li>Crowd Disruption</li><li>Event Shutdown</li><li>Financial Loss</li><li>Confrontation</li></ul>	6 (3x2)	<ul style="list-style-type: none"><li>Bag searches at entry</li><li>Confiscate alcohol</li><li>Information and signage</li><li>Dedicated security at entry</li></ul>		2 (1x2)
	Patrons attempt to remove alcohol from event				<ul style="list-style-type: none"><li>Fencing used to secure perimeter</li><li>Security personnel constantly patrolling perimeter at all times</li><li>Ticketing/Door and Security Staff will check validity of entry means</li><li>Wristbands required to be worn by paid event attendees at all times</li></ul>		2 (2x1)
	Unauthorised Entry	Medium	<ul style="list-style-type: none"><li>Confrontation</li><li>Disgruntled Patron</li><li>Breach of Liquor License</li></ul>	9 (3x3)	<ul style="list-style-type: none"><li>Pre event notifications</li><li>Signage at entrance</li><li>Refuse entry</li></ul>		6 (2x3)
	Patron unable to produce valid identification		<ul style="list-style-type: none"><li>Confrontation</li><li>Crowd Disruption</li></ul>	12 (4x3)	<ul style="list-style-type: none"><li>Refuse entry until insignia removed</li><li>Offer refund if refusal to abide by conditions</li></ul>		4 (3x2)
	Gang Insignia	High	<ul style="list-style-type: none"><li>Confrontation</li><li>Crowd Disruption</li></ul>	12 (4x3)	<ul style="list-style-type: none"><li>Refuse entry until insignia removed</li><li>Offer refund if refusal to abide by conditions</li></ul>		4 (3x2)

AREA: Licensed Area							
RISK	DESCRIPTION OF RISK	LEVEL OF RISK	POTENTIAL IMPACT	RISK Likelihood x Impact	CONTROLS	PERSON RESPONSIBLE	RESIDUAL RISK Likelihood x Impact
<b>CONTROL SALE &amp; SUPPLY</b>	Patron's stockpile alcoholic drinks	Medium	<ul style="list-style-type: none"> <li>Breach of Liquor Licence</li> <li>Crowd Disruption</li> <li>Confrontation</li> </ul>	8 (4x2)	<ul style="list-style-type: none"> <li>Dedicated observing security</li> <li>Information and Signage</li> <li>Experienced Duty Managers/Staff</li> </ul>	Security/ Licensee/ Duty Managers	6 (3x2)
	Patrons Drink Excessively	High		12 (4x3)	<ul style="list-style-type: none"> <li>Control sale and supply</li> <li>Promote non and low-alcohol drinks</li> <li>Monitored by security, event staff and Managers</li> <li>Information and signage</li> <li>Remove from venue</li> <li>2 drinks per person per purchase</li> <li>Trained and experienced bar staff</li> <li>'Safe' area for intoxicated patrons till safe removal</li> </ul>		3 (3x1)
	Patron's drink, having not eaten	Medium	<ul style="list-style-type: none"> <li>Intoxication</li> <li>Breach of Liquor License</li> </ul>	9 (3x3)	<ul style="list-style-type: none"> <li>Provide substantial and varied food, that is easily accessible</li> <li>Offer non-alcoholic beverages</li> <li>Control Sale &amp; Supply</li> <li>Monitored by security, event staff and managers</li> </ul>	Licensee	4 (2x2)

AREA: Licensed Area continued...							
RISK	DESCRIPTION OF RISK	LEVEL OF RISK	POTENTIAL IMPACT	RISK Likelihood x Impact	CONTROLS	PERSON RESPONSIBLE	RESIDUAL RISK Likelihood x Impact
CONTROL SALE & SUPPLY	Argumentative Patron	Medium	<ul style="list-style-type: none"> <li>Intoxication</li> <li>Breach of Liquor License</li> </ul>	9 (3x3)	<ul style="list-style-type: none"> <li>Provide substantial and varied food, that is easily accessible</li> <li>Offer non-alcoholic beverages</li> </ul>	Licensee	4 (2x2)
	Patron in possession of alcohol while purchasing further alcohol		<ul style="list-style-type: none"> <li>Intoxication</li> <li>Exceeding drink limit</li> <li>Breach of Liquor License</li> <li>Trip hazards</li> </ul>		<ul style="list-style-type: none"> <li>Control sale and supply</li> <li>Separate entry/exit to/from bar area (bar pen)</li> <li>Dedicated observing security at entrance/exit to/from Bar Pen.</li> </ul>	Operations	
	Intoxicated Patron(s)	High	<ul style="list-style-type: none"> <li>Breach of Liquor License</li> <li>Bar Closure</li> <li>Event Shutdown</li> <li>Confrontation</li> <li>Financial Loss</li> </ul>	12 (4x4)	<ul style="list-style-type: none"> <li>Control sale and supply</li> <li>Promote non and low-alcohol beverages</li> <li>Monitored by security, event staff and managers</li> <li>Information and signage</li> <li>Removal from venue</li> <li>Drinks limits per person, per serve</li> <li>Trained and experienced bar staff</li> <li>'safe' area for intoxicated patrons till safe removal from venue</li> </ul>	Licensee	

AREA: External Environment							
RISK	DESCRIPTION OF RISK	LEVEL OF RISK	POTENTIAL IMPACT	RISK Likelihood x Impact	CONTROLS	PERSON RESPONSIBLE	RESIDUAL RISK Likelihood x Impact
CONTROL SALE & SUPPLY - OTHER	Patrons seen consuming alcohol outside of the venue	High	<ul style="list-style-type: none"> <li>Intoxication</li> <li>Drinking vessels thrown</li> <li>Excessive waste</li> <li>Unruly patrons</li> </ul>	15 (5x3)	<ul style="list-style-type: none"> <li>Refusal of entry</li> <li>Information and signage at specific locations, including Cornwall Park</li> <li>Disposal bins</li> <li>Pre-event patron communications</li> <li>Dedicated external Security Teams</li> <li>Dedicated external Waste Management Team</li> </ul>	Operations/ Licensee/ Security/ Waste Management	8 (4x2)
	Minor attempting to enter premises	Medium	<ul style="list-style-type: none"> <li>Breach of Liquor License</li> <li>Event Shutdown</li> <li>Financial Loss</li> </ul>	9 (3x3)	<ul style="list-style-type: none"> <li>R18 event</li> <li>ID checks at gate</li> <li>Perimeter Security</li> <li>Roving Security</li> </ul>	Licensee / Security	4 (2x2)
	Minor found inside premises						



AREA: All Other Areas							
RISK	DESCRIPTION OF RISK	LEVEL OF RISK	POTENTIAL IMPACT	RISK Likelihood x Impact	CONTROLS	PERSON RESPONSIBLE	RESIDUAL RISK Likelihood x Impact
OTHER LICENSING POTENTIAL ISSUES	Injury from drink containers	Medium	<ul style="list-style-type: none"> <li>Broken glass</li> <li>Drinking vessels thrown</li> <li>Trip Hazards</li> </ul>	6 (2x3)	<ul style="list-style-type: none"> <li>No glassware allowed on site</li> <li>Beverages served in plastic cups or lightweight aluminium cans</li> <li>Frequent clearing of waste around venue</li> <li>Adequate number of bins</li> </ul>	Operations/ Licensee	4 (2x2)
	Patrons drive while under the influence of alcohol	Medium	<ul style="list-style-type: none"> <li>Car accident</li> <li>Injury of self or others</li> <li>Death</li> <li>Intoxication</li> <li>Loss of Liquor License</li> <li>Event Shutdown</li> <li>Financial Loss</li> </ul>	9 (3x3)	<ul style="list-style-type: none"> <li>Promote food and non and low-alcohol drinks and key messages about being sensible and not drinking and driving.</li> <li>Information and signage</li> <li>'Safe' area for intoxicated patrons till safe removal</li> <li>Provide alternative transport</li> <li>Police aware of the event times and operations with close liaison on event days to support their operations.</li> <li>Control sale and supply</li> <li>Monitored by security, event staff and Managers</li> <li>Removal from event</li> </ul>	Licensee / Security	4 (2x2)

## 12. ALCOHOL GUIDELINES

BOP Brewery Limited believe that we have a responsibility to provide an environment that is not only comfortable and welcoming but also where alcohol is served responsibly. Because of this, the following will be implemented.

- Serving to intoxicated persons and minors will not be tolerated.
- Alcohol will not be served in glass of any kind (except within the corporate bars)
- A limit of two alcoholic drinks per person, per purchase will be implemented (excluding VVIP which will have a 1 drink limit)
- Free water available at all times via water stations at various locations around the site (sign posted for easy detection)
- Promotion of Food and Non and Low Alcoholic beverages
- Recognise intoxication and do not serve anyone to the point of obvious intoxication
- Discourage people from taking part in activities that may cause harm – be prepared to advise a person who is “Alcohol Affected” that they are approaching the point where they may be refused service (cut off)
- The bar will close at least 30 minutes prior to the conclusion of the event

## 13. INTOXICATION ASSESSMENT

**Prior to the event, ALL staff will be debriefed in full - to assist staff understanding this policy, we have three definitions for differing stages of 'intoxication'. This will assist in our early intervention policy.**

The three stages of intoxication are:

- **GREEN** – Sober                      - Monitor and serve responsibly
- **AMBER** – Influenced              - Use server intervention techniques
- **RED** – Intoxicated                - Deny service of alcohol and remove

The server's role in each of the three stages is described in more detail in the Intoxication Assessment Tool on page 45.

### 13.1 DEFINITION OF 'INTOXICATION'

INTOXICATED, as defined in the Sale and Supply of Alcohol Act 2012, means observably affected by alcohol, other drugs, or other substances (or a combination of two or all of those things) to such a degree that two or more of the following are evident:

- Appearance is affected
- Behaviour is impaired
- Coordination is impaired
- Speech is impaired

## 13.2 DISABLED PERSONS

It must be emphasized that some persons who appear to be intoxication or drunk may be suffering from a disability or illness (e.g., diabetic coma, cerebral palsy, etc.). Care should be taken to ensure that any person suspected of being affected by alcohol is not ill or disabled.

A good indicator is the strong presence of the smell of alcohol. However, this may not always be the case. Always err on the side of caution and all persons should be treated with respect, care, and sensitivity. If in doubt consult a manager.

## 13.3 DRINK SPIKING

Drink spiking is a criminal offence. Staff can assist a patron who they suspect has had their drink-spiked by:

- Getting any affected person to a safe, quiet place and stay with them.
- Call an ambulance staff if they become unconscious.
- Place them in the “recovery position” to avoid choking should they vomit.
- Ensure that the person who is assisting them home is indeed a “friend”.
- Obtain the details of the affected person and their friend for later reference.
- Make a detailed note of the incident and alert management.

## 13.4 DRUG MANAGEMENT

While alcohol, a legal substance, is openly addressed and managed, addressing the use of other drugs poses challenges for event organisers who strive to avoid any appearance of endorsing or promoting illegal activities.

The identification and regulation of drug usage at events can present difficulties. While law enforcement agencies are responsible for upholding the law, arrests often do not deter the majority of drug use or distribution. A heavy focus on enforcement can inadvertently encourage patrons to consume all their drugs prior to entering the event, a potentially hazardous behaviour.

Drugs are commonly used to enhance the experience of an event. An individual's experience with a drug is influenced by various factors, including the drug itself, his or her mind and body, and the setting in which they are taking the drug. As was evident at the previous year's Juicy Festival, the crowd demographic predominantly comprised individuals over 35 years of age. Remarkably few event-goers seemed to be engaged with any potent drugs, as per observations.

Operational Procedures:

- Rigorous bag inspections upon entry.
- Confiscation of contraband (placement in drug lock box and/or sharp disposal bin – subsequently handed over to police).
- Presence of an experienced 'Intox Team' at entrances, within the bar areas, and roving with security support.
- Ongoing security patrols.
- Provision of both External and Internal Rehydration Tents (intox tents – for care and assessment of intoxicated patrons).
- Presence of on-site medical professionals.
- Potential eviction from the event.

## Intoxication Assessment Tool

Indicators may include but are not limited to:

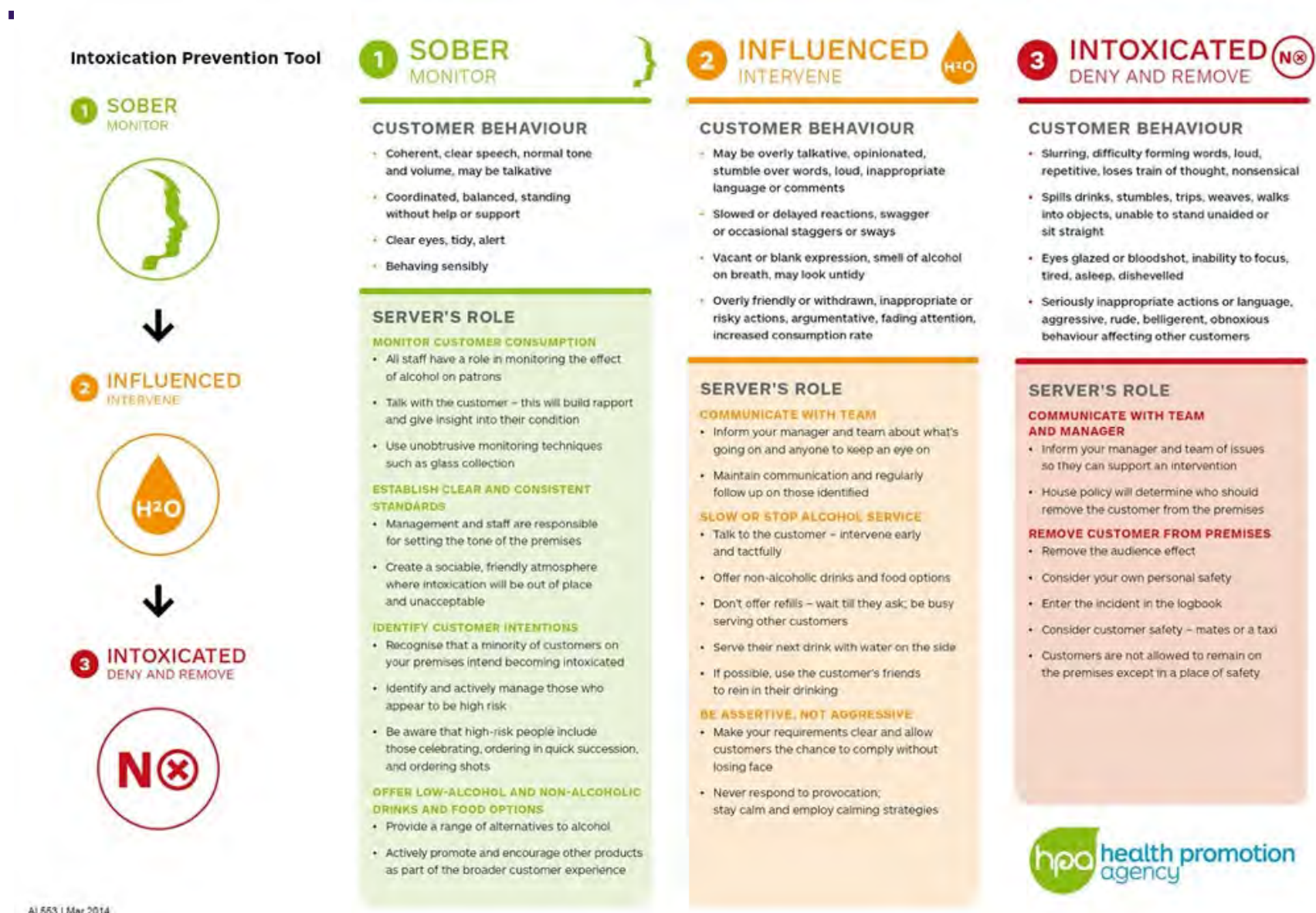
	SOBER	INFLUENCED	INTOXICATED
<b>S</b> peech	Coherent, clear speech, normal tone/volume, may be talkative.	May be overly talkative, opinionated and interrupts, may stumble over words, becoming loud, inappropriate language, jokes, comments.	Slurring, difficulty forming words, loud, repetitive, loses train of thought, nonsensical, unintelligible.
<b>C</b> oordination	Coordinated, balanced, standing without help or support.	Slowed or delayed reactions, swagger or occasional staggers or sways.	Spills drinks, stumbles, trips, weaves, walks into objects, unable to stand un-aided or sit straight.
<b>A</b> pppearance	Tidy, clear eyes, alert.	Vacant or blank expression, smell of alcohol on breath, may look untidy.	Bloodshot eyes, eyes glazed, inability to focus, tired, asleep, dishevelled.
<b>B</b> ehaviour	Behaving sensibly but may be more relaxed.	Over friendly or withdrawn, inappropriate or risky actions, argumentative, annoying, fading attention, increased consumption rate.	Seriously inappropriate actions or language, aggressive, rude, belligerent, obnoxious behaviour affecting other customers.
	<b>Monitor &amp; serve responsibly</b>	<b>Intervene</b>	<b>Deny &amp; remove</b>

**Intoxication definition**

INTOXICATED means observably affected by alcohol, other drugs, or other substances (or a combination of two or all of those things) to such a degree that two or more of the following are evident: (a) appearance is affected; (b) behaviour is impaired; (c) coordination is impaired; (d) speech is impaired.

AL 605 | May 2013





## 14. HISTORY OF BOP BREWERY LIMITED

BOP Brewery Limited have successfully been involved in many events for over 17 years, many of which required sale and supply of alcohol.

### BOP Brewery Limited – Bar Services & Provisions - Past Event

- 2003 to 2011 – Blues, Brews & BBQ's – Mt Maunganui
- 2004 to 2010 – Blues, Brews & BBQ's – Napier
- 2006 to 2011 – Jazz Festival – Tauranga
- 2010 – Tauranga Air Show – Tauranga
- 2010 to Now – 20/20 Cricket – Mt Maunganui
- 2010 to 2013 – Rugby 7's – Mt Maunganui
- 2010 - Raglan Dance Festival – Raglan
- 2010 – Kiwi Festival Carnival – Tauranga
- 2010 – Before Night Falls Concert – Tauranga
- 2011 – Tauranga Whalers Fundraiser Concert – Mt Maunganui
- 2011 & 2012 – Kolohe Kai Concert tour – Napier/Tauranga/Auckland
- 2011 – Third World Concert tour – Tauranga/Auckland/Napier
- 2011/12 & 2012/13 – Exodus Reggae Festival – Papamoa
- 2015 – National Pipe Band Championship – Tauranga
- 2012 – Earth, Wind & Fire – Tauranga
- 2013 to 2018 – Christmas in the Park – Mt Maunganui
- 2015 - ITM Cup – Steamers vs Waikato – Tauranga
- 2016 & 2017 – Tattoo Arts Festival – Tauranga
- 2016 to 2018 – Vegan Vibes – Mt Maunganui
- 2016 – Katchafire/Sons of Zion tour – Whakatane
- 2015 to 2019 – Steamers Rugby Matches – Tauranga
- 2017 & 2018 – Beast of a Feast – Mt Maunganui
- 2017 – Auckland Coffee Festival – Auckland
- 2017 – Hamilton Food Show – Hamilton
- 2017 – Tauranga Coffee Festival – Tauranga
- 2018 to Now – Black Caps Cricket – Mt Maunganui
- 2019 – Toto Concert – Mt Maunganui
- 2019 – Disco Concert – Mt Maunganui
- 2019 – Good Vibes Concert – Mt Maunganui
- 2019 – Katchafire Concert – Mt Maunganui
- 2019 – Shapeshifter Concert – Mt Maunganui
- 2016 to 2020 – Bay Dreams Festival – Mt Maunganui
- 2020 – Sticky Fingers Concert – Mt Maunganui
- 2020 – Good Vibes Summer Festival – Gisborne
- 2021 & 2022 – Summer Haze – Tauranga
- 2022 – Netsky – Tauranga
- 2022 & 2024 – Black Clash Cricket – Mt Maunganui
- 2022 – L.A.B Concert - Tauranga

BOP Brewery Limited has also been involved in the organising and running of events such as:

- 2003 to 2016 – Brewers in the Park Concerts – Mt Maunganui
- 2013 & 2014 Mt Vibes NYE Festival – Mt Maunganui
- 2015 – Backyard Beats – Hamilton
- 2015 to 2023 – Dinner in the Domain – Papamoa
- 2015 to Now – One Love Festival – Tauranga
- 2016 – Food Truck Friday – Mt Maunganui
- 2016 – Anna Coddington Concert – Mt Maunganui
- 2023 to Now – Juicy Festival New Zealand



## 15. FOOD VENDORS

	NAME	FOOD TYPE	Vege/Vegan & Dairy/Gluten Free	Registration
01	B&J Kitchen	Chinese Cuisine – Chow Mein   Fried Rice   Sweet & Sour		AKC008108
02	Brooklyn Dogs	NYC Style Hot Dogs		AKC009945
03	Cabbage Tree NZ	Twistix Potato   Sweet n Sour Pork   Honey Chicken   Teriyaki		WGR000532
04	Chokolato	Coffee   Gelato   Waffles   Bubble Tea & Soda   Smoothies		PNC000742
05	Chur Chips	Vegan Food   Loaded Fries   Burgers	Vegan	TCC001944
06	The Berry Boys	Real Berry Ice Creams   Cold Drinks		WKT000113
07	Fritz Weiners	Smoke Bratwurst in freshly baked Baguette		AKC003986
08	FTP Vegan Eats	Vegan Burgers and Fries   Fast Food	Vegan	RDC000552
09	Gourmet Shuffle	Hot Chips   Hot Dogs   Ribeye Steak Sandwich		AKC004525
10	Hey Presto	Kebabs   Burgers   Nacho's   Hotdogs   Wedges		AKC011465
11	Hungarian Fried Bread	Traditional Hungarian Fried Bread with different toppings		AKC00792
12	Johney's Dumplings	Dumplings   Pork Buns		TCC000635
13	M L Food	Mussel Fritters   Whitebait Fritters   Creamed Paua on Fries		AKC011625
14	Missy's Kai Kart	Maori Kai – Hangi   Creamed Paua   Paua Burger		FND001003

# SIGNAGE

## 15.1 LICENSING SIGNAGE

### Special License

The Special Liquor License will be displayed at the main entrance as well as each bar.



### Alternative Transport

Alternative Transport signage will be displayed alongside of the Liquor License & Licensee name – at the main entrance and at each bar.



### Licensee & Duty Manager Names

The Licensee name will be displayed with the Liquor License at the main entrance.



The certified managers of each bar will have their name displayed at their assigned bar, visible to all staff and patrons (rear of bar above eye level).

### Drink Limit

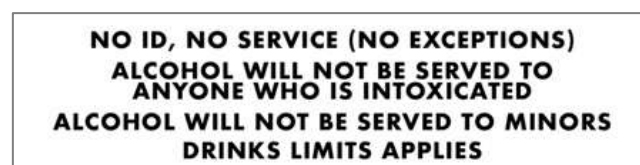
Each bar will have at least 2x drink limit signs – should any of the bar's drink limits



change, staff will change out the signage to reflect the number of serves (i.e. should the drink limit decrease to 1 drink per serve, the sign will change to "1 DRINK LIMIT")

### Important licensing conditions:

- No ID, No Service (No Exceptions)
- Alcohol will not be served to anyone who is intoxicated
- Alcohol will not be served to minors
- Drink limits apply



Will be combined into one sign – the bars are made up of 3x3m gazebos (8 for VIP & 11 for GA), every gazebo will have one of these signs affixed to the rear, above eye level for patrons to see



## 15.2 OTHER SIGNAGE

### Other Alcohol Related Signage

**ALCOHOL NOT  
PERMITTED  
IN THIS AREA**

If seen drinking within this area,  
you may be  
**REFUSED ENTRY!!**

This sign will be placed at locations in areas of event foot traffic around the external environment of the venue.

Alcohol is not permitted into the bar pens, nor is alcohol permitted to leave the VVIP area.

This sign will be located at both the entry to the bar pens as well as the exit from VVIP.

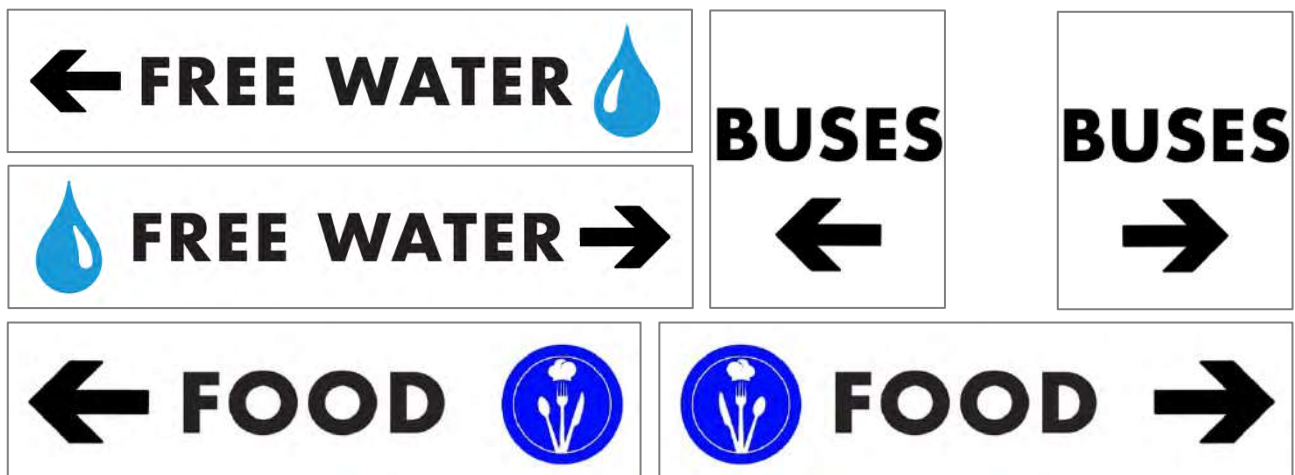
Security personnel, stationed at the bar and VVIP entry's, will also have a handheld, two-sided version of this sign.

**NO ALCOHOL  
PAST THIS POINT**

YOU WILL BE:  
**REFUSED ENTRY**  
IF YOU "SCULL" YOUR DRINK BEFORE ENTERING THE BAR.  
PLEASE PLACE DRINK(S) IN THE BIN,  
BEFORE YOU ENTER THE BAR,  
OR RETURN AT A LATER TIME



### Directional Signage



### Free Water & Medical



15.3 SIGNAGE LOCATION MAP





**Juicy 2025 Auckland NZ**

**MAP KEY**

- FREE WATER
- EMERGENCY EXIT
- MEDIC/CROWD CARE
- WATER CANNON
- TABLE/UMBRELLA
- LIGHTING
- LICENSE AREA
- VOC (Venue Operations Centre)
- TOILETS
- WASTE MANAGEMENT
- FOOD VENDOR
- MERCHANDISE VENDOR
- REHYDRATION/INTOX
- BAR
- BAR KEEPER
- EVACUATION GATES
- 1.8M FENCING
- 1.1M FENCING
- MOJO BARRIER
- BOX OFFICE

**AUCKLAND SHOWGROUNDS**

**Juicy 2025 Auckland NZ**

**JUICY FEST**  
Site Plan  
Full Site - Final Version

**217 Greenlane West**  
Greenlane  
**AUCKLAND**

**PAX**  
GA - 5,500  
VIP - 4,000  
VVIP - 500

0 10 20 30 40 50

RECEIVED

15 October 2024



# JUICY FEST 2025

## Security Crowd Management Plan

Auckland Showground

Saturday 11th January 2023

Version 1

USO's Keepers

[info@usoskeeper.com](mailto:info@usoskeeper.com)

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### 1. CREDENTIALS

#### 1.1 AUTHOR CREDENTIALS

Harry Crichton (Security Consultant)

#### 1.2 REVIEWED BY

Michael Malligan (Security Consultant)

#### 1.3 VERSION CONTROL

This document is updated on a regular basis. Amendments and/or versions of this document are to be recorded in the following table.

Version	Amendment	Approved Date	Approved By	Status
1	Initial planning document developed for limited release and per review	15/10/2024	Harry Crichton	Draft

## 2. DOCUMENT PRELIMINARIES

### 2.1 DEFINITIONS

#### 2.1.1. Crowd

A crowd is a large group of people that are gathered or considered together. A crowd may be definable through a common purpose or set of emotions, such as at a political rally, a sports event, or during looting (this is known as a psychological crowd), or may simply be made up of many people going about their business in a busy area.

#### 2.1.2. Crowd Management

Crowd Management is defined as techniques used to manage lawful public assemblies before, during and after an event for the purpose of maintaining health and safety of a person(s).

### 2.2 REFERENCE MATERIAL

This plan responds to the list of documents prepared and provided by Juicy Fest event organisers.

### 3. PURPOSE

This Security Crowd Management Plan has been developed for Juicy Fest 2025 (JF25) the event promoter and owner of Juicy Fest. This plan only relates to the 2025 event taking place at Auckland Showgrounds.

This document aims to centralise security crowd management planning documentation and provide thorough operational procedures that are agreed upon by Juicy Fest.

This plan is prepared in accordance with crowd management best practice, including implementation of AS/NZS ISO 31000 Risk Management.

The event owners take their duty of care seriously and intend to plan so it is executed in an orderly and safe manner.

### 4. SCOPE

This plan applied to Juicy Fest 2025, Auckland Showgrounds, during the times of operation; 1200hrs to 2230hrs on Saturday 11<sup>th</sup> of January 2025.

Auckland Showgrounds will host the nostalgic R&B / hip-hop festival for the first time in 2025. Juicy Fest is an R18+ event, primarily attracting a high-energy crowd aged 18-30. While these attendees are enjoying the atmosphere and the entertainment provided, the nature of the event can lead to issues such as heat exhaustion, particularly due to the intense energy levels.

Pre-loading and narcotics use have posed challenges in the past, along with disorderly behaviour. These events typically carry a high risk of intoxication, though recent events have seen fewer incidents thanks to proactive management of alcohol and drug consumption. Gangs have also posed a threat to the festival in previous years, however Uso's will work cohesively to identify patrons through all area of the festival and monitor behaviour.

Details of the event footprint are contained with section annexures. This plan is prepared to provide an overall description of security operational activities for the Juicy Fest, Auckland Event. This plan is applicable for staffing provisions for Uso's Keeper Event Asset / Event Security operations in accordance with best practice security management.

This plan is a summarised document, able to be operationally implemented for event purposes, it does not detail underpinning security crowd management theoretical concepts but outlines strategic security operations. It is supplemented by condensed brief sheets for guard reference and briefings prepared immediately before event operations.

This plan is supplemented by Uso's Keepers Policies, Standard Operating Procedures, Safe Work Procedures, Job Descriptions and where required event specific Standing Orders. The plan requires extensive ongoing consultation and refinement prior to finalising risk identification, analysis, and control detail. It is provided in conformance with relevant NZ Standards.

*NB: All Uso's documents are subject to limited distribution and remain the sole property of Uso's Keepers.*

#### 4.1 COORDINATION WITH OTHER PLANS AND AGENCIES

This plan does not specifically address access / traffic, emergency management, event risk management, event Work Health and Safety, event licensing or event operations which are prepared separately.

The plan does not override other event planning documents prepared by Juicy Fest and related stakeholders excepting details of security operations. Where feasible this plan refers to but does not duplicate existing event plans.

### 4.2 INTEGRATION WITH RELATED STAKEHOLDERS

Delivery of this plan requires overall co-ordination and operational integration between landowners and event stakeholders, including;

- Juicy Fest Management
- Clean Vibes
- Nems Medical
- iTraffic
- Auckland Showgrounds
- FENZ
- All About People (Health & Safety)

## 5. EVENT INFORMATION

### 5.1 EVENT SUMMARY

<b>Event Type:</b>	Ticketed Outdoor Event
<b>Event Date:</b>	Saturday 11 <sup>th</sup> January 2025
<b>Event Start Time:</b>	1200hrs (12:00pm)
<b>Event Finish Time:</b>	2230hrs (10:30pm)
<b>Event Attendance (Estimated):</b>	8,000
<b>Event Frequency:</b>	Annually
<b>Event Attendance Profile:</b>	<p>Cohesive / spectator – watching specific activity during event performances.</p> <p>Ambulatory – walking, usually calm during controlled ingress and egress periods and between event services / facilities.</p>
<b>Event Demographic:</b>	<p>(18+)</p> <p>Reasonably expected crowd demographic based on similar event profiles and observations will predominately be an experienced crowd type. Possibility of substance related issues and anti-social intoxication behaviour, however this is a priority of Uso's Keepers to manage.</p>
<b>Licensing:</b>	BOP Brewery
<b>Event Risk Profile:</b>	Moderate
<b>Security Comms:</b>	2-way radio
<b>Security Uniform:</b>	Black Polo hi viz, Black pants, Black leather shoes

### 6. AREAS OF CONCERN

#### 6.1 EXTERNAL ENVIRONMENT

Additional to event security, Uso's Keeper will have a dedicated security team in the External Environment (Cornwall Park and surrounding streets where patrons will be parking and travelling towards the venue). The External Environment team will also be focusing on local businesses and residents. This dedicated team including 2 x 2 response teams will remain outside the venue for the entirety of the event. They will specifically be monitoring patrons in the area and notifying them that they will not be permitted into the event if they are seen to be drinking alcohol and appear intoxicated. Due to there not being a liquor ban in the area, this is the only approach security can take. Signage throughout the park and approaching the venue will also communicate that patrons observed drinking outside the venue will not be permitted into the event.

#### 6.2 INTOXICATION

Managing intoxication at a music festival is essential for ensuring the safety, well-being and enjoyment of all attendees. Juicy Fest organisers and agencies are aware that intoxication can be an issue with events of this nature. Uso's Keepers will work with event organisers to manage intoxication with a number of measures put in place. Management of intoxication levels will start prior to the festival opening with vigilant teams monitoring the external environment. Thorough bag searches at the entry point will make sure that BYO alcohol is not brought into the venue. Experienced and dedicated security staff will be at all bars and roaming throughout the festival to be monitoring intoxication levels and reporting to Control if any issues or concerns arise.

#### 6.3 GANGS AND INTIMIDATION MANAGEMENT

The presence of gang members or individuals associated with gangs at an event can present unique challenges. To maintain a safe and controlled environment, the following procedures are to be implemented.

- Identification of Potential Gang Activity
  - Event staff and security will be proficient in recognising signs of gang affiliation, which may include clothing, tattoos, hand signals or group behaviour. It is essential that staff remain discreet and non-confrontational when identifying possible gang members to avoid escalation.
- Staff Training on De-escalation Techniques
  - Uso's Keepers Security personnel, will be equipped with advanced de-escalation training, including conflict resolution and managing situations

where patrons use intimidation tactics. The goal is to diffuse tension without confrontation or provocation, keeping the environment calm and professional.

- Preventative Measures: Entry Management
  - At points of entry, security personnel will use screening measures to identify and mitigate the risk of gang members or those associated with gangs entering the event. This can include checking IDs, monitoring group behaviour, and applying discretion to limit the entry of individuals who may present a threat to the safety of the event.
- Monitoring and Incident Reporting
  - Security Staff will be required to maintain vigilance and report any suspicious behaviour immediately to supervisors or event security. It is critical that all incidents involving potential gang members are documented in detail for review and follow-up. All security staff carry notebooks for incident reporting.
- Collaboration with Police
  - Event organisers will maintain close coordination with Police to ensure they are aware of gang related incidents. It is Uso's Keepers role to be the first response to any situations and escalate to Police if required. A plan will be in place for law enforcement involvement, with designated points of contact and procedures for reporting incidents of intimidation or violence.
- Zero Tolerance Policy on Intimidation and Violence
  - The event will enforce a zero-tolerance policy for any form of intimidation or violence, including that stemming from gang-related activity. Patrons displaying aggressive or intimidating behaviour will be asked to leave immediately. If necessary, security will escort them from the premises, and Police may will be called to assist in severe cases.



### 7. EVENT DEMOGRAPHIC PROFILE

#### 7.1 ENTERTAINMENT GENRE

Moderate Risk

#### 7.2 PATRON DEMOGRAPHIC

The overall event demographic is 18+, with the majority being in their late 20's / early 30's.

#### 7.3 EVENT OPERATIONAL PROFILE

This plan addresses event operational profile only. Juicy Fest 2025 will have a phased profile as outlined below:



#### 7.4 SECURITY CROWD MANAGEMENT STRATEGY

Uso's Keepers primary crowd management strategy is delivery of effective customer service to prevent patron dissatisfaction and crowd degeneration.

Critical to UK strategy is effective communication between event stakeholders, directional information, and visible security presence to ensure event numbers do not reach a critical density disrupting public thoroughfare corridors and to reduce the possibility of anti-social persons and issue motivated groups (IMG's) causing event disruptions.

The best deterrent is to have a distinct presence within the event area and the external environment so that there is a visual impact of control systems in place as the public access and observe the event site. This includes protection of community assets within the event area. This will ensure the public's perception of the event is that of a safe site controlled by proper authorities, this will also reduce the incidents that may occur. This perception is best achieved by the existence of adequate staffing resources (and related infrastructure and technological resources). The strategy is supported by bright distinct hi-vis event uniforms, with strategic positions supported by hi-viz vests.

Uso's Keepers personnel provide internal event specific security functions (within the defined event area and the external environment (Cornwell Park) and other specified external locations. Any general issues outside the event area are the responsibility of either local area authorities and / or Police (as relevant).

This planning document is limited to Uso's Keepers provision of security services (crowd direction, crowd behaviour, restricted area access control).

The aim of Uso's Keeper's security provision is to:

- Deliver effective patron (customer) service
- Provide visible security presence
- Maintain access control
- Maintain professional security image throughout the event operations
- Implement documented crowd control measures
- Respond to Juicy Fest organisers and associated stakeholders' security concerns

The plan is reliant on coordinated application of effective risk management to mitigate security and safety risk hazards; including;

- Event overlay considering safety by design principles
- Effective access control infrastructure
- Effective access control accreditation systems
- Effective access control policies and procedures
- Committed harm minimisation practice
- Effective communications systems and protocols

The plan incorporates the following strategies;

1. Physical security recommendations (access control infrastructure, crowd management infrastructure communications systems).
2. Administrative security controls (preventative security procedures, incident response procedures),
3. Human resource (manpower) security controls / deployment (control and command, static, response, patrols).

## Physical Security Infrastructure

This plan includes the requirement for installation of the following security equipment;

1. Adequate entry / egress systems to ensure patrons can safely enter and exit the venue without any unnecessary risk to patrons and undue impact on other stakeholders.
2. Adequate perimeter fencing to ensure site integrity to avoid access by patrons to maintain crowd capacity at the approved level within the identified areas.
3. Adequate internal fencing and information to direct crowd movements and control access to restricted areas during ingress and egress.

## Crowd Control Recommendations

Crowd crush in a bottleneck from crowds moving from either performance viewing areas or to seek shelter from inclement weather, storms or hail.

Crowd crush in the key viewing locations due to crowd capacity, patrons moving in and out of key viewing locations before or after performances / displays or to get food and beverage to use amenities.

Emergency scenarios within the key viewing area or access corridors causing a panic and crowd rush.

## Further Recommendations

- We recommend a minimum of braced fencing to be deployed at all access control and managed access points.
- Professional crowd control barrier systems (ie: Mojo) be utilised in front of stage and also in line with the FOH (between GA and VIP) to allow security to have control of the area and its capacity.

## Security Command Locations

The event will operate a primary command centre – The Venue Operations Control (VOC).

Command	Name	Description	Location
Venue Command Centre	Venue Operations Control VOC	<ul style="list-style-type: none"><li>• Overall Security Command</li><li>• Overall event security operations</li></ul>	Hall 6 of Auckland Showground

		<ul style="list-style-type: none"> <li>• Overall event control and coordination (promoter, police, medical, emergency, traffic)</li> <li>• Event communications centre (radio control)</li> <li>• Administration centre (communications log, occurrence / incident reporting and recording)</li> <li>• Control ingress and egress (including authorisation to commence ingress)</li> </ul>	
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### Security Management

- Plan, conduct staff briefings and direct security staff activities
- Monitor and assess crowd behaviour
- Coordinate responses to emerging security and public safety issues as required
- Liaise with stakeholders as required

### Incident Response Security / Crowd Control

- Monitor and respond to crowd behaviour issues
- Observe and prevent mass crowd action by pre-emptive intervention
- Observe patrons on entry and conduct bag searches of all patrons
- Enforce managed access areas and area closures
- Respond to emerging security, public safety issues as directed / required
- Liaise with stakeholders as required

### 8. SECURITY COMMUNICATIONS PROTOCOL

Juicy Fest Event Communication Plan governs event communications. Security operations are integrated into the overall event communications protocol.

#### 8.1 TWO WAY RADIO

The primary communication across the event is via two-way radio. All key security positions will be allocated a two-way radio. Security will operate on a dedicated communications channel. Based on the volume of staff and frequency of comms, security require a minimum of 2 channels.

1. Security Channel (CH1) – Security / First Aid
2. Security Channel (CH2) – Spare / Chat

All security are trained in the use of two-way radio and radio communications. Uso's prepares and implements its own radio call signs.

All security officers will be supplied with radio communication earpieces where necessary to enable communication within a high noise environment between security officers.

#### 8.2 LOUD HAILERS

Nominated Emergency Wardens and Security Supervisors will be equipped with supplementary loud hailers which will be available for emergency communication. Loud hailers are primarily used when a power outage or emergency egress required a power shut down, so PA systems are not able to provide emergency or safety messaging. Pre-recorded emergency messaging and emergency site egress plans should be at all production areas if PA power is still available to assist emergency directions.

Production staff needs to be briefed on emergency protocol chain of command and communication requirements.

Whilst ambient noise and entertainment may inhibit the effectiveness of loud hailers, they provide optimum redundancy in emergency scenarios, particularly for situations which restrict the use of two-way radio and / or failure of primary communications systems. Similarly, standard emergency protocols for performance require 'show stop' procedures to be implemented for stage areas assisting the implementation of emergency response and enhancing the efficiency of loud hailers.

#### 8.3 SECURITY OPERATIONS OVERVIEW

To deter unwanted or criminal behaviour, Event security will patrol the venue. During patrols Event Security will monitor, report and respond to security and safety incidents within the

event footprint and the external environment including Cornwall Park and surrounding streets.

Provision of security services does not guarantee risk elimination or a safe environment. In this instance Security is provided as a visual presence as part of the overall inherent risk reduction strategy.

The security strategies and resources (including security guards) in this plan are limited by the commercial restraints and tolerability of Juicy Fest of the ALARP (As Low As Reasonably Practicable) principle as noted in HB167:2006 Security Risk Management

A summary of the security operational activities implemented for Juicy Fest Auckland 2025 is outlined below:

- The provision of highly visible, safety conscious, motivated event security.
- The provision of effective leadership and management for the operation thereby promoting effective resource management and positive motivation within an operational environment that will be physically demanding.
- To provide effective customer service through the provision of safety, security and logistics services in addition to providing direction facilities and general information to the public.
- To cater for the venue security environment regarding criminal of offensive behaviour aimed at harming visitors, staff and personal possessions
- To minimise opportunities for unobserved, unauthorised access to restricted areas,
- To minimise the effect of a security incident through monitoring, patrolling and response,
- To provide response to emergencies, to ensure as much as is practical, the safety of the public, local tenants, employees and contractors, and
- To enable timely and accurate monitoring and reporting on the implementation, capability and effectiveness of event security initiatives
- Event security will serve as first responders and refer all cases for primary medical response to Nems Medical team via radio.

### **Security Schedule and Ratio**

As per the license conditions security is to be held at a ratio of 1:80 for the event. Current security deployment is based on the expected attendance of 8,000 and there 100 security guards.

***Refer to the security schedule for deployments and positions.***

### 8.4 MEDICAL

Juicy Fest have advised that Nems Medical will be the medical service provider for special advice and engagement of onsite first aid during the event period. A detailed medical plan will be provided by Nems and made available to all stakeholders.

### 8.5 EMERGENCY MANAGEMENT

Comprehensive operational plans are in place for emergency response implemented by the contractor – All About People and managed by the event safety officer and emergency services.

Uso's security will serve as wardens (where nominated) and act in accordance with directions of the Venue Operations Centre (VOC), with particular responsibility for emergency evacuation.

## 9. SECURITY FUNCTION SPECIFIC OPERATIONAL PLAN

### 9.1 MANAGEMENT SECURITY OPERATIONS

TITLE	SECURITY OPERATIONS		
<b>Event:</b>	Juicy Fest 2025, Auckland		
<b>Incorporates:</b>	Security Management, Roving Security, Static Security, Bar Security, External Environment Security		
<b>Primary Hazards:</b>	Communications failure, delayed response to security risks, anti-social persons, gang intimidation, crowd related issues, road closure breach		
<b>Manager:</b>	Harry Crichton	Radio Call-Sign:	TBC
<b>Supervisor (2IC):</b>	TBC	Radio Call-Sign:	TBC
<b>General Function:</b>	Manage overall security operations		
	Inform and liaise with all stakeholders as required (Juicy Fest, Police, FENZ, Medical, Auckland Showground)		
	Administer overall security operations (including deployment, break relief, equipment distribution, occurrences and incidents)		
<b>Uniform:</b>	Black Polo – hi viz, Black pants / cargos / shorts / black shoes		
<b>Manager:</b>	Harry Crichton	Radio Call-Sign:	Sierra 1
<b>Security Positions:</b>	Specific Roles		Radio Call-Sign:
	<ul style="list-style-type: none"> <li>• Manage security operations</li> <li>• Make decisions on behalf of Uso's</li> <li>• Coordinate responses to emerging security risks</li> <li>• Consult with key stakeholders as required – Juicy Fest, Police, licensee, medical provider primarily via event control</li> <li>• Ensure conformance with plans, policies and procedures</li> <li>• Brief and liaise with all security personnel</li> <li>• Ensure appropriate use of resources</li> </ul>		TBC
<b>Event Control (VOC):</b>	<ul style="list-style-type: none"> <li>• Direct all radio transmissions</li> <li>• Respond to all incoming radio transmissions and distribute or escalate via chain of command</li> </ul>		Control



	<ul style="list-style-type: none"> <li>• Provide communications function for emergency response</li> <li>• Liaise with all stakeholders via radio command</li> <li>• Record all radio transmissions</li> <li>• Complete all duties pertaining to staff members they are relieving</li> </ul>	
<b>Response Security</b>	<ul style="list-style-type: none"> <li>• Maintain non-threatening but high visibility presence and proactively patrol known and emerging high-risk areas of event area and the external environment (Cornwall Park and surrounding streets)</li> <li>• Inform control / supervisor of all threats, occurrences and incidents</li> <li>• Respond attend and manage agreed response to all threats, occurrences and incidents, control situations (within the health and safety constraints)</li> <li>• Conduct crowd patrols as directed by control during periods where specific response is not required (deliver non-threatening friendly effective communication, customer service throughout crowd mass and monitor for signs of intoxication, patron distress or inappropriate behaviour.</li> </ul>	<p>Response 1</p> <p>Response 2</p> <p>etc</p>
<b>Entry Security (including Bag Checks)</b>	<ul style="list-style-type: none"> <li>• Perform required condition of entry checks (bag checks, wand as required).</li> <li>• Maintain a non-threatening but high visibility presence and proactively patrol the site compound and emerging high-risk areas of event area</li> <li>• Inform control of all threats, occurrences and incidents</li> </ul>	<p>Entry</p>

	<ul style="list-style-type: none"> <li>Respond, attend and manage agreed response to all threats, occurrences and incidents, control situations (within health and safety constraints)</li> </ul>	
<b>Static Security (RSA – licensed areas)</b>	<ul style="list-style-type: none"> <li>Observe and monitor staff entering and exiting the operations compound area ensuring that only staff enter</li> <li>Conduct RSA assessments on patrons entering the bar lines</li> <li>Alert response team when a patron has been deemed intoxicated and requires crowd care assistance or to be removed from the venue</li> <li>Cover the entry and exit points of the bar areas</li> <li>Maintain a non-threatening but high visibility presence and proactively monitor local traffic and pedestrian movements</li> <li>Inform control / supervisor of all threats, occurrences, and incidents at your position</li> <li>Respond attend and manage agreed response to threats, occurrences and incidents, control situation (within health and safety constraints)</li> </ul>	RSA
<b>Perimeter Security</b>	<ul style="list-style-type: none"> <li>Observe patron activities and reporting and recording any irregular activity</li> <li>Request assistance via supervisor on identification of any suspected threat</li> <li>Maintain static position at all times</li> <li>Maintain observation of perimeter at all times to restrict unauthorised access</li> </ul>	Perimeter
<b>BOH / First Aid</b>	<ul style="list-style-type: none"> <li>Maintain access control to stage and BOH</li> <li>Provide assistance to patrons requesting help</li> <li>Observation of patron activities and reporting and recording any irregular activity</li> <li>Ensure only patrons presenting with requirements for medical enter the medical area</li> </ul>	

	<ul style="list-style-type: none"> <li>• Ensure patrons entering the tent following conditions of entry</li> <li>• If an intoxicated patron is being treated at medical or crowd care, alert response teams once they have been treated and are ready to be removed from the venue</li> </ul>	
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## 9.2 SUPPLEMENTARY CROWD MANAGEMENT AND SECURITY PLANNING CONSIDERATIONS

### Crowd Management Event Reporting

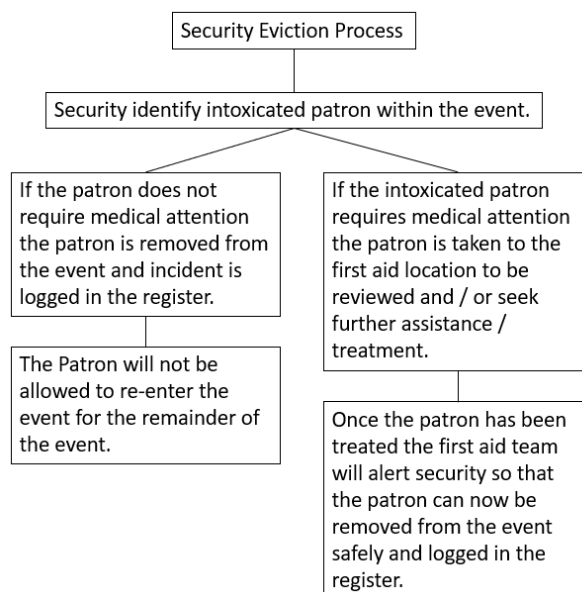
Uso's Keepers will supply the following reports:

- Incident reports (individual reports for each incident)
- Incident register
- Event Shift Report (overall summary)
- Post Event Debrief

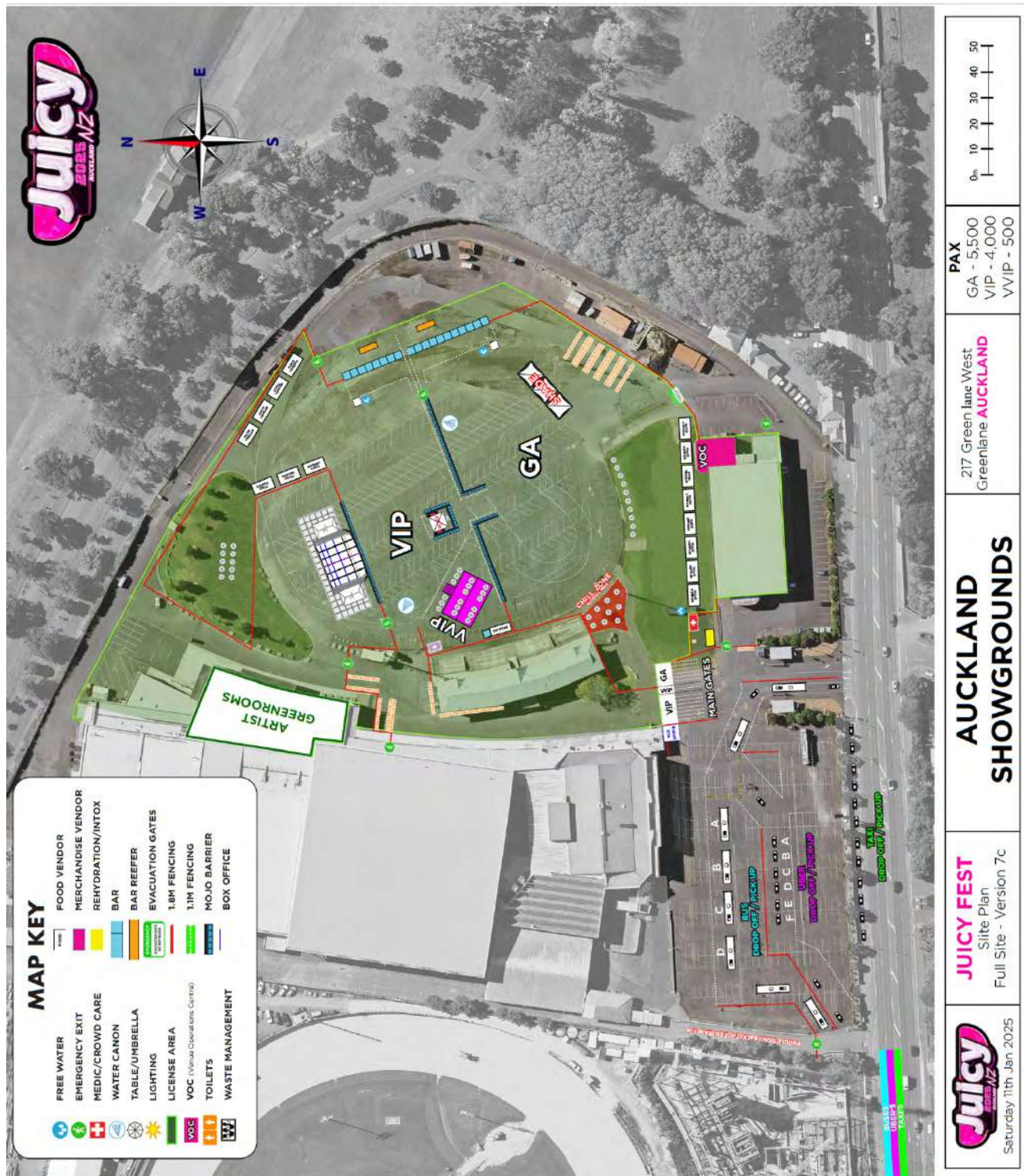
### Security Procedures

Uso's Keepers will implement Standard Operating Procedures / Safe Work Procedures for this event. These procedures encompass incident action plans for various incident / emergency types.

### Security Eviction Process



## ANNEXURE 1 – Site Plan



ANNEXURE 2 – Security Dot Plan  
TBC

**ANNEXURE 3 – Security Schedule**  
TBC

## Appendix E

### ANNEXURE 4 – Set List

TBC

## ANNEXURE 5 – Risk Register

Risk Hazard / Threats	Risk Analysis / Impact / Harm	Security Controls – Systems and Physical and People	Risk Controller
Emergency evacuation – Fire	<ul style="list-style-type: none"> <li>• Fire or code red (catastrophic) fire warnings</li> <li>• Crowd congestion crush (unscheduled crowd relocation mass egress)</li> <li>• Crowd degeneration aggression and violence</li> <li>• Patron inquiry</li> <li>• Asset loss – future claims and asset loss</li> </ul>	<ul style="list-style-type: none"> <li>• Event emergency communications plan</li> <li>• Security deployment (response teams)</li> <li>• Emergency response command and resources</li> <li>• Security observation and action (assist evacuation as per emergency response plan – evacuation and fire (and chain of command))</li> <li>• Engagement and co-operation with all emergency response agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Juicy Fest</li> <li>• Uso's Keeper</li> <li>• FEZ</li> <li>• Police</li> <li>• Medical</li> <li>• Site Management</li> </ul>
Slips, trips and falls (uneven surfaces)	<ul style="list-style-type: none"> <li>• Patron inquiry</li> <li>• Asset loss – future claims and asset loss</li> </ul>	<ul style="list-style-type: none"> <li>• Adequate lighting on potential risk areas</li> <li>• Appropriate isolation and / or signage in potential pedestrian thoroughfares</li> <li>• Flooring solution installation in high use areas</li> </ul>	<ul style="list-style-type: none"> <li>• Juicy Fest</li> <li>• Site Management</li> </ul>
Vehicle collisions with patrons (pack in / out)	<ul style="list-style-type: none"> <li>• Patron inquiry</li> <li>• Asset loss – future claims and asset loss</li> </ul>	<ul style="list-style-type: none"> <li>• Security deployment to egress points on exit</li> <li>• Security monitoring of stationary vehicles post mass exit (persons sleeping in vehicles no site)</li> <li>• Adequate lighting in potential risk areas</li> </ul>	<ul style="list-style-type: none"> <li>• Juicy Fest</li> <li>• Uso's Keeper</li> <li>• Site Management</li> </ul>
Delayed access – other services (food and beverage, amenities)	<ul style="list-style-type: none"> <li>• Patron dissatisfaction – asset loss reputation and future ticketing</li> <li>• Patron dissatisfaction – behavioural change, patron and crowd degeneration</li> </ul>	<ul style="list-style-type: none"> <li>• High visibility signage for service areas</li> <li>• Service functions (physical infrastructure, scale and staffing levels) determined on basis of professional ratios</li> <li>• Security positioned at all key service locations and / or response teams patrolling service areas to liaise with patrons and Event Control</li> </ul>	<ul style="list-style-type: none"> <li>• Juicy Fest</li> <li>• Uso's Keeper</li> <li>• Site Management</li> <li>• F&amp;B Providers</li> </ul>



## Appendix E

Dehydration – heat stroke	<ul style="list-style-type: none"> <li>Patron illness</li> <li>Asset loss – reputation damage</li> </ul>	<ul style="list-style-type: none"> <li>Pre-event weather risk analysis (routine BOM checks)</li> <li>Security monitor patrons for signs of distress</li> <li>Free water accessible via bars in sufficient volume to alleviate effects of heat</li> <li>Limited restrictions on personal food and beverage (non-alcohol)</li> </ul>	<ul style="list-style-type: none"> <li>Juicy Fest</li> <li>Uso's Keeper</li> <li>Site Management</li> </ul>
Crowd congestion, crush / pinch-points including high density accumulations and viewing locations	<ul style="list-style-type: none"> <li>Patron inquiry</li> <li>Obstruction to security, medical and emergency response</li> <li>Obstruction to general patron movement</li> <li>Patron dissatisfaction and anxiety</li> </ul>	<ul style="list-style-type: none"> <li>Professional review of event capacity – assumed considered crowd movement across planned site layout</li> <li>Review of site layout pre-event for conformance to plan</li> <li>Event control monitoring and observation of crowd dispersal and accumulation across event site</li> <li>Security monitoring and observation throughout event (report to control for response)</li> <li>Emergency Plan, Communications Plan and Show Stop Procedures (re-disperse crowd if density issues arise – area control of emergency related).</li> </ul>	<ul style="list-style-type: none"> <li>Juicy Fest</li> <li>Uso's Keeper</li> <li>Site Management</li> </ul>
Patron failure to comply with directions for behavioural modification	<ul style="list-style-type: none"> <li>Personal harm or injury</li> <li>Public harm or injury</li> <li>Breach of ticketing contract</li> </ul>	<ul style="list-style-type: none"> <li>Security deployment (response teams)</li> <li>Engagement and co-operation with police where warranted (illegal acts)</li> </ul>	<ul style="list-style-type: none"> <li>Juicy Fest</li> <li>Uso's Keeper</li> <li>Site Management</li> </ul>
Patron unacceptable behaviour (threatening, provocative, discriminatory, harmful) behaviour potentially or actually causing harm to themselves or others	<ul style="list-style-type: none"> <li>Personal harm or injury</li> <li>Public harm or injury</li> <li>Offensive behaviour (other patron dissatisfaction)</li> <li>Asset loss, future claims and loss of business</li> </ul>	<ul style="list-style-type: none"> <li>Security deployment (response teams)</li> <li>Engagement and co-operation with police where warranted (illegal acts)</li> <li>Observation and prevention of mass crowd action by pre-emptive intervention</li> </ul>	<ul style="list-style-type: none"> <li>Juicy Fest</li> <li>Uso's Keeper</li> <li>Site Management</li> <li>Police</li> </ul>
Patron unacceptable behaviour, climbing fences, roofs, trees, infrastructure	<ul style="list-style-type: none"> <li>Personal harm or injury</li> <li>Public harm or injury</li> </ul>	<ul style="list-style-type: none"> <li>Security deployment (response teams)</li> <li>Security deployment known / foreseeable climbing risk infrastructure (lighting / signage / toilets / towers etc)</li> <li>Note: No retrieval or climbing via security officers</li> </ul>	<ul style="list-style-type: none"> <li>Juicy Fest</li> <li>Uso's Keeper</li> <li>Site Management</li> <li>Police</li> </ul>

## Appendix E

Patron unacceptable, illegal behaviour – intentional damage to property	<ul style="list-style-type: none"> <li>• Personal harm or injury</li> <li>• Public harm or injury</li> <li>• Asset loss</li> </ul>	<ul style="list-style-type: none"> <li>• Security deployment (response teams)</li> <li>• Police force deployment</li> <li>• Security observation and action – detain where legally able to do so and request immediate back up from police</li> </ul>	<ul style="list-style-type: none"> <li>• Juicy Fest</li> <li>• Uso's Keeper</li> <li>• Site Management</li> <li>• Police</li> </ul>
Emergency Evacuation	<ul style="list-style-type: none"> <li>• Crowd congestion crush during evacuation</li> <li>• Patron injury emergency threat or evacuation</li> </ul>	<ul style="list-style-type: none"> <li>• Security briefing re: emergency plan and functions</li> <li>• Security activities s per warden in emergency plan</li> <li>• Police</li> </ul>	<ul style="list-style-type: none"> <li>• Juicy Fest</li> <li>• Uso's Keeper</li> <li>• Site Management</li> <li>• Police</li> <li>• Emergency Services</li> </ul>
Terrorism (Terrorist threat / attack)	<ul style="list-style-type: none"> <li>• Low crowd attendance</li> <li>• Personal harm or injury</li> <li>• Public harm or injury</li> <li>• Crowd congestion crush during evacuation</li> <li>• Asset loss – future claims and asset loss</li> </ul>	<ul style="list-style-type: none"> <li>• Pre event site inspection</li> <li>• Engagement and co-operation with police where warranted (illegal acts)</li> <li>• Engagement and co-operation with all emergency response agencies</li> <li>• Emergency response command and resources</li> <li>• Security deployment (response teams)</li> <li>• Police</li> </ul>	<ul style="list-style-type: none"> <li>• Juicy Fest</li> <li>• Uso's Keeper</li> <li>• Site Management</li> <li>• Police</li> </ul>

**Alcohol Special Form****Before you apply**

- You must have details of any criminal convictions of the applicant.
- You need to know the names and certificate numbers of any duty manager or person responsible for the conditions of the licence for the duration of the event.
- You can pay by credit or debit card, Online EFTPOS, or Account2Account. A card payment fee of 1.75 per cent will apply for credit or debit card payments.

**To complete this form you must have these documents:**

- Written approval from Auckland Council if your proposed location is on a reserve or in a council-owned facility. If on a reserve or building you have hired, obtain approval from the hirer. If in a building leased from Auckland Council, obtain approval from [CFLleases@aucklandcouncil.govt.nz](mailto:CFLleases@aucklandcouncil.govt.nz).
- A copy of the floor plans or site layout, highlighting the proposed licensed area, the main entrance, and any restricted or supervised areas.
- An alcohol management plan (if applying for an event with more than 400 people).
- A copy of ticket if event is ticketed.

**RECEIVED****28 August 2024****Auckland  
Council**

## Applicant details

Are you lodging this application at least 20 working days before the event? (Excludes today, public holidays and day of the event.)

- ☒ Yes  
☐ No

Please complete the following information for the legal entity to appear on the licence.

A company

### Company name

B-O-P BREWERY LIMITED

### Registration number

9429038377990

### What Act was the company incorporated under?

- ☒ Companies Act 1993  
☐ Other

### Phone number

075752739

### Mobile number (optional)

### Email

If your application is approved, the licence will be emailed.

[lisa@onelovefestival.co.nz](mailto:lisa@onelovefestival.co.nz)

## Mailing address

### What is the address type?

- ☒ Street address  
☐ Rural address  
☐ PO Box  
☐ Private Bag  
☐ Counter delivery  
☐ International

### House number and street

107 Newton Street

### Building and/or floor (optional)

## Alcohol Special Form

**Suburb**

Omanu

**City**

Mount Maunganui

**Postcode**

3116

**What is your preferred method of contact?**

- ☒ Email  
☐ Phone number  
☐ Postal address

## Risk rating

**Has the applicant been convicted of any offences?**

- ☐ Yes  
☒ No

Duty Manager or Person Responsible  
details

## Alcohol Special Form

Duty manager or person responsible for making sure the licence conditions are adhered to.

Legal first and middle names

Glenn Edgar

Legal last name

Meikle

Does the person above hold a Manager's Certificate?

- ☒ Yes  
☐ No

What is their Manager's Certificate number?

21/CERT/27323/2022

When does their Manager's Certificate expire?

23-12-2024

Duty manager or person responsible for making sure the licence conditions are adhered to.

Legal first and middle names

Niall

Legal last name

Harley

Does the person above hold a Manager's Certificate?

- ☒ Yes  
☐ No

What is their Manager's Certificate number?

21/CERT/27324/2022

When does their Manager's Certificate expire?

26-11-2024

Duty manager or person responsible for making sure the licence conditions are adhered to.

Legal first and middle names

Lisa

Legal last name

Te Huia

Does the person above hold a Manager's Certificate?

- ☒ Yes  
☐ No

What is their Manager's Certificate number?

21/CERT/27045/2022

When does their Manager's Certificate expire?

25-09-2024

## Alcohol Special Form

Duty manager or person responsible for making sure the licence conditions are adhered to.

Legal first and middle names

Jack Patrick

Legal last name

O'Shea

Does the person above hold a Manager's Certificate?

- ☒ Yes  
☐ No

What is their Manager's Certificate number?

21/CERT/80004215/2022

When does their Manager's Certificate expire?

02-06-2026

## Landowner details

Are you planning to hold the event(s) on a reserve, building or facility owned by Auckland Council?

- ☐ Yes  
☒ No



## Event location

Is this application for premises or for a conveyance (for example, bus, ferry or train)?

- ☒ Premises  
☐ Conveyance

What is the name of the building or the trading name of the premises?

Auckland Show Grounds

What is the event address?

217 Green Lane West Epsom

Which parts (if any) will be designated as a supervised area (minors must be accompanied by a parent or legal guardian)? (optional)

N/A

Which parts (if any) will be designated as a restricted area (minors are not permitted)? (optional)

Entire Event Site

Is a licence already held for the premises?

- ☐ Yes  
☒ No

## Event details

Enter the details for each event below. For 'Type of event', give the main purpose or nature of the occasion or event(s). For example, a wedding.

Juicy Festival

Type of event

Outdoor Concert

Number of people attending

More than 400 people

Expected age range

18 - 55

Alcohol selling start time

12:30 pm

Alcohol selling end time

10:30 pm

Event date

11-01-2025

**Attach alcohol management plan for any events listed above with over 400 attendees** Please note that the documents uploaded need to be in either a PDF, JPEG or PNG format. Each individual file should be 20MB or less.

JuicyFest AMP.pdf

5 MB

**How will you sell or supply alcohol at the event?**

- ☒ On site : the licensee can sell or supply alcohol for consumption on-site to people attending the event(s).  
☐ Off-site : the licensee can sell alcohol for consumption elsewhere, to people attending the event.  
☐ Both On-site and Off-site

**Will you sell tickets for the event(s)? For example, tickets for entry or food/alcohol.**

- ☒ Yes  
☐ No

**Attach ticket example**

**Please note that the documents uploaded need to be in either a PDF, JPEG or PNG format. Each individual file should be 20MB or less.**

JuicyFest Test Ticket.pdf

1021 KB

**Will a charity or group benefit from the proceeds?**

- ☐ Yes  
☒ No

**Will there be any goods and/or services (excluding food and alcohol) sold or supplied at the event(s)?**

- ☒ Yes  
☐ No

## Alcohol Special Form

Please provide details of the goods and/or services.

Festival Merchandise (Clothing etc)

## Host responsibilities

### What food will you sell and/or supply at the event(s)?

Chinese Cuisine | Hot Dogs | Vegan Food | Burgers | Loaded Fries | Kebabs | Nacho's | Wedges | Dumplings | Fritters | Hangi etc

### What non-alcoholic and low alcohol refreshments will you provide?

- ☒ Soft drinks / juice / water  
☒ Low alcohol beer  
☒ Other

Coffee | Bubble Tea | Smoothies

### How will you make drinking water available free of charge?

- ☐ At table while customers are seated  
☐ At the bar on request during business hours  
☐ At bar or side table for self-service during business hours  
☒ Other

Onsite Water Outlets

### How will you sell alcohol?

- ☒ Cans  
☐ Glasses  
☐ Bottles  
☒ Other

Plastic Biodegradable Cups

### What is the experience and training of the applicant?

Over 17 years providing bar services for many events including the One Love Festival (since 2014), Bay Dreams Festival, Good Vibes Festival, Blackcap

### What type of alcohol do you intend to sell (tick all that apply)?

- ☒ Beer  
☐ Wine  
☒ Cider  
☐ Spirits  
☒ RTDs  
☐ Liqueur

### How many serves of alcohol do you intend to allow customers to purchase at a time?

2 for GA & VIP and 1 for VVIP

### Is the event focused on youth aged 25 years and below?

- ☐ Yes  
☒ No

### Provide a copy of venue's floor plans

Highlight the proposed licensed area, the main entrance, and any restricted or supervised areas. Please note that the documents uploaded need to be in either a PDF, JPEG or PNG format. Each individual file should be 20MB or less.

JuicyFest Site Plan.pdf

6 MB

### How will you provide help and information on alternative forms of transport?

Signage will be displayed at the bars and entrance/exit to show easy contact details of alternative transport, such as taxi's, dial-a- driver and Uber App de

### How will you prevent selling alcohol to prohibited people?

Intoxicated patrons arriving at the event will be refused entry. Unauthorised persons will not be served and will be removed from the licensed area. ID che

### How else will you promote the responsible consumption of alcohol?

Security will be available at all times monitoring patrons during the event. Patrons may not bring alcohol into the event, nor take alcohol from the event. In

### What systems, training and staff will be in place to help comply with the law?

Responsibility. Lisa remains a key staff member and employee at BOP Brewery Limited events and is equipped to train new staff. Staff members have op

## Terms and conditions

Before submitting my application, I understand that:

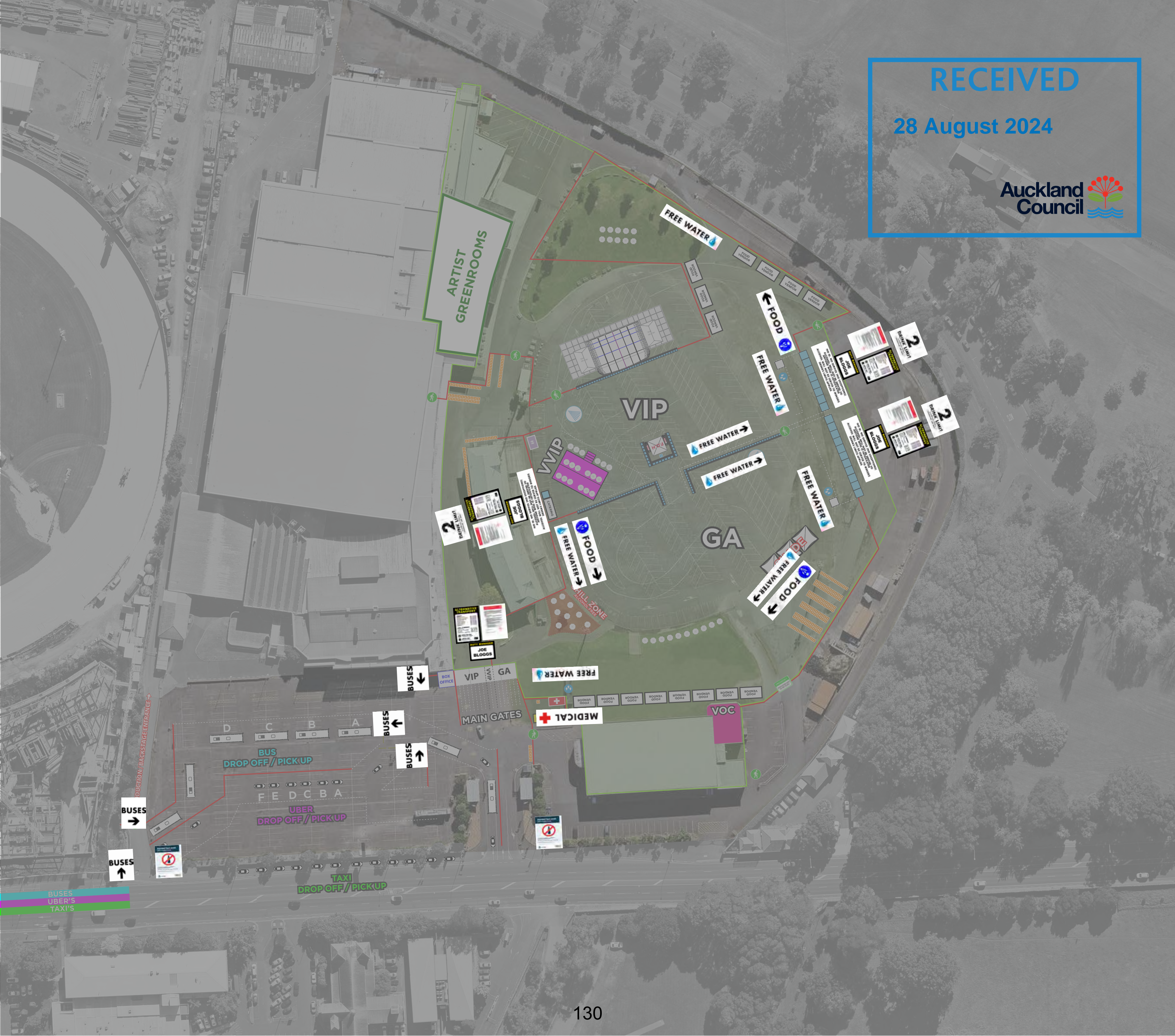
- I must pay a licence fee.
- I may have to pay additional charges before my licence is issued.
- My application may be returned if the incorrect documentation has been supplied.

☒ I confirm the information I have provided is accurate, and I agree to Auckland Council's [terms and conditions](#) and [privacy policy](#).

Price: \$575.00



28 August 2024







BOP BREWERY LIMITED

# ALCOHOL MANAGEMENT PLAN



AUCKLAND



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## 2. INTRODUCTION

Many events are associated with the consumption of alcohol and drugs, which can have adverse effects on the well-being and safety of attendees, and even impact the overall success of the event.

Adopting a practical approach to the management of alcohol and drug-related issues during events holds the potential to save lives.

Additionally, offering well-considered and comprehensive support for alcohol and other drug-related matters not only resonates with attendees but can also extend its positive impact to the larger community through effective communication.

This document outlines the joint efforts of Juicy Festival Limited, BOP Brewery Limited to mitigate issues related to alcohol and substance abuse through thorough policies, protocols, responses, and training initiatives, with the primary aim of reducing harm. A copy of this Alcohol Management Plan will be available in the Venue Operations Centre.

## 3. EVENT SUMMARY

### 3.1 EVENT OVERVIEW

The Juicy Festival, or Juicy Fest, as it's colloquially named, is an R18 one day festival scheduled for 8 shows across New Zealand & Australia in summer of 2025.

Boasting a star-studded line-up, including headliners Ludacris and Akon, the performance schedule is packed with artists responsible for some of R&B and hip hop's biggest hits of the 1990s and 2000s.

The event will also shine a spotlight on a collection of iconic talents, including Keyshia Cole, SWV, Omarion, Fat Joe, Baby Bash, Pleasure P, Ying Yang Twins, and returning to the festival is Twista and Bizzy Bone (accompanied by Layzie Bone).

## 3.2 EVENT DETAILS

<b>Event Name</b>	<b>Juicy Fest</b>
<b>Event Location</b>	Auckland Showgrounds Greenlane AUCKLAND
<b>Date</b>	Saturday 11 <sup>th</sup> January 2025
<b>Capacity</b>	10,000
<b>Expected Attendance</b>	8,000
<b>Event Schedule</b>	
12:00pm	Gates Open / DJ
12:30pm	Bars Open/Entertainment Commences (DJ)
1:00pm	Bobby V
1:25pm	Pleasure P
1:55pm	Ying Yang Twins
2:25pm	Baby Bash
2:55pm	SWV
3:25pm	Jay Sean
3:55pm	Twista
4:25pm	Jacquees
4:55pm	Jeremih
5:25pm	Omarion
5:50pm	Bizzy Bone & Layzie Bone
6:25pm	Fat Joe
7:05pm	Keyshia Cole
7:55pm	Akon
8:55pm	Ludacris
10:00pm	Sale and supply of Alcohol to cease
10:30pm	Entertainment Ends/Bar Closes
11:00pm	Gates Close

### 3.3 EVENT MANAGEMENT

<i>Promoter:</i>	Juicy Festival Limited
<i>Event Organiser/Management:</i>	Glenn Meikle & Matt Spratt
<i>Event Manager:</i>	Annabel Marshall
<i>Liquor License:</i>	BOP Brewery Limited
<i>Licensee Manager:</i>	Glenn Meikle of BOP Brewery Ltd
<i>Security:</i>	Red Badge & Uso's Keeper Protection
<i>Head Of Security:</i>	Ashley Quensell

#### Promoters

At the helm of Juicy Fest Limited, Glenn Meikle and Matthew Spratt jointly serve as Owner/Managing Directors.

With a combined experience spanning over 17 years, Glenn's expertise extends to numerous large-scale events, notably including the inception of One Love and Bay Dreams Festival in 2014 and 2016 respectively.

Matthew Spratt, a seasoned businessman, while not directly from the events background, contributes valuable business acumen that strengthens the Juicy Fest brand

#### Licensee

Experienced licensee operators BOP Brewery Limited leads the licensing aspect of the event. BOP Brewery Limited have been a cornerstone provider of bar services for a multitude of events across parts of New Zealand for over 17 years, with Glenn Meikle as licensee manager.

Please see page 47 for BOP Brewery Limited's event history.

## 4. AIMS & OBJECTIVES

### Aims

In collaboration with Juicy Festival Limited, BOP Brewery Limited are committed to upholding the standards and expectations set forth by the Health and Safety at Work Act 2015. This includes a resolute recognition of our primary responsibility to ensure a venue free from health and safety hazards for both workers and patrons.

Furthermore, we are dedicated in our aim to ensure full compliance by all event personnel, including managers, bar staff, and security, with the stipulations outlined in the Sale and Supply of Alcohol Act 2012. This incorporates strict adherence to all licensing conditions and Host Responsibility obligations. Recognising the event's association with alcohol provision, we hold an objective of curbing excessive alcohol consumption and mitigating alcohol-related harm through strategic interventions.

### Objectives:

- Foster a secure environment and a positive experience for all individuals attending the event.
- Diminish the presence and usage of illicit substances prior to and during the event.
- Promptly identify and address emerging issues, thereby preventing their escalation.
- Minimise the occurrence of incidents arising from alcohol or drug misuse.
- Prevent instances of intoxication.
- Ensure responsible alcohol service, refraining from serving unauthorised patrons, including:
  - Minors
  - Intoxicated patrons
- Facilitate the availability and active promotion of substantial food options and free water.
- Exercise responsible alcohol service practices, including the decision not to serve alcohol when appropriate

## 5. GATE ENTRY & TERMS OF ADMISSION

BOP Brewery Limited, have a strict intox screening plan that includes 4 points of interaction - Bag search, ID check, ticket scanning and an “Intox. Team” (specifically monitoring for Intoxication and Minors – see page 24 for further information) – this screening plan ensures underage and intoxicated patrons are identified and extracted before entering the event and any contraband is removed from patrons entering the event.

Security teams will be actively monitoring for patrons ‘pre-loading’ in the areas external to the event perimeter and from public transport and taxi/uber drop off points. Any patrons seen to be drinking on arrival will be refused entry.

Juicy Fest organisers are keen to work with council to put a ‘temporary liquor ban’ in place surrounding the venue.

### 5.1 ENTRY GATES

Entry aisles will be allocated based on a proportional guideline of (subject to available space): 1 aisle per 500 attendees (for VIP) and 1 aisle per 1,000 attendees (for GA), which will encompass at least one VVIP entry and one designated exit aisle. Given that the event will be held outdoors, existing and temporary external lighting will be implemented where needed.

### 5.2 ENTRY REFUSAL

Entry will be refused to any customer for the following reasons:

- Unable to produce valid and acceptable identification
- Unauthorised persons (intoxicated, underage)
- Invalid Ticket
- Gang Regalia/insignia (including gang tattoo’s) - Patrons will be given the option to change or cover up.

### **5.3 TICKETING AND ACCREDITATION**

Entry to the Event will be one of four ways:

- Admission Ticket (GA / VIP / VVIP)
- Door Sale Ticket – if applicable, based on ticket sales
- Complimentary Ticket
- Accreditation Pass

### **5.4 IDENTIFICATION**

Patrons entering the event will be required to show proper identification to event staff if requested. Only current and valid identification of the prescribed type will be permitted, such as:

- NZ Driver's License
- Passport
- HANZ 18+ Card / Kiwi Access Card

If fake ID is presented upon entry, the ID will be confiscated and handed to police. The patron presenting the fake ID will forfeit their entry and be asked to leave.

### **5.5 BAG SEARCH PROCEDURE**

Patron bags will be searched at the entry to the venue. Patron's personal effects (jackets/pockets) may also be searched where there are reasonable grounds to believe that the patron is attempting to smuggle prohibited items in the venue. Patron's refusing to empty their pockets, or otherwise, may be refused entry.

Patrons may also be subject to random profiled 'pat-down' searches and/or metal detector wand scanning – either at the gate, or anytime within the venue.

## 5.6 BINS

Bins (for surrendered articles and alcohol) will be distributed by waste management contractors, at designated ingress areas in the external environment of the venue. This will include access routes from public transport stops and neighbouring streets where patrons will be traveling from. Bins located in the following areas (*as per Waste Management plan and subject to change*):

- at the entry gate/bag search area
- Public Transport areas
- Uber/Taxi entrance points

A detailed bin placement plan will be part of the overall Waste Management Plan which will be presented and distributed to all key stakeholders in the leadup to the event.

## 5.7 EVICTION AND INFRINGEMENT

In cases of eviction, for whatever reason, patrons will be escorted out of the venue. Any wristbands worn by the patron will be removed. In more severe instances, local Police may be contacted. All evictions and infringement will be noted in the Event/Security Radio Log.

## 5.8 NO PASSOUTS

The event will enforce a one-way door policy. Once a patron is admitted into the event, re-entry will not be permitted if they leave the venue.

Exceptions can be made on a case-by-case basis at the discretion of the gate security supervisor or manager, such as for medical needs or other essential items. Re-entry will be denied in all other cases.

Medical needs such as, asthma inhaler | insulin. Other essential items or needs such as, sanitary products | breastfeeding issues. Permission to leave will only be granted to one person per 'group'.

## 5.9 CONDITIONS OF ENTRY

For the comfort, safety and enjoyment of all patrons, Event Management reserve the right to remove or refuse entry to any patrons, without refund whom:

- Are deemed to be intoxicated and/or disorderly
- Refuses to have a bag/person search conducted
- Are carrying items which are deemed to have the potential to cause injury or public nuisance
- Holding a ticket purchased through an unauthorised seller
- Have been issued a trespass notice that still applies
- Cannot produce valid R18 ID (Passport, NZ Driver's License, HANZ 18+ Card or Kiwi Access Card)
- Participates in dangerous activities such as stage diving, crowd surfing or climbing of any structure

Patrons who cause a disturbance or refuse to comply with requests made by Event Management/Security staff, will be evicted from the venue.

- Pass outs not issued for the Event
- Alcohol will not be permitted to leave the Event site
- Personal items brought into the Event will be at the owner's own risk
- Management will not be held responsible for the loss or damage to any personal property
- Unauthorised soliciting and customer survey is not permitted.



## 5.10 PROHIBITED ITEMS

- Alcohol, drugs, or drug paraphernalia
- Food or beverage
- Fireworks, explosives, or flares
- Laser pointers and air horns
- Any item that could be used as a weapon
- Gang patches or regalia
- Professional camera, video equipment or drones
- Audio recording devices for commercial purposes
- Umbrellas - any item that could cause injury
- Glass of any kind
- Aerosol products / cans
- Chilli bins
- Flyers, samples, or other promotional items
- Kites, skateboards, scooters or hoverboards.
- Sharpies, markers, or permanent pens
- Tarps, tents or sleeping bags
- Hi-Viz vests or jackets that could be confused with security or event staff
- Toy guns, water guns or slingshots
- Animals (excluding approved service dogs, such as guide dogs and police or emergency service dogs)
- BBQ or cooking equipment.

## 5.11 PERMITTED ITEMS

- |                                 |                                  |               |
|---------------------------------|----------------------------------|---------------|
| • Empty plastic water bottles   | • Sunblock, sunglasses, hats     | • Ear plugs   |
| • Personal camera / go-pro      | • Small chairs                   | • Eye drops   |
| • Hand sanitizer and baby wipes | • Sealed cigarettes and lighters | • Fanny packs |
| • Mobile phone and charger      | • E-cig and vape pens            | • Gum         |

## 6. PROVISIONS

### 6.1 FOOD

Recognising the significant role of consuming food before or alongside alcoholic beverages, in mitigating intoxication, we will ensure that food is consistently and conveniently accessible whenever alcoholic beverages are being provided.

The number of food vendors will be based on ticket sales - The venue is committed to adhering to a ratio of one food vendor for every 700 attendees.

The selection of food vendors will be based on their ability to efficiently cater to the expected demand as well as provide fast food options, throughout the event's duration.

To maintain the ratio, of one food vendor for every 700 attendees, additional food vendors will be added as ticket sales increase. The full list of food vendors will be finalised by August and will be shown on page 45.

Bar staff will actively promote the availability of food throughout the event and signage will be displayed in various areas.

### 6.2 FREE WATER

On-site water supplies will be utilised throughout the venue and if needed or required, additional water stations (size and type are yet to be confirmed) will be included. Each water station will be equipped with, taps and biodegradable compostable cups. Water stations will be located (as shown in the site plan) to the front of both bars (GA & VIP), at both food vendor areas (GA & VIP) - please note the water station in the GA food area, is adjacent to the Medic and Crowd Care.

Staff will ensure that cups are continuously restocked. Clear visible signage, indicating free water locations, will be placed strategically around the venue, above head height for easy detection. Security personnel will distribute free water in the barricade pit, and in the queuing area external to entry points, where it tends to get extremely hot, and patrons are reluctant to leave their spots at the front. Free water will also be available at the entry

## 6.3 BEVERAGES

### Non-Alcoholic Beverages

Various non-alcoholic beverages, including sugar-free options, will be available for purchase at all bars. A number of food vendors may also offer non-alcoholic beverages such as milkshakes, smoothies, juices, soft drinks and hot drinks.

### Low Alcoholic Beverages

Low and Zero alcoholic beverage choices will be actively highlighted. At least two low alcoholic beverages, either two beers or one beer and one RTD (2.5%), as well as at least one zero alcohol beer or RTD, will be available at all bars.

### Alcoholic Beverages

The bar will provide a variety of beer, RTD's, and cider. Alcohol percentage will not go over 5% ABV per unit. Type of beverages are as follows:

#### RTD's

- Bourbon/Cola – 330ml can 5%
- Whiskey/Lemonade – 330ml can 5%
- Whisky/Dry – 330ml can 5%
- Vodka/Flavour1 – 330ml can 5%
- Vodka/Flavour2 – 330ml can 5%
- Pink Gin/Soda – 250ml can 5%

#### CIDER

- Apple Cider – 330ml can 5%

#### BEER

- Beer1 – 330ml can 5%
- Beer 2 – 330ml can 5%

#### LOW & ZERO ALCOHOL

- Low Alcohol Beer1 – 330ml bottle 2.5% (decanted)
- Low Alcohol RTD – 330ml can 2.5%
- Zero Alcohol Beer – 330ml bottle 0% (decanted)  
(a second low alcohol beer may be added if a low alcohol RTD is not available)

### Drinking Vessels

Bars and several vendors will exclusively use biodegradable plastic cups and aluminium cans for all beverages, and all free water stations will be stocked with biodegradable cups. Glass is not permitted in public areas; any low or zero-alcohol beverages provided in bottles will be decanted into cups. Artists may use glassware and bottles, but these must stay within the artist area.

## 6.4 LICENSED AREAS

The entire event site (as shown in the site plan) will be designated as Restricted. A no-pass-out policy will be implemented – once a patron has entered the event, departure will only be permitted if the patron does not intend on returning. Alcohol may not be brought into or taken from the licensed area.

### Zones

The event will be divided into two distinct sections: General Admission (GA) and VIP. These two zones will be segregated by a low moat-like fencing system, overseen by internal security personnel. Unauthorised access will be effectively prevented. Each zone will be equipped with its own provisions for food, beverages and toilet facility's.

#### General Admission Area - Capacity = 5,500

The main area of the site (as shown in the attached site plan) is the General Admission area, which will cater to the majority of festival attendees. All amenities will be located within this area – this includes, food, beverage, toilets, medic etc.

#### VIP Area - Capacity = 4,000

The VIP area, which has limited capacity, is situated directly in front of the stage for optimal viewing. All amenities, including food, beverages, toilets, and medical, will be available within this area. Access to the VIP area will be through a dedicated entrance, separate from the General Admission entrance. VIP patrons can move between the VIP and GA areas, but re-entry to the VIP area from the GA area will require a wristband check.

Patrons will also be screened for intoxication and may be denied re-entry into the VIP area if found intoxicated. Those denied re-entry may be escorted to the external Rehydration/Intoxication Station.

### VVIP Area – Capacity 500

The exclusive VVIP section occupies a prime festival location (within the confines of the VIP area). Food and beverage will be supplied during the festival via experienced caterers. The rear of the VVIP section will be enclosed with high scrimmed fencing, while the front will feature a double moat-like lower fencing to prevent drinks from being handed over to non-VVIP patrons.

Access to the VVIP area is strictly limited to 500 ticket holders. Tickets include a comprehensive package including a private bar, serving complimentary beverages (no table service), meals and snacks, premium restroom facilities, elevated prime viewing of the stage, tables, umbrellas, seating, bar leaners, bean bags, express entry to the festival and dedicated parking.

Experienced caterers will oversee all VVIP catering needs, including buffet-style lunch and dinner, as well as continuous snacks throughout the day. VVIP guests can revel in an elevated space that offers a panoramic outlook over the crowd and an unobstructed view of the stage. Free food and beverage are forbidden to be taken from the area.

The VVIP zone will be staffed by experienced bar, security and management staff to ensure guest satisfaction and adherence to license conditions. The entire VVIP area will be managed by licensed Duty Manager, Jack O'shea – who will be travelling, as part of the tour, to each of the shows. It is important to note that despite the premium service, all applicable liquor licensing regulations will be strictly upheld, with no exceptions granted to VVIP guests. Prior to the event, event attendees will receive communications emphasising a zero-tolerance policy towards intoxication and any form of intimidation to patrons and staff. All patrons are expected to consume alcoholic beverages responsibly, and individuals found to be intoxicated and/or intimidating, will be removed from the event, irrespective of their ticket type.

A maximum drink limit of one alcoholic beverage per person, per serve will be enforced within the VVIP area, and any attempts to stockpile drinks will not be tolerated. If apparent that intoxication levels are increasing a decision may be made to temporarily close the bar for a period of no less than 30 minutes. It is difficult to define a specific temporary closing and re-opening time, but our experience and knowledge will assist in determining an appropriate interval. Management will monitor the situation closely and choose the ideal time to temporarily close the bar, and in turn re-open using the same approach. Please note there is no limit of drinks over the entire duration of the event. Strick monitoring of the VVIP area will be upheld by the assigned duty manager, bar staff and a number of security personnel, specifically dedicated to this area.

### Artist Area

The entire artist area, which includes the stage, backstage, greenroom(s) and all areas in between, will be included in the licensed area. This area will only be accessible by artists, their personnel, and other authorised event personnel. Although the majority of artists will arrive just prior to performance, and leave following their performance, food will be available, including but not limited to, platters of cheese, crackers, fruits, meats, chips, and dips.

Each act will have an individual greenroom tailored to their specific hospitality preferences, including requested food platters, hot meals, and selected beverages. Any alcohol spirits included in artists riders, are to remain, and be consumed, within the greenroom of that act.

Artist liaisons will cater to the needs of all backstage individuals as well as monitor and manage intoxication levels with the help of private security stationed backstage who will also ensure the security and safety of artists and crew members. A licensed duty manager, or a comparable role, will make periodic visits to artist area to assess the environment and address issues as necessary. All pertinent information will be communicated to artist management prior to the event.

## 6.5 TOILET FACILITIES

The organisers of Juicy Fest have extensive experience with large events, and one consistent success is that there has rarely been a complaint regarding the availability or condition of toilets. By maintaining a ratio of 80 patrons per unit, we will ensure adequate toilet facilities for all, including urinals and accessible toilets. Additionally, the VVIP area will be equipped with luxury toilets, adhering to the same 80:1 ratio. A number of units will also be placed near entry points external to the venue perimeter.

## 6.6 BARS

Three bars will be operational during the event – The GA bar, VIP bar and VVIP bar. The GA and VIP bars will be adjacent to each other but staffed and managed separately. All bars will commence operation no earlier than 30 minutes following the opening of gates (12:30pm), until the conclusion of entertainment (no later than 10:00pm), with the last alcoholic beverages served 30 minutes prior – after thorough assessment of intoxication levels, management may decide to cease alcohol sales at the commencement of the final act (approximately 9:00pm)

## 6.7 BAR PEN

A fenced enclosure (bar pen) will be located at the forefront of the GA & VIP bar areas, as depicted in figures 01, & 02. The GA bar pen will span approximately 60m x 8.8m, and the VIP bar pen will cover 24m x 8.8m. Please note, the bar and pen sizes may change with ticket sales – Fig.02 is based on a total of 10,000 patrons (4,000 VIP & 6,000 GA)

With a “Disney/Airport” barrier system to the front, leading into an open pen area directly in front of the bar service area, this system is our preferred approach and encourages a free flow of patrons into the bar pen area by eliminating barriers. This system enhances monitoring and prevents congestion.

Entry into the bar pen will be through a single-entry point monitored by security personnel. Staff within the pen will monitor patrons for intoxication and possession of excessive alcoholic beverages. Security and bar personnel will ensure orderly movement and control within the pen as well as ensuring patrons are not returning immediately after exiting the pen in an attempt to stockpile beverages.

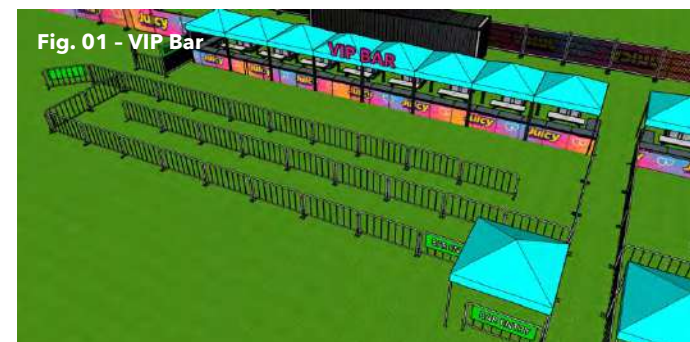
### Effective System

The bar pen system will be implemented as follows:

- Security personnel at entry and exit points.
- Alcohol not permitted to be brought into the bar pen.
- Exits checked for excess alcoholic beverages.
- Intoxication and security monitoring within the pen.
- Clear communication between security, bar, and management.

### Bar Pen Advantage

- Security personnel at entry and exit points.
- Patrons prohibited from bringing alcohol into the bar pen.
- Exit security ensures patrons possess no more than two alcoholic drinks.
- Intoxication and security monitoring within the pen.



## **7. CONTROL SALE & SUPPLY**

### **7.1 EXPERIENCED LICENSEE OPERATORS**

BOP Brewery Limited, acknowledges the influence of patrons' pre-event expectations on their behaviour during the event. Therefore, establishing clear guidelines about the event will be of paramount importance.

With its extensive experience as festival/event licensee operators, BOP Brewery Limited will oversee and manage all aspects of liquor licensing conditions and legal requirements. This approach will mitigate the risk of irresponsible alcohol service and foster effective communication among event staff during the course of the event.

### **7.2 MINORS**

The event is exclusively for individuals aged 18 years and above. The entire licensed area will be designated as Restricted, permitting minors entry only if they are employed for specific tasks such as food preparation, cleaning, or maintenance. All staff are well-informed about the legal requirement of not serving liquor to minors.

Should a Minor be found attempting to enter the premises or found inside the premises, security will escort the minor to the nearest exit.

Should the minor be considered a 'child', efforts will be made to contact the parent(s) or guardian, otherwise police will be contacted.

### **7.3 VIGILANCE AT THE ENTRY POINTS**

Each event entrance will have at least one duty manager and/or a senior staff member specialising in intoxication monitoring, alongside security personnel. Their task will be to vigilantly monitor patrons for signs of intoxication, as well as ensuring patrons are of legal age.



## **7.4 CROWD CARE (REHYDRATION / INTOXICATION - STATION)**

The Crowd Care area will be positioned near the medic station, outside the licensed zone, and staffed by at least one licensed manager and one security personnel from the moment the gates open. Medical staff will be available if required. Additional 'Intox Staff' (refer to page 26) will monitor the entry area, specifically observing patrons for signs of intoxication. As the entry flow stabilizes, staff will be reassigned to internal bar areas as needed.

The Crowd Care area is intended only for patrons being assessed for intoxication and staff. In some cases, a friend or family member may stay with the patron to assist in gathering information and ensuring the patron gets home safely. An admission database will be maintained to log all entrants.

### **Procedure**

Upon arrival at the event, patrons who appear intoxicated or are becoming intoxicated will be taken to Crowd Care for further evaluation. Staff will then decide whether the patron will be refused entry due to intoxication or allowed to enter if deemed sober.

Patrons within the event who are found to be intoxicated or showing signs of intoxication will be escorted to Crowd Care for assessment. If deemed intoxicated, they will be escorted to the nearest exit and removed from the event.

Once a patron is admitted to Crowd Care, they will be evaluated by the Crowd Care duty manager, which may include breathalysing the patron. Bottled water will be provided to all admissions, and food will be available if necessary. Please note, a water station will be set up adjacent to the Crowd Care area for additional water supplies.

An admissions database will be maintained to log all entries. Alcohol is strictly prohibited in the Crowd Care area and will be confiscated and disposed of as required.

### **Breathalysing and Assessment**

The Crowd Care will employ an industrial-grade breathalyser to assess intoxication levels. If deemed intoxicated, patrons will be refused entry, have their wristbands removed, and be provided care until they can leave safely. Assistance in contacting friends or family for their well-being and departure will be provided, and if needed, we can offer taxi or uber fare home.

## 7.5 ALCOHOL DRINK LIMITS

To promote responsible drinking habits, a maximum limit of 2 alcoholic beverages (excluding VVIP which will have a drink limit of 1 drink per person) per individual per transaction will be implemented.

This measure is aimed at curbing excessive alcohol intake, ensuring the careful monitoring of intoxication levels, and discouraging the accumulation of multiple drinks. The consumption of alcohol will be closely supervised, and potential adjustments to the beverage limit will be considered based on evaluations conducted by management (see page 20 'Mitigating Further Harm').

## 7.6 ALCOHOL DRINK ABV%

- Zero Alcohol – not exceeding 0.05%
- Low alcohol beer – not exceeding 2.5%
- All other alcoholic beverages – not exceeding 5%

## 7.7 PATRONS

### Proactive Assessment

Event staff will actively monitor attendees for signs of intoxication during the event. Regular evaluations of intoxication levels will ensure compliance with the Sale and Supply of Alcohol Act 2012 and licensing conditions.

### Intervention and Prevention

Staff and managers will intervene before patrons reach an escalated state of intoxication. Security and bar personnel will be equipped and motivated to monitor patrons for intoxication.

Signage at the bar and entrance will reinforce that intoxicated individuals will not be served. Recognising signs of escalating intoxication, training for staff on intervention techniques has been provided.

### Intoxicated Patrons

The Organiser, licensee, and their representatives will abstain from serving alcohol to patrons under the influence of alcoholic beverages, as defined on page 42 of this document.

Such individuals will not be allowed on the premises, aligning with the goal of preventing patrons from becoming intoxicated.

## 7.8 RESTRICTING SERVICE

Upon arrival and after ticket validation, patrons will receive a wristband with a specific colour code corresponding to their ticket type. Gate staff will securely fasten the wristband to the patron's arm.

Patrons are to be worn by patrons at all times. Patrons without a wristband affixed (signifying illegal entry or self-removal of wristband), will be evicted from the event (unless reasons can be justified).

If at any time during the event a patron displays signs of approaching intoxication, their wristband will be replaced with one of the following 'restricted' wristbands:

- **Yellow – No alcohol permitted.**  
Under the influence of alcohol but not deemed intoxicated; escorted to an internal Medic/Rehydration Tent for further evaluation if needed or unsure.
- **Red – Subject to eviction from the event**  
Intoxicated; escorted to the external Intoxication/Rehydration Station in preparation for eviction. Any attempt to try to re-enter, will be denied.

For patrons with a yellow restriction wristband, limitations will remain in effect until wristband replacement, following assessment by a manager. This could mean wristband replacement with a higher or lower restriction.

## 7.9 MITIGATING FURTHER HARM

As the event progresses, it may become evident that intoxication levels are rising, and as per license conditions, if necessary, liquor licensing agencies can reduce the alcohol drink limit.

Once the decision to reduce alcohol serves is made – by either liquor licensing agencies, the licensee, or management – each bar must be informed and prepared for this change.

Before implementing the reduced alcohol drink limit, a management team, consisting of the licensee and a senior security staff member, will visit each bar to discuss the situation with the Duty Manager, Security, and Senior staff. Upon notification, the following steps will be taken:

- The Duty Manager to inform all serving staff of the situation.
- Senior bar staff will update all relevant signage (e.g., changing from a 2 Drink Limit to a 1 Drink Limit).
- Security will inform all dedicated bar security of the situation.
- Security will temporarily close entry to the bar pen until preparation is complete.
- Security will then re-open the bar pen with the new limit of one alcoholic drink per person per serve.

The management team will start with the most affected bar and then move to the second bar (VIP and GA bars). This procedure excludes the VVIP bar, which follows different protocols (see page 15). These measures may only need to be enforced at one bar.

To further minimise potential harm, approximately one hour prior to the conclusion of the special license, and following thorough and vigilant monitoring and evaluation, a decision may be reached to suspend alcohol sales entirely could also be deemed a more suitable course of action.

## 7.10 DEBRIEFS

Periodic operational debrief sessions will be held at the designated Venue Operations Centre (VOC), involving the licensee, event management, police, security, medical personnel, and other relevant stakeholders. These hourly discussions will ensure the smooth execution of the event and address any necessary actions to adhere to the event's plan.

Prior to these sessions, a separate licensing debrief will occur with licensing agencies only, including the licensee, licensing inspector, licensing medical officer, liquor licensing police, and medical staff. This separate debrief will address any licensing issues, which will then be discussed during the operational debrief, so messages can be conveyed to all stakeholders and any action required will be made clear to all parties.

## 7.11 ALTERNATIVE TRANSPORT

### Egress Buses (TBC)

To assist with dispersing people away from the venue as quickly and safely as possible post event, we will utilise Auckland Transport current services from Manukau Road. Patrons have access to integrated ticketing, which means they can use public transport for free to get to and from the event.

Auckland Transport have committed to running 10 x extra services on egress to help disperse patrons. All buses will take patrons to 'yet to be confirmed' drop off points, where further public transport options can be sought to their destination if required.

The Logan Campbell car park area will be designated specifically for Alternative transport. Buses and Ubers will enter the designated area through Gate 1 and exit through Gate 2 – the roadside (adjacent to the Logan Campbell car park) will be designated for Taxi's only.

Signage will display contact information for alternative transport options such as taxis, dial-a-driver, and Uber details. 'Intox Managers' will assist with calling taxis and dial-a-drivers.

## 8. STAFF

BOP Brewery Limited has achieved some success to the increased level of customer experience at various venues around New Zealand. It will be the challenge to all staff to build on this success further.

BOP Brewery Limited has been providing bar services for notable events (Juicy Fest, Bay Dreams, One Love Festival, Black Caps cricket) for over 16 years. Other services have also extended to events like Good Vibes Winter Festival, Mitre 10 Rugby, Black Caps Cricket, Beast of a Feast, Vegan Vibes, and First We Eat – Food & Wine Festival, as well as numerous smaller-scale events and concerts.

### Experienced Staff

BOP Brewery Limited has cultivated an extensive database of event staff, most of whom have been recruited to manage alcohol sales and service at numerous events.

Over the years, a dependable and trustworthy team has been formed, consisting of dedicated individuals who return annually as valued members of our event crew.

This team boasts extensive knowledge of liquor licensing regulations, considerable experience, unwavering confidence, and a strong passion for their roles. This is why we consistently opt to engage their services.

### Key Objectives:

The core goals for staff involve:

- Ensuring an optimal welcome for patrons during entry through staff selection and presentation.
- Maintaining consistent application and clear explanation of event rules.
- Addressing and promptly communicating any customer concerns.
- Utilising an appropriate style or approach tailored to each individual customer interaction, including instances of eviction.

- This approach extends to not overly deploying staff for minor incidents, while adhering to the use of force continuum as dictated by each situation.

### Customer Interaction

Staff members are expected to engage in non-confrontational methods and manage each interaction on its individual merits. Extended conversations are ideally held away from the main crowd to minimise the perception of being imposing.

This approach aligns with enforcing a zero-tolerance policy for breaches of entry conditions or required behavioural standards.

### Duty Managers & Bar Staff

All bar staff will receive comprehensive training based on the Responsible Service of Alcohol Compliance Briefing Policy (refer to page 28). The majority of these staff members have previously worked at events like the One Love Festival, Bay Dreams Festival, and smaller events within the Bay of Plenty.

At least three certified Duty Managers and a licensee Duty Manager will be present on-site. Glenn Meikle, from BOP Brewery Limited, is an experienced Licensee bar manager with a history of involvement with licensed events.

- **Niall Harley** is a managing director of BOP Brewery Limited and sees to the day to day running of the on-license premise, the off-license premise as well as a brewery. Niall is involved in organising and running of a number of event bars run by BOP Brewery Limited, more specifically the non-music events such as Black Caps cricket matches, Beast of a Feast, Dinner in the Domain and Beer Awards.
- **Lisa Te Huia** employed by BOP Brewery Limited for over 16 years. Lisa has been involved in the managing and administration of BOP Brewery Limited's on-license premise, and off-license premise during her tenure. Lisa is involved in all aspects of the many event bars run by BOP Brewery Limited and is responsible for the setup, staffing and running of.
- **Jack O'Shea** is an employee of Sabre Group who run and manage 22 bars and restaurants in Auckland.

These three managers will be travelling to each of the Juicy Fest shows throughout New Zealand.

### Intoxication Management Team (Intox. Team)

Experienced staff members, along with security personnel, will be stationed at the main event entrance and various locations within the venue. Their primary responsibility will involve monitoring patron intoxication levels and taking appropriate actions.

All intox staff, except for roving personnel, will wear provided pink or yellow hi-vis vests while involved in intoxication monitoring and enforcement.

### Training and Communication

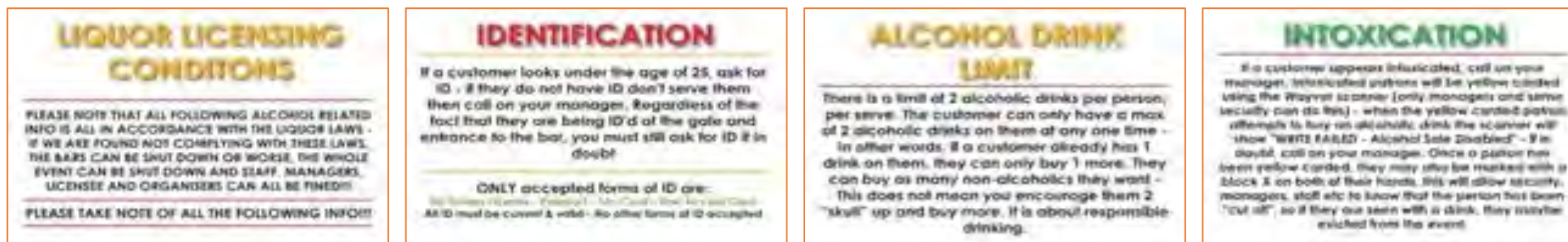
Glenn Meikle and Lisa Te Huia have both attended specialised Staff Training Seminars, focusing on the Sale of Liquor Act and Host Responsibility. Lisa remains a key staff member and employee at BOP Brewery Limited events and is equipped to train new staff. Staff members have operated under Glenn and Lisa's management during recent festivals, and many have been part of the event crew for several years. Both Lisa and Niall have completed the ServeWise online training and all potential Juicy Fest bar staff will be encouraged to complete the ServeWise online training.

A private Facebook page, managed by Lisa and a key bar staff member, ensures consistent updates and information sharing leading up to the event. Staff members can seek clarification, offer feedback, and share opinions related to the event through this platform. All staff members will receive thorough training and briefing before the event. This vital information will be communicated through the Facebook page.

The page hosts an array of information that all staff are required to know, this includes the following:

- Special License
- Liquor Laws
- Drinks Menus (and pricing)
- Site Maps
- Health & Safety





The page is constantly kept up to date with information prior to the event, via the page. This also gives page members the opportunity to ask any questions, give feedback and opinions regarding the event.

The training will encompass:

- Host responsibility
- Understanding the conditions of the special licence
- The Alcohol Management Plan & accompanying documents
- The Responsible service and management of alcohol
- How to prevent intoxication
- How to deal with intoxication
- Surveying patrons for intoxication
- Communication between staff on intoxication issues.
- Supply to minors e.g., under 25 protocols
- Briefing on individual roles and responsibilities.

## 8.1 RESPONSIBLE SERVICE OF ALCOHOL

Responsible serving of alcohol is vital for legal, health and community reasons. Our society is now less tolerant of the irresponsible use of alcohol that leads to drink driving and underage drinking. We are now far more aware of the serious social problems that are associated with such behaviour.

We want all patrons to enjoy themselves. For many people alcohol is a pleasurable part of their life, and we respect that. We are here to serve people beverages; professionally, in a friendly manner and responsibly.

The following policy provides a brief framework and will be adhered to by all bar staff:

### **Responsible Service of Alcohol (RSA) Compliance Briefing Policy**

- We do not serve anyone under 18 years of age
- We will refuse liquor service to intoxicated patrons.
- Drunk or disorderly patrons will be refused entry or asked to leave
- We will not implement any promotions that are to encourage binge drinking or rapid intoxication.
- A maximum limit of 2 alcoholic drinks per person, per serve
- All beverages will be opened to avoid stockpiling
- Low alcoholic and non-alcoholic beverages will be available at the bar

## 9. SECURITY

Licensed security personnel will be engaged by the organisers to provide security services both within and surrounding the event premises (the event environs). The decision to contract Red Badge (managed by Ashley Quensell, previously of P4G) as the chosen provider, is their ability to comprehend the licensee's role and to be a reliable partner in addressing licensing matters through their experience with events.

Security personnel will have an understanding of licensee responsibilities and supportiveness during licensing matters. This understanding is crucial for effective event management and control. Effective communication between the licensee, security, and law enforcement is pivotal for seamless event operations. Internal communication channels will facilitate coordinated responses to emerging issues. A comprehensive operations plan, including a dot plan, will be submitted by the security provider

### Roles and Responsibilities:

Clear Guidelines, roles and responsibilities will be delineated prior to the event, at briefing meetings, ensuring smooth coordination of security. Additionally, transparent communication lines between management, security personnel and alcohol service teams will be established. The overarching goal is to provide excellent customer service, enforce liquor licensing regulations, manage ticketing and access, and thereby foster a positive event image.

### On-site Security Personnel:

Security personnel will be present at all times during the event to oversee security and safety. This includes patrolling the external areas, enforcing liquor sales regulations, and maintaining order. A ratio of at least one security personnel for every 100 patrons, as per licensing conditions, will be ensured. Security personnel will wear distinctive attire (fluoro vests/logo shirts) for easy identification.

Event organisers are currently working with Red Badge and Usos Keepers to create a robust Security Schedule and Security Management Plan. These plans will detail further information on security procedures and protocols and will have a dedicated section on security's role in assisting with licensing at the event. Both plans will be made available to key stakeholders for consultation and review prior to the event.

### External Environment:

External security patrols will be conducted to prevent unauthorised entry, smuggling of contraband and patrons consuming alcohol outside of the venue, among other things. Any patron found engaging in these activities will be refused entry.

### Incident Management and Entry Phase:

At the event's entry phase, a specialised unit will profile patrons, identifying signs of intoxication and suspicious behaviour. As patron entry stabilises, this unit will transition to proactive patrolling and incident response. An internal secure radio network will be utilised for efficient communication during security operations.

### Certified Security Personnel

Security personnel will hold a valid Certificate of Approval in compliance with the Private Security Personnel and Private Investigators Act 2010 (non-licensed steward/ushers/marshals may be utilised in assisting and guidance situations).

### Organisers Responsibility:

The Organiser's primary responsibility is ensuring the security provider is adequately resourced. The Event Manager and/or Organiser will brief security before the event commences and monitor their performance during the event. The organiser holds the ultimate responsibility for ensuring compliance and enforcement of the Sale and Supply of Alcohol Act 2012.

### Security Coverage:

Security staff will consistently patrol or be stationed in the following areas:

- Licensed Area
- Rear of Bar
- Medic/Crowd Care – Rehydration Station(s)
- External entrance/exit(s)
- Food Area
- Surrounding Areas

- Crowd
- Backstage/Artist Area
- External environment

#### Security's Key Responsibilities:

Security personnel will patrol all areas to monitor patron behaviour and enforce RSA guidelines. They will assist service staff in applying responsible alcohol service principles and may cease serving patrons who exhibit signs of intoxication. Security will ensure no patron is served when intoxicated or underage, with limited exceptions.

#### Harm Minimisation:

Despite preventive measures, some patrons may become intoxicated and require assistance. Security personnel will be stationed at all entrances/exits and alcohol points of sale. The security provider will be responsible for event grounds' security, working closely with the police to ensure smooth operations. The police's role will be to support the security provider rather than policing the event.

#### Security Capabilities:

Security personnel will possess a clear understanding of their responsibilities for health and safety across diverse attendee categories, including special needs individuals, stallholders, third-party suppliers, event crew, and themselves. They will conduct pre-event safety checks, be familiar with the venue layout, and assist patrons by providing event information and directing them to facilities. All security will be provided with a comprehensive briefing and an information sheet giving them all necessary details of the event.

Security will recognise crowd conditions to ensure safe dispersal, prevent overcrowding, and respond to disturbances or incidents appropriately. They will also be versed in evacuation protocols, including coded messages, and assume specific roles in emergencies. Communication skills will be prioritised.

#### Key Performance Objectives:

Proactive Event Management: Security's key performance objectives during the event will encompass:

- Effective crowd management.
- Timely incident response.
- Primary response to potentially intoxicated patrons.
- Protection of assets.
- Proactive monitoring of the event environment to prevent issues.
- Provision of a Controller in the incident control point (ICP) and radio communications for all staff.

#### Dedicated Bar Security:

A designated security team will be exclusively assigned to oversee each bar area (GA, VIP & VVIP). Irrespective of the activities taking place across the venue, this security team will remain stationed within these bar zones.

This approach guarantees that our proficient personnel will be deployed effectively in these critical roles, without concerns of reassignment to other areas. Security personnel will support bar staff decisions and act as a secondary check for stockpiling or over-purchasing by patrons.

## 10. HEALTH & SAFETY

At BOP Brewery Limited, nothing is more important than health and safety. The welfare of our employees, customers, their sub-contractors, visitors, and the general public are of utmost importance to us, and this is reflected in our emphasis on safe work practices. Our philosophy is that all accidents are preventable, and that good safety is good business.

#### Command and Control

To ensure seamless coordination, efficient radio communications will be established among key personnel, including Main Duty Managers, Event Staff, Security, and Medic.

A clear and designated channel listing will be distributed to the relevant parties, facilitating effective communication during the event.

### Evacuation and Emergency Protocols

In the event of an emergency, a comprehensive plan will be activated. Heads of event agencies, including NZ Police, Fire, Medical, Security, and the Event Manager, will convene at the Incident Command Post (ICP) to determine appropriate responses and management strategies. The presence of the Fire and Emergency command unit on-site throughout the event duration will bolster these efforts. If circumstances such as inclement weather, unforeseen incidents, or acts of nature require the PARTIAL or FULL CANCELLATION of the event, decision-making will involve close collaboration among relevant parties.

The Event Managers will remain in constant communication with stakeholders during this process, prioritising the safety and security of all participants. Any operational changes or cancellations will be communicated promptly to affected parties. For scenarios demanding IMMEDIATE EVACUATION, such as in the case of a fire, a well-coordinated plan will be enacted.

Event Management Staff, in conjunction with the venue and Security, will oversee an orderly egress of patrons following established protocols. To facilitate this process, the event's public address system will be utilised, with announcements coordinated through the stage manager and accessible from the side of the stage as well. For further information, please consult the Health & Safety Management Plan

### Safety & Risk Management

Safety and the effective management of risks are top priorities at BOP Brewery Limited. We are committed to the well-being of our employees, customers, subcontractors, visitors, and the public at large. Our unwavering focus on safe practices underscores our belief that all accidents can be prevented, aligning safety with sound business principles.

## 10.1 MEDICAL PROVISIONS

The onsite medical team, positioned near the GA food vendors, will deliver high-level pre-hospital emergency care to patrons, and officials, aiming to minimize the impact on local ambulance and hospital services.

The team will collaborate with the promoters to support harm reduction efforts for patrons. This will be achieved by:

This will be achieved by:

- Providing highly qualified clinical staff for the event
- Utilising additional medical facilities and transport as needed
- To proactively promote harm reduction in line with the promoters objectives
- Ensuring staff adhere to Health & Safety best practices.

Medical services will address a range of needs, including intoxication-related issues and sun-related conditions such as dehydration and heat stroke. A Medical Management Plan including staff roster and equipment that will be on site, will be made available to all stakeholders for review and consultation prior to the event.

## 10.2 PATRON WELFARE

### Shade

We recognise the importance of shade during summer. Although the venue offers minimal natural shade, the existing buildings will provide a fair amount in the afternoon. We are making use of the green spaces on site by creating food court type areas that will provide patrons with picnic tables, umbrellas and shade from trees in the area. We will have approximately 30 tables, all with umbrellas dotted around the site. Additionally, we will install three 6x8m shade cloth structures in the general admission area – as per image



### Misting Cannons

The biOx Cooling Misting system provides a major advantage with their ultra-fine mist and high-pressure system, which prevents the creation of mud or slippery surfaces. The mist forms a fog that absorbs the sun's energy without saturating surfaces, ensuring patrons stay cool without getting soaked. Two Spraystream SS25ISS cannons will be used to maintain a comfortable environment, effectively cooling people within a 20-30m radius while using only half the water of a standard garden hose (6.5 LPM). This setup significantly reduces heat stress and the likelihood of aggressive behaviour, making it ideal for hot climates.





# 11. RISK ASSESSMENT

## 11.1 RISK ASSESSMENT MATRIX

The Risks are evaluated on a two-dimensional matrix using a qualitative rating of the likelihood and the scale of the possible impact. This form of evaluation provides a good graphical representation of how serious this risk is or where the individual risk lies within a group of risks. Each risk has been rated according to the Likelihood and Impact detailed below.

		IMPACT				
		1. Insignificant	2. Minor	3. Moderate	4. Major	5. Catastrophic
LIKELIHOOD	5. Almost Certain	5. Medium	10. High	15. Critical	20. Extreme	25. Extreme
	4. Likely	4. Medium	8. Medium	12. High	16. Critical	20. Extreme
	3. Possible	3. Low	6. Medium	9. Medium	12. High	15. Critical
	2. Unlikely	2. Very Low	4. Low	6. Medium	8. Medium	10. High
	1. Rare	1. Very Low	2. Very Low	3. Low	4. Medium	5. Medium

5	Almost certain	- The event will occur in most circumstances – i.e., Daily
4	Likely	- The event will probably occur at least once – i.e., Monthly
3	Possible	- The event might occur at some time – i.e., Annually
2	Unlikely	- The event is not expected to occur – i.e. Every 2 Yrs.
1	Rare	- The event may occur only in exceptional circumstances – i.e. Every 10 yrs.

1	Insignificant	<ul style="list-style-type: none"> <li>▪ The consequences are dealt with by routine operations.</li> <li>▪ A minor loss of revenue to the organisation. Patrons involved will suffer minor discomfort or no real effect on their event experience. Minor Injury, First Aid not required.</li> </ul>
2	Minor	<ul style="list-style-type: none"> <li>▪ The consequences would threaten the efficiency or effectiveness of some aspects of the event but would be dealt with internally.</li> <li>▪ There would only be minor effects on patrons or the business. First Aid or minor treatment.</li> </ul>
3	Moderate	<ul style="list-style-type: none"> <li>▪ The consequences would not threaten the event but would mean that the administration of the event could be subject to significant review or changed ways of operating.</li> <li>▪ This would result in a loss of revenue to the business. With some patron issues that may involve costs to the organisation both financially and due to public perceptions. Medical treatment required.</li> </ul>
4	Major	<ul style="list-style-type: none"> <li>▪ The consequences would threaten the survival or continued effective function of the event.</li> <li>▪ Revenue loss greater than 75% of total revenue being managed would have very high consequences for the organization both financially and politically.</li> <li>▪ Serious harm – broken bones, hospitalisation</li> </ul>
5	Catastrophic	<ul style="list-style-type: none"> <li>▪ The consequences would threaten the survival of not only the event, but also the organization, possibly causing major problems for clients, the administration of the program or for a large part of the public sector.</li> <li>▪ Revenue loss greater than 90% of total revenue being managed would have extreme consequences for the organisation both financially and politically. Loss of life, multiple serious harm, permanent disability</li> </ul>

## 11.2 RISK ASSESSMENT TABLE

The following risk assessment is based on previous experience, recent crowd behaviour and other factors specific to an event such as this.

AREA: Main Entrance							
RISK	DESCRIPTION OF RISK	LEVEL OF RISK	POTENTIAL IMPACT	RISK Likelihood x Impact	CONTROLS	PERSON RESPONSIBLE	RESIDUAL RISK Likelihood x Impact
PATRON ENTRY/EXIT	Patrons arrive Intoxicated	High	<ul style="list-style-type: none"> <li>Disgruntled Patron</li> <li>Confrontation</li> <li>Loss of Liquor License</li> </ul>	12 (4x3)	<ul style="list-style-type: none"> <li>Refuse entry, offer water</li> <li>Dedicated security observation</li> <li>Information and Signage</li> <li>Safe Place outside of venue</li> </ul>	Security/ Licensee/ Gate Staff	6 (3x2)
	Patrons smuggle alcohol into venue		<ul style="list-style-type: none"> <li>Intoxication</li> <li>Loss of Liquor Licence</li> <li>Glass Injuries</li> <li>Crowd Disruption</li> <li>Event Shutdown</li> <li>Financial Loss</li> <li>Confrontation</li> </ul>	6 (3x2)	<ul style="list-style-type: none"> <li>Bag searches at entry</li> <li>Confiscate alcohol</li> <li>Information and signage</li> <li>Dedicated security at entry</li> </ul>		2 (1x2)
	Patrons attempt to remove alcohol from event				<ul style="list-style-type: none"> <li>Fencing used to secure perimeter</li> <li>Security personnel constantly patrolling perimeter at all times</li> <li>Ticketing/Door and Security Staff will check validity of entry means</li> <li>Wristbands required to be worn by paid event attendees at all times</li> </ul>		2 (2x1)
	Unauthorised Entry	Medium	<ul style="list-style-type: none"> <li>Confrontation</li> <li>Disgruntled Patron</li> <li>Breach of Liquor License</li> </ul>	9 (3x3)	<ul style="list-style-type: none"> <li>Pre event notifications</li> <li>Signage at entrance</li> <li>Refuse entry</li> </ul>		6 (2x3)
	Patron unable to produce valid identification				<ul style="list-style-type: none"> <li>Refuse entry until regalia removed</li> <li>Offer refund if refusal to abide by conditions</li> </ul>		4 (3x2)
	Gang Regalis	High	<ul style="list-style-type: none"> <li>Confrontation</li> <li>Crowd Disruption</li> </ul>	12 (4x3)			

AREA: Licensed Area							
RISK	DESCRIPTION OF RISK	LEVEL OF RISK	POTENTIAL IMPACT	RISK Likelihood x Impact	CONTROLS	PERSON RESPONSIBLE	RESIDUAL RISK Likelihood x Impact
<b>CONTROL SALE &amp; SUPPLY</b>	Patron's stockpile alcoholic drinks	Medium	<ul style="list-style-type: none"> <li>Breach of Liquor Licence</li> <li>Crowd Disruption</li> <li>Confrontation</li> </ul>	8 (4x2)	<ul style="list-style-type: none"> <li>Dedicated observing security</li> <li>Information and Signage</li> <li>Experienced Duty Managers/Staff</li> </ul>	Security/ Licensee/ Duty Managers	6 (3x2)
	Patrons Drink Excessively	High		12 (4x3)	<ul style="list-style-type: none"> <li>Control sale and supply</li> <li>Promote non and low-alcohol drinks</li> <li>Monitored by security, event staff and Managers</li> <li>Information and signage</li> <li>Remove from venue</li> <li>2 drinks per person per purchase</li> <li>Trained and experienced bar staff</li> <li>'Safe' area for intoxicated patrons till safe removal</li> </ul>		3 (3x1)
	Patron's drink, having not eaten	Medium	<ul style="list-style-type: none"> <li>Intoxication</li> <li>Breach of Liquor License</li> </ul>	9 (3x3)	<ul style="list-style-type: none"> <li>Provide substantial and varied food, that is easily accessible</li> <li>Offer non-alcoholic beverages</li> <li>Control Sale &amp; Supply</li> <li>Monitored by security, event staff and managers</li> </ul>	Licensee	4 (2x2)

AREA: Licensed Area continued...							
RISK	DESCRIPTION OF RISK	LEVEL OF RISK	POTENTIAL IMPACT	RISK Likelihood x Impact	CONTROLS	PERSON RESPONSIBLE	RESIDUAL RISK Likelihood x Impact
CONTROL SALE & SUPPLY	Argumentative Patron	Medium	<ul style="list-style-type: none"> <li>Intoxication</li> <li>Breach of Liquor License</li> </ul>	9 (3x3)	<ul style="list-style-type: none"> <li>Provide substantial and varied food, that is easily accessible</li> <li>Offer non-alcoholic beverages</li> </ul>	Licensee	4 (2x2)
	Patron in possession of alcohol while purchasing further alcohol		<ul style="list-style-type: none"> <li>Intoxication</li> <li>Exceeding drink limit</li> <li>Breach of Liquor License</li> <li>Trip hazards</li> </ul>		<ul style="list-style-type: none"> <li>Control sale and supply</li> <li>Separate entry/exit to/from bar area (bar pen)</li> <li>Dedicated observing security at entrance/exit to/from Bar Pen.</li> </ul>	Operations	
	Intoxicated Patron(s)	High	<ul style="list-style-type: none"> <li>Breach of Liquor License</li> <li>Bar Closure</li> <li>Event Shutdown</li> <li>Confrontation</li> <li>Financial Loss</li> </ul>	12 (4x4)	<ul style="list-style-type: none"> <li>Control sale and supply</li> <li>Promote non and low-alcohol beverages</li> <li>Monitored by security, event staff and managers</li> <li>Information and signage</li> <li>Removal from venue</li> <li>Drinks limits per person, per serve</li> <li>Trained and experienced bar staff</li> <li>'safe' area for intoxicated patrons till safe removal from venue</li> </ul>	Licensee	

AREA: All Other Areas							
RISK	DESCRIPTION OF RISK	LEVEL OF RISK	POTENTIAL IMPACT	RISK Likelihood x Impact	CONTROLS	PERSON RESPONSIBLE	RESIDUAL RISK Likelihood x Impact
OTHER ALCOHOL RELATED INCIDENTS	Injury from drink containers	Medium	<ul style="list-style-type: none"> <li>Broken glass</li> <li>Drinking vessels thrown</li> <li>Trip Hazards</li> </ul>	6 (2x3)	<ul style="list-style-type: none"> <li>No glassware allowed on site</li> <li>Beverages served in plastic cups or lightweight aluminium cans</li> <li>Frequent clearing of waste around venue</li> <li>Adequate number of bins</li> </ul>	Operations/ Licensee	4 (2x2)
	Patrons drive while under the influence of alcohol	Medium	<ul style="list-style-type: none"> <li>Car accident</li> <li>Injury of self or others</li> <li>Death</li> <li>Intoxication</li> <li>Loss of Liquor License</li> <li>Event Shutdown</li> <li>Financial Loss</li> </ul>	9 (3x3)	<ul style="list-style-type: none"> <li>Promote food and non and low-alcohol drinks and key messages about being sensible and not drinking and driving.</li> <li>Information and signage</li> <li>'Safe' area for intoxicated patrons till safe removal</li> <li>Provide alternative transport</li> <li>Police aware of the event times and operations with close liaison on event days to support their operations.</li> <li>Control sale and supply</li> <li>Monitored by security, event staff and Managers</li> <li>Removal from event</li> </ul>	Licensee / Security	4 (2x2)

## 12. ALCOHOL GUIDELINES

BOP Brewery Limited believe that we have a responsibility to provide an environment that is not only comfortable and welcoming but also where alcohol is served responsibly. Because of this, the following will be implemented.

- Serving to intoxicated persons and minor will not be tolerated.
- Alcohol will not be served in glass of any kind (except within the corporate bars)
- A limit of two alcoholic drinks per person, per purchase will be implemented
- Free water available at all times via water stations at various locations around the site (sign posted for easy detection)
- Promotion of Food and Non and Low Alcoholic beverages
- Recognise intoxication and do not serve anyone to the point of obvious intoxication
- Discourage people from taking part in activities that may cause harm – be prepared to advise a person who is “Alcohol Affected” that they are approaching the point where they may be refused service (cut off)
- The bar will close at least 30 minutes prior to the conclusion of the event

## 13. INTOXICATION ASSESSMENT

**Prior to the event, ALL staff will be debriefed in full - to assist staff understanding this policy, we have three definitions for differing stages of 'intoxication'. This will assist in our early intervention policy.**

The three stages of intoxication are:

- **GREEN** – Sober                      - Monitor and serve responsibly
- **AMBER** – Influenced            - Use server intervention techniques
- **RED** – Intoxicated                - Deny service of alcohol and remove

The server's role in each of the three stages is described in more detail in the Intoxication Assessment Tool on page 45.

### 13.1 DEFINITION OF 'INTOXICATION'

INTOXICATED, as defined in the Sale and Supply of Alcohol Act 2012, means observably affected by alcohol, other drugs, or other substances (or a combination of two or all of those things) to such a degree that two or more of the following are evident:

- Appearance is affected
- Behaviour is impaired
- Coordination is impaired
- Speech is impaired



## 13.2 DISABLED PERSONS

It must be emphasized that some persons who appear to be intoxication or drunk may be suffering from a disability or illness (e.g., diabetic coma, cerebral palsy, etc.). Care should be taken to ensure that any person suspected of being affected by alcohol is not ill or disabled.

A good indicator is the strong presence of the smell of alcohol. However, this may not always be the case. Always err on the side of caution and all persons should be treated with respect, care, and sensitivity. If in doubt consult a manager.

## 13.3 DRINK SPIKING

Drink spiking is a criminal offence. Staff can assist a patron who they suspect has had their drink-spiked by:

- Getting any affected person to a safe, quiet place and stay with them.
- Call an ambulance staff if they become unconscious.
- Place them in the “recovery position” to avoid choking should they vomit.
- Ensure that the person who is assisting them home is indeed a “friend”.
- Obtain the details of the affected person and their friend for later reference.
- Make a detailed note of the incident and alert management.

## 13.4 DRUG MANAGEMENT

While alcohol, a legal substance, is openly addressed and managed, addressing the use of other drugs poses challenges for event organisers who strive to avoid any appearance of endorsing or promoting illegal activities.

The identification and regulation of drug usage at events can present difficulties. While law enforcement agencies are responsible for upholding the law, arrests often do not deter the majority of drug use or distribution. A heavy focus on enforcement can inadvertently encourage patrons to consume all their drugs prior to entering the event, a potentially hazardous behaviour.

Drugs are commonly used to enhance the experience of an event. An individual's experience with a drug is influenced by various factors, including the drug itself, his or her mind and body, and the setting in which they are taking the drug. As was evident at the previous year's Juicy Festival, the crowd demographic predominantly comprised individuals over 35 years of age. Remarkably few event-goers seemed to be engaged with any potent drugs, as per observations.

Operational Procedures:

- Rigorous bag inspections upon entry.
- Confiscation of contraband (placement in drug lock box and/or sharp disposal bin – subsequently handed over to police).
- Presence of an experienced 'Intox Team' at entrances, within the bar areas, and roving with security support.
- Ongoing security patrols.
- Provision of both External and Internal Rehydration Tents (intox tents – for care and assessment of intoxicated patrons).
- Presence of on-site medical professionals.
- Potential eviction from the event.

## Intoxication Assessment Tool

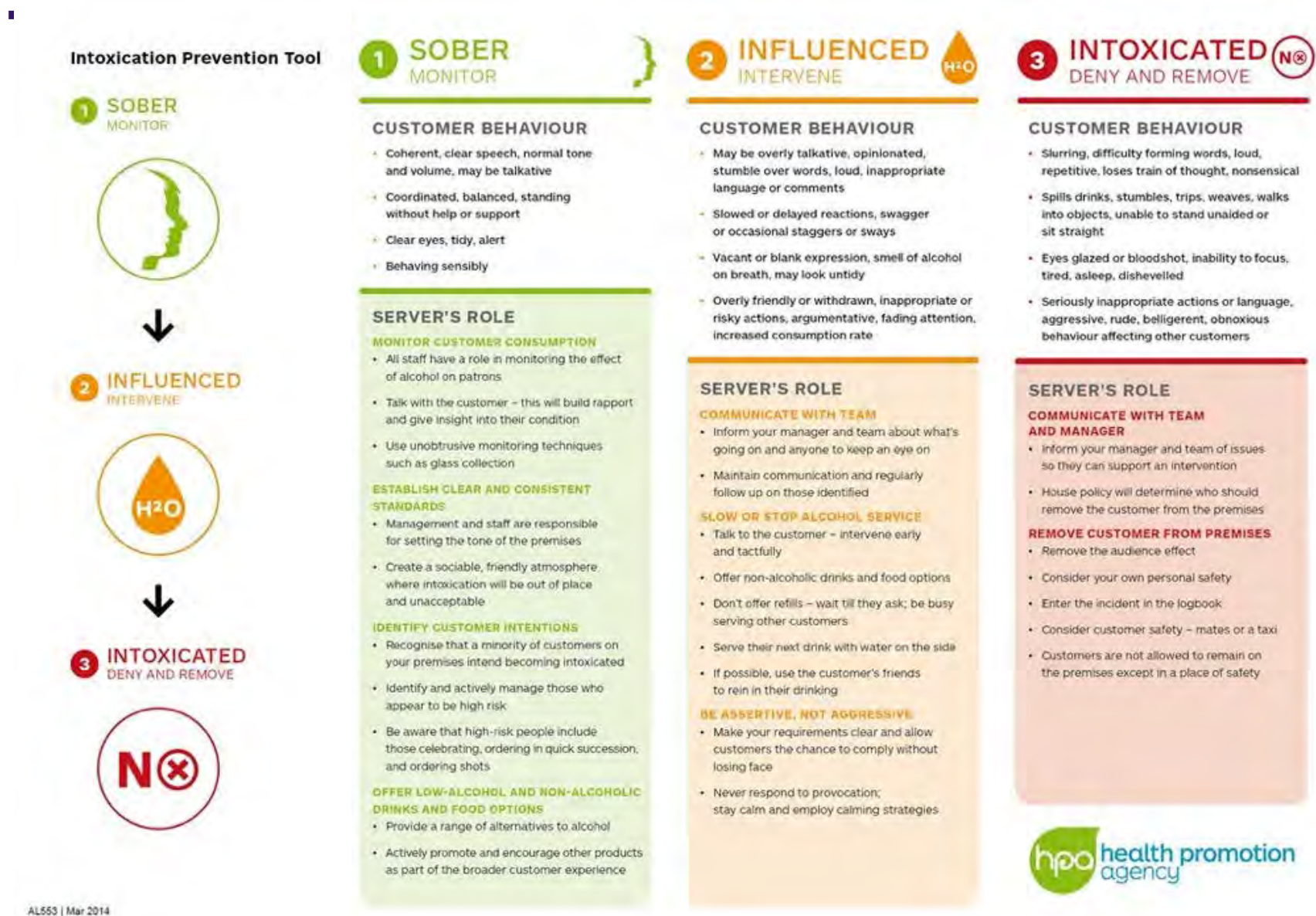
Indicators may include but are not limited to:

	SOBER	INFLUENCED	INTOXICATED
<b>S</b> peech	Coherent, clear speech, normal tone/volume, may be talkative.	May be overly talkative, opinionated and interrupts, may stumble over words, becoming loud, inappropriate language, jokes, comments.	Slurring, difficulty forming words, loud, repetitive, loses train of thought, nonsensical, unintelligible.
<b>C</b> oordination	Coordinated, balanced, standing without help or support.	Slowed or delayed reactions, swagger or occasional staggers or sways.	Spills drinks, stumbles, trips, weaves, walks into objects, unable to stand un-aided or sit straight.
<b>A</b> pppearance	Tidy, clear eyes, alert.	Vacant or blank expression, smell of alcohol on breath, may look untidy.	Bloodshot eyes, eyes glazed, inability to focus, tired, asleep, dishevelled.
<b>B</b> ehaviour	Behaving sensibly but may be more relaxed.	Over friendly or withdrawn, inappropriate or risky actions, argumentative, annoying, fading attention, increased consumption rate.	Seriously inappropriate actions or language, aggressive, rude, belligerent, obnoxious behaviour affecting other customers.
	<b>Monitor &amp; serve responsibly</b>	<b>Intervene</b>	<b>Deny &amp; remove</b>

**Intoxication definition**

INTOXICATED means observably affected by alcohol, other drugs, or other substances (or a combination of two or all of those things) to such a degree that two or more of the following are evident: (a) appearance is affected; (b) behaviour is impaired; (c) coordination is impaired; (d) speech is impaired.

AL905 | May 2013





## 14. HISTORY OF BOP BREWERY LIMITED

BOP Brewery Limited have successfully been involved in many events for over 17 years, many of which required sale and supply of alcohol.

### BOP Brewery Limited – Bar Services & Provisions - Past Event

- 2003 to 2011 – Blues, Brews & BBQ's – Mt Maunganui
- 2004 to 2010 – Blues, Brews & BBQ's – Napier
- 2006 to 2011 – Jazz Festival – Tauranga
- 2010 – Tauranga Air Show – Tauranga
- 2010 to Now – 20/20 Cricket – Mt Maunganui
- 2010 to 2013 – Rugby 7's – Mt Maunganui
- 2010 - Raglan Dance Festival – Raglan
- 2010 – Kiwi Festival Carnival – Tauranga
- 2010 – Before Night Falls Concert – Tauranga
- 2011 – Tauranga Whalers Fundraiser Concert – Mt Maunganui
- 2011 & 2012 – Kolohe Kai Concert tour – Napier/Tauranga/Auckland
- 2011 – Third World Concert tour – Tauranga/Auckland/Napier
- 2011/12 & 2012/13 – Exodus Reggae Festival – Papamoa
- 2015 – National Pipe Band Championship – Tauranga
- 2012 – Earth, Wind & Fire – Tauranga
- 2013 to 2018 – Christmas in the Park – Mt Maunganui
- 2015 - ITM Cup – Steamers vs Waikato – Tauranga
- 2016 & 2017 – Tattoo Arts Festival – Tauranga
- 2016 to 2018 – Vegan Vibes – Mt Maunganui
- 2016 – Katchafire/Sons of Zion tour – Whakatane
- 2015 to 2019 – Steamers Rugby Matches – Tauranga
- 2017 & 2018 – Beast of a Feast – Mt Maunganui
- 2017 – Auckland Coffee Festival – Auckland
- 2017 – Hamilton Food Show – Hamilton
- 2017 – Tauranga Coffee Festival – Tauranga
- 2018 to Now – Black Caps Cricket – Mt Maunganui
- 2019 – Toto Concert – Mt Maunganui
- 2019 – Disco Concert – Mt Maunganui
- 2019 – Good Vibes Concert – Mt Maunganui
- 2019 – Katchafire Concert – Mt Maunganui
- 2019 – Shapeshifter Concert – Mt Maunganui
- 2016 to 2020 – Bay Dreams Festival – Mt Maunganui
- 2020 – Sticky Fingers Concert – Mt Maunganui
- 2020 – Good Vibes Summer Festival – Gisborne
- 2021 & 2022 – Summer Haze – Tauranga
- 2022 – Netsky – Tauranga
- 2022 & 2024 – Black Clash Cricket – Mt Maunganui
- 2022 – L.A.B Concert - Tauranga

BOP Brewery Limited has also been involved in the organising and running of events such as:

- 2003 to 2016 – Brewers in the Park Concerts – Mt Maunganui
- 2013 & 2014 Mt Vibes NYE Festival – Mt Maunganui
- 2015 – Backyard Beats – Hamilton
- 2015 to 2023 – Dinner in the Domain – Papamoa
- 2015 to Now – One Love Festival – Tauranga
- 2016 – Food Truck Friday – Mt Maunganui
- 2016 – Anna Coddington Concert – Mt Maunganui
- 2023 to Now – Juicy Festival New Zealand

## 15. FOOD VENDORS

	NAME	FOOD TYPE	Vege/Vegan & Dairy/Gluten Free	Registration
01	B&J Kitchen	Chinese Cuisine – Chow Mein   Fried Rice   Sweet & Sour		AKC008108
02	Brooklyn Dogs	NYC Style Hot Dogs		AKC009945
03	Cabbage Tree NZ	Twistix Potato   Sweet n Sour Pork   Honey Chicken   Teriyaki		WGR000532
04	Chokolato	Coffee   Gelato   Waffles   Bubble Tea & Soda   Smoothies		PNC000742
05	Chur Chips	Vegan Food   Loaded Fries   Burgers	Vegan	TCC001944
06	The Berry Boys	Real Berry Ice Creams   Cold Drinks		WKT000113
07	Fritz Weiners	Smoke Bratwurst in freshly baked Baguette		AKC003986
08	FTP Vegan Eats	Vegan Burgers and Fries   Fast Food	Vegan	RDC000552
09	Gourmet Shuffle	Hot Chips   Hot Dogs   Ribeye Steak Sandwich		AKC004525
10	Hey Presto	Kebabs   Burgers   Nacho's   Hotdogs   Wedges		AKC011465
11	Hungarian Fried Bread	Traditional Hungarian Fried Bread with different toppings		AKC00792
12	Johney's Dumplings	Dumplings   Pork Buns		TCC000635
13	M L Food	Mussel Fritters   Whitebait Fritters   Creamed Paua on Fries		AKC011625
14	Missy's Kai Kart	Maori Kai – Hangi   Creamed Paua   Paua Burger		FND001003

# 16. SIGNAGE

## 16.1 LICENSING SIGNAGE

### Special License

The Special Liquor License will be displayed at the main entrance as well as each bar.



### Licensee & Duty Manager Names

The Licensee name will be displayed with the Liquor License at the main entrance.



The certified managers of each bar will have their name displayed at their assigned bar, visible to all staff and patrons (rear of bar above eye level).

### Alternative Transport

Alternative Transport signage will be displayed alongside of the Liquor License & Licensee name – at the main entrance and at each bar.



### Drink Limit

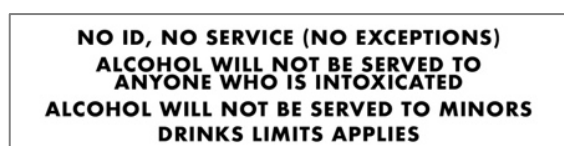
Each bar will have at least 2x drink limit signs – should any of the bar's drink limits



change, staff will change out the signage to reflect the number of serves (i.e. should the drink limit decrease to 1 drink per serve, the sign will change to "1 DRINK LIMIT")

### Important licensing conditions:

- No ID, No Service (No Exceptions)
- Alcohol will not be served to anyone who is intoxicated
- Alcohol will not be served to minors
- Drink limits apply



Will be combined into one sign – the bars are made up of 3x3m gazebos (8 for VIP & 11 for GA), every gazebo will have one of these signs affixed to the rear, above eye level for patrons to see



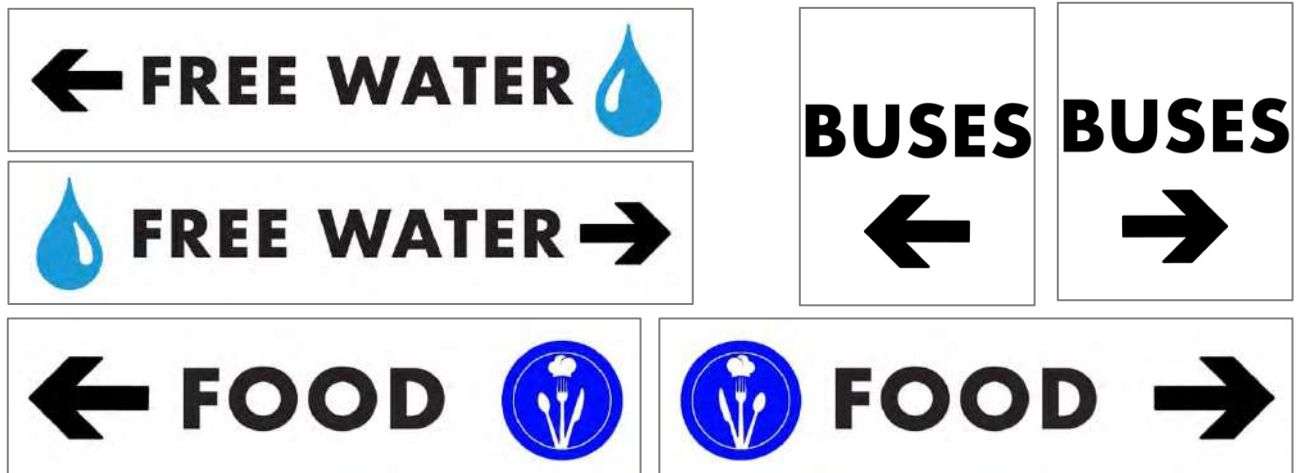
### Liquor Ban:

A temporary liquor ban will be in place in surrounding streets – council will place signage in specific locations within the liquor ban zone. Event organisers will place signage in areas around the venue informing patrons that they are in a liquor ban zone and can be arrested and fined for breaching the alcohol ban.



## 16.2 OTHER SIGNAGE

### Directional Signage



### Free Water & Medical

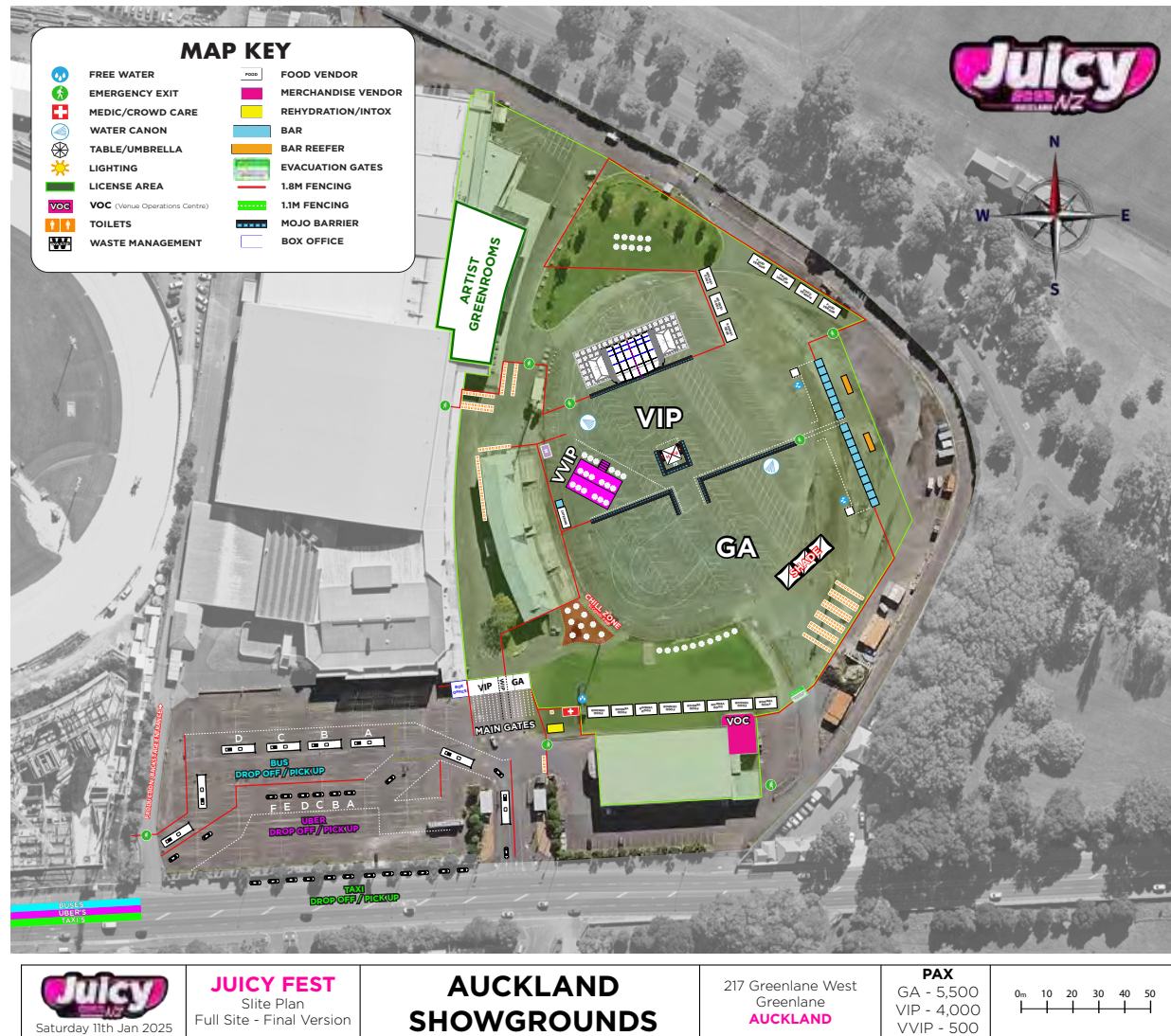


### Signage Locations - Map





# 17. SITE PLAN



Event

Juicy Fest | Auckland 2025

Event Date

Saturday, 11 January 2025, 12:00pm

Venue

Auckland Showgrounds, Auckland

Ticket Holder

Test Test

Ticket Type

VIP

Ticket ID

FEV5USRA





**18 September 2024**

The Secretary  
Auckland District Licensing Committee  
Private Bag 92-300  
Wellesley Street  
AUCKLAND 1142

Dear Sir / Madam

Report on Application for Special Licence.

**Reference:**

**Applicant:** BOP Brewery Limited Limited

**Event location:** Auckland Showgrounds,  
217 Greenlane West Epsom.  
Auckland

**Event details:** Music Event (Juicy Fest)

11 January 2024

Festival hours 12:00pm – 11:00pm

Alcohol sale hours 12:30pm – 10:30pm

This application has been inquired into by Police and is opposed.

The grounds for opposition are:

### **S142(1)(a) The object of the Act**

Police believe that, based on the following matters, the granting of a special licence for the application as submitted would not meet the Object of the Act. That:

- (a) The sale, supply, and consumption of alcohol should be undertaken safely and responsibly; and
- (b) The harm caused by the excessive or inappropriate consumption of alcohol should be minimised.

**142(1)(e) Whether the amenity and good order of the locality would be likely to be reduced, by more than a minor extent, by the effects of the issue of the licence.**

**142(1)(h) Whether the applicant has appropriate systems, staff, and training to comply with the law.**

**142(1)(g) The design and layout of the premises concerned.**

A pre application meeting was held on 2 July 2024 between the applicant and the three reporting agencies where a draft Alcohol Management Plan (AMP) was discussed. Post meeting the applicant was provided with a document titled "Review of alcohol management plan for Juicy Fest" which contained commentary from the three reporting agencies on the draft AMP presented.

This was presented by Mr Scott Evans, Licensing Inspector, Auckland Council on behalf of the Police, Council and Medical Officer of Health. The three reporting agencies met and agreed that Mr Evans would be the lead point of contact between the agencies and the applicant for ease of communication and engagement.

These comments were made under the headings of.

- Water
- Security
- The premises
- Management of patrons
- Crowd care.
- Inclusion of a signage and documentation section
- Auckland LAP requirements
- Alcohol Stakeholder meetings
- Other information

The applicant has also been provided by email some simple suggestions to signal and identify any changes or amendments to their draft AMP prior to submitting it with the 'special license application'.

On 30 August 2024 Police received the 'special license' licensed application and its attached AMP.

Police can only comment on this AMP and application as received.

**S142(1)(a)&(b)      The Object of the Act**

Police believe that based on previous Juicy Fest events at major cities in New Zealand, namely Auckland & Wellington, the event cannot meet the object of the act and that it is unsafe for patrons, event employees, and Police staff due to excessive consumption of alcohol and the resulting harm seen in 2023 & 2024.

The event is a Hip Hop and R&B event and attracts a significant number of gang members from different gangs.

In Auckland in 2023, and Auckland & Wellington 2024 Juicy Fest events, we have seen a large gang presence at the events and disorder and fighting not seen at music festivals in New Zealand.

This included.

- Assaults on Police
- Assaults on security guards
- Large gang presence
- Intimidation by gang members to bar staff and security
- Fighting amongst patrons
- Victim of assault having his ear bitten off
- Anti Police sentiment at start of events due to large numbers of gang members present.
- Reported sexual assaults.
- High levels of intoxication and stockpiling of alcohol
- VIP and VIIP patrons stockpiling and taking alcohol and supplying to patrons in GA areas.
- Music acts encourages the sexual objectification of female patrons several repeatedly calling for females in crowd to expose their breasts. Females were then followed by camera operators and shown on the big screens either side of the stage until they were effectively pressured in to complying and exposing themselves. This type of behaviour can encourage sexual offending against female patrons.
- Police reinforcements being called in to deal with the levels of violence and disorder which included having to form skirmish lines and use of other public order tactics to rescue injured persons and break up disorder and fights.
- Numerous evictions for intoxication / fighting.

The Police recorded numbers for incidents for the Auckland 2024 event were raised with the applicant at the 2 July meeting by Senior Sergeant Mark Franich. There is nothing contained within the special license application that allays or addresses the concerns held by Police satisfactorily that will prevent a repeat of the previous two events held in 2023 & 2024 and which was also seen in Wellington in 2024.

**142(1)(e)      Whether the amenity and good order of the locality would be likely to be reduced, by more than a minor extent, by the effects of the issue of the licence.**

**142(1)(f)      the days on which and the hours during which the applicant proposes to sell alcohol.**

The showgrounds are contained within an approximate 2.7km block bordered Manakau Road, Greenlane West Road, and Puriri Drive.

Puriri Drive itself is bordered on the northern side by approximately 1km of Cornwall Park Grounds.

There is no alcohol ban currently in place in this area. As such there is no enforcement by Police or event security (Point 9 - External Environment) to legally prevent or stop someone from consuming alcohol in the environs and use of the bins would only be a voluntary basis.

Reported amenity and good order issues at previous Auckland & Wellington Juicy Fest events highlight these issues even more so when a liquor ban or temporary liquor ban is not in place.

It has been noticeable that patrons evicted and/or denied entry have simply gone to nearby off licences and continued to drink and listen to the event outside of the venue.

Cornwall Park provides the perfect environment for this to occur right next to the event and would also be inviting for non-ticketed to persons.

During summer on Saturdays the park is used for sports and family activities and Police believe this event has shown in Auckland that the gang demographic it attracts and behaviour of these persons that it will more than by a minor extent affect the amenity and good order of the area.

As of this reporting there is no application form B-O-P Brewery for a temporary liquor ban to be put in place for this event with the Auckland Council.

There were no liquor bans in place at the Auckland and Wellington events previously and as reported above has led to excessive drinking outside of the venue and contributed to further disorder within it. It appears the applicant is unable to recognise this risk of harm that preloading outside the venue causes as the day progresses.

Having to constantly Police both inside and outside a venue places a stretch on police resources which is further stretch on 11 January 2025 with two other major events occurring on the same day in Auckland City.

**142(1)(g) The design and layout of the premises concerned.**

The three reporting agencies visited the proposed festival site on 9 September 2024 and there are several concerns highlighted below as to whether the venue is suitable to hold this event.

- The venue is a large carpark with a concrete / asphalt mix surface.
- The ground is uneven and broken in places and has water drainage culverts covered in grates.
- In January the concrete area is likely to be very hot.
- It is effectively a large bowl with no natural shade and insufficient shading as shown in AMP submitted.

- There is lack of detail on water being provided in the AMP and how it will be provided and in what volume. What is provided on the AMP site map the water accessibility can only be described as insufficient for a hot month of January in summer.
- There is a large pavilion inside the licensed area that is fenced off with no access allowed and is not for use by any persons which raises safety concerns for patrons.
- The showgrounds have never hosted a concert or similar event such as this event over the last 4 years at the location proposed.
- The Single entry/exit point likely to have large queuing down Greenlane West Road in both directions with persons consuming alcohol.
- Police have noted a number of incidents occurring whilst persons are queuing for entry at previous events.
- As reported above there is little in the way of any security plan provided as to how this will be properly managed.

This raises a number of safety concerns for patrons, event staff, and Police attending.

**142(1)(h) Whether the applicant has appropriate systems, staff, and training to comply with the law.**

Systems

The 2 serves in the GA areas and 1 Serve in the VIP VIIP areas has proven that this has not affected the high levels of intoxication at these Juicy Fest events. Intimidation of bar staff and security around serves and stockpiling and supply of alcohol has been evident. The large congregation in the VIP and high price ticketed VIIP areas of gang members have made it difficult for Council, Health, and Police alcohol inspectors to monitor due to intimidation and safety and requires extra staffing to resource.

At Auckland Juicy Fest 2024 at the request of Sergeant Murphy via the Police Op Commander the serves in the GA bars were reduced to 1 serve at only 5.30pm due to intoxication levels. This then led to supply of alcohol out of the VIP & VIIP areas to patrons in the GA area.

Medical care.

The section under 10.1 Medical Provisions is insufficient in the Police's view properly ascertain that appropriate medical care and equipment will be available. It fails to identify who is providing medical care and if an ambulance will be made available to transport any person in need of urgent care and staffing numbers.

Security.

As with the medical care section security under 9.0 in the AMP name Red Badge and USO Keepers as the preferred security however no security plan has been provided for Police to properly assess if this is sufficient to meet the Act. At the pre application meeting on 2 July the applicant was asked for a breakdown on exact numbers of security staff and a further breakdown on

COA / Non- COA holders and numbers for roving response teams. This has not been provided.

Furthermore, there are no clear definition of roles and numbers of staff assigned to those roles and which company will perform them.

Police identified at the Auckland & Wellington events.

- there were persons removed from the venue only to return, buy new ticket and re-enter.
- Poor monitoring of intox in queues to enter the venue.
- Intox monitoring in the bar queuing was almost non-existent leading to high intoxication of patrons.
- security did not take a lead on egress requiring Police to push the patrons from the event while they just stood by speaking with other guards.

To report on accurately and responsibly to a District Licensing Committee for a 'special license' Police believe that a medical plan and a security plan need to be made available at the time the application is made.

To state in the AMP that the information ...” will be made available to all stakeholders for review and consultation prior to the event” ... is insufficient information for Police to support this application in reporting.

**S142(1)(l) – any matters dealt with in any report from the Police, the Medical Officer of Health, or an inspector made under section 141.**

As reported above Police can only report on this application before it and have not been provided the opportunity to review any amended AMP prior to Police being required to report under the 15-day statutory period set by the Act.

For the reasons outlined above the Police oppose this application. The AMP as presented will undoubtedly result in direct incidences of and exposure to harm to persons who attend this event and, in the Police view, it is completely contrary to the object of the Act.

*Mark Franich*

**Mark Franich**  
**Senior Sergeant G452**  
**Officer in Charge Alcohol Harm Prevention Unit**  
Auckland City District



Wednesday, 18 September 2024

Your Reference: 8220119111

Alcohol Licensing  
Auckland Council - Central  
Private Bag 92300  
Auckland 1142

Dear Sir/Madam

**SALE AND SUPPLY OF ALCOHOL ACT 2012: Application For Special Licence:  
OUTDOOR CONCERT:11/01/2025**

AUCKLAND SHOWGROUNDS : 217 GREEN LANE, EPSOM

The Medical Officer of Health (MOH) has inquired into this application.

This application was subject of two pre-application meeting during which the reporting agencies. The application was received by the MOH on 30 August 2024.

A further meeting with the applicant was requested by the Inspector on 10 September 2024 on behalf of the licensing agencies. This meeting was requested with the purpose of discussing the application and the Alcohol Management Plan received with the applicant as part of the reporting process. The meeting was scheduled to take place on Tuesday 24 September 2024 which is outside the MOH statutory reporting period of 15 working days.

On the basis of the information provided as part of the original application, and subsequent information received as part of later correspondence, the MOH wishes to raise matters in opposition to the application in accordance with the statutory requirement under section 141 of the Sale and Supply of Alcohol Act (the "Act")

The MOH considers that the following criteria under s142 are engaged in the application:

**Section 142 (1)(a) – Object of the Act:**

The application does not meet the object of the Act which states that the sale, supply, and consumption of alcohol should be undertaken safely and responsibly, *and* the harm caused by the inappropriate consumption of alcohol should be minimised.

**Section 142 (1)(b) – The nature of the particular event for which the licence is sought and, in particular, —**

This is a Hip Hop and R&B music event. The events hosted in 2023 and 2024 in Auckland and other cities such as Wellington and Christchurch have confirmed that the crowd attending these events is very aggressive and hard to be managed and have multiple gang connections.

During the last two years events (in 2023 and 2024) the MOH delegates monitoring the events observed: people drinking alcohol in public places outside the venues which hosted the event, intoxicated people attending the event and consuming alcohol while queuing to enter the venue, intoxicated people being observed in the venue, drug consumption, multiple antisocial behaviours, fights, assaults, sexual assaults inside and outside the venues.

It was also observed a lack of security interventions and the security staff capability to manage the crowds at the events hosted at the Due Drop Events Centre and North Harbour Stadium.

In particular during the event hosted in 2024 a Police officer was also assaulted by a patron; a patron had an ear was bitten by another patron and Red Frogs was eventually told they should stay at their tent and not to venture out to the crowd. The Police had to deploy extra staff from Auckland CBD and form a skirmish line to separate two groups fighting within the venue. Numerous arrests and evictions also occurred during this event.

The two Juicy Festivals events hosted in 2023 and 2024 gave the impression that any change of the venue, security or licensee could not control this crowd.

#### **Section 142 (1)(c) – the suitability of the applicant:**

This applicant held a special licence for the Juicy Festival event hosted on 8 January 2023 at the Due Drop Events Centre in Manukau. This event was monitored by the MOH delegates. Several issues which could not be managed at the time by the applicant and their collaborators:

- Large amount of preloading in the immediate and extended area outside the venue.
- Long queues for attendees as the gates opened late.
- Bad management of patrons at the point of entry.
- Patrons drinking while waiting in the queue while waiting to enter the premises.
- Lack of visible security staff within the venue and lack of intervention to remove problem attendees.
- Fights breaking out within the venue.
- Insufficient staff to manage the queues at the bars to monitor the intoxication levels.
- Lack of seating within the venue causing congestions in certain areas making emergency services access impossible. The accessibility of emergency services and security personnel could not reach the dance floor to assist distressed attendees.
- Sexual assaults and other similar offences were reported to Police at the event, several women reported to being groped in the crowd claimed they could not find security or Police to assist.
- Physical violence towards women were reported during the event.
- Gang presence in high numbers.
- Poor record keeping of patrons being removed from the venue and evicted.

The 2025 event is to be hosted by the same applicant. The Alcohol Management Plan (AMP) submitted with this application is very similar with the AMP submitted by the applicant for the 2023 event. It appears the applicant has learnt very little from the disastrous 2023 event. The applicant may have an extensive experience in running large events, but they failed to run a decent event at the Due Drop Events Centre in 2023.

Despite two pre-application meetings in which a number of matters about this application were raised with the applicant's representatives the application still fails to address identifying and managing the risks of alcohol related harm.

**Section 142 (1)(e) – whether (in its opinion) the amenity and good order of the locality would be likely to be reduced, by more than a minor extent, by the effects of the issue of the licence:**

The event is intended to be hosted in the carpark of Auckland Showgrounds. This venue is situated on Greenlane West next to the Cornwall Park. This venue can be accessed by large number of patrons by:

- Train – the nearest train station (Greenlane) is at approximately 1.4 km (20-minute walking distance).
- Bus – there is limited bus access to this area through Greenlane West or Manukau Road.
- Cars – Cornwall park is usually used for people driving to this venue for all kind of events.
- By taxis.
- On foot.

During large events at the Auckland Showgrounds the surrounding roads, including Cornwall Park become very congested before, during and after events. These roads become a hazard especially for people consuming alcohol.

Previous smaller musical events hosted mainly indoor at this location created a lot of alcohol consumption mainly prior to the events. The local supermarkets and bottle stores are frequented by people to purchase cheap alcohol which is consumed on the street or in Cornwall Park prior they attend these musical events. This also may cause fights and nuisance in the area.

The AMP has no provision on dealing with alcohol consumption outside and possible fights outside the venue. A simple alcohol ban and signage will not resolve the public drinking if is not properly enforced especially for the d specific to the Juicy Festival.

The experience of previous smaller Hip Hop or similar musical events shoed that the amenity and good order of the locality is reduced with more than a minor extent. The previous Juicy Festival events had a bad impact on the locality of the venues in which these events had been hosted in 2023 and 2024.

It is believed that this special licence will have a bad impact on the immediate and extended locality of Auckland Showgrounds.

**Section 142 (1)(f) – the days on which and the hours during which the applicant proposes to sell alcohol:**

The application has provided a program schedule, with bar opening at 12.00pm and closing time of approximately 9.00pm. The event will conclude at 10.30pm. This is an extensive period of time during which the alcohol is available for consumption in the outdoors in the likely hot and humid Auckland weather conditions in January and on rough concrete at Auckland Showgrounds with little shade and seated area.

**Section 142 (1)(g) – the design and layout of the premises concerned:**

This is a full day outdoor musical event hosted during the hottest period in Auckland with various range of local and international Hip Hop and RnB artists and 8,000 all ages attendees.

Gates open at 11.30am and there is limited shade for attendees who will need to stay on a rough concrete at ASB Showgrounds for eight hours or more.

The water stations as positioned in the floor plan may not cover several parts of the venue. The position of the

water stations positions and size are yet to be confirmed. The water stations with a capacity of 20 litres are hard to be managed and refilled especially in the areas closed to the stage and the clean drinking vessels hard to be provided and be available during such long period of time. This means that it may be insufficient water allocated for an event hosted January.

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There is only one crowd care area for vulnerable patrons which is at the entrance. Considering the size of the venue and large number of patrons attending the event, it is considered that at least another crowd care tent and medical tent would be better positioned on the opposite side of the venue. Large distances for patrons in need of crowd and medical care have been problematic during past similar events. It is time consuming for security staff transferring people in need from different parts of the venue to the crowd care locations. There is no such 'chill-out' zone included in the floor plan.

This premises has no natural shade. The amount of shade shown in the floor plan submitted is limited. The combination of the summer event being on a hard concrete surface may increase heat and intoxication issues.

The VVIP area is located adjacent to a building which is fenced off as an unsafe building/stand. With the lack of shade in the venue it is believed that patrons will try to use that area in looking for shade and their safety may be at risk. The AMP has no provision on how that area will be managed this area.

**Section 142 (1)(h) – whether the applicant has appropriate systems, staff, and training to comply with the law:**

The applicant has proposed to run the bars on the two drinks model for the general admission and VIP area with agreement to consider reducing serves if issues are noted with queuing and crowd behaviour. This was the model used in the previous years and was not efficient in managing the level of intoxication. The event hosted in 2024 showed that a crowd of just under 12,000 consumed 45,734 units of alcohol and this was outside the VVIP area. The event started with 2 serves per person at 12.00pm and had dropped to one serve just before 5.30pm.

The VVIP area will have only one drink per person per transaction. However, there is no limit of how many drinks a person may have during the event. The last years' experience showed that the VVIP is preferred by the gang members due to the high admission fee and it is very hard to be monitored by the staff.

The Alcohol Management Plan (AMP) shows a security ratio is not stated in the AMP. Considering the harm and violence issued observed in 2023 and 2024 it would be expected to have this information available when the application is lodged.

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**Section 142(1)(l) – any matters dealt with in any report from the Police, the Medical Officer of Health, or an inspector made under [section 141](#).**

On 10 September 20204 the Inspector has sent the applicant a ‘Review of Alcohol Management Plan’ (RAMP) document on behalf of the licensing agencies. The applicant has confirmed that they have made the changes and amendments suggested by the RAMP. However, at the time this report is submitted the revised AMP has not been received.

The MOH seeks to address these matters with the licensee in conjunction with the licensing agencies, in the first instance, or at a hearing, in due course.

Yours faithfully



**Sebastian Miklos**  
**for Medical Officer of Health**  
**Auckland Regional Public Health Service**



Wednesday, 18 September 2024

Your Reference: 8220119111

Alcohol Licensing  
Auckland Council - Central  
Private Bag 92300  
Auckland 1142

Dear Sir/Madam

**SALE AND SUPPLY OF ALCOHOL ACT 2012: Application For Special Licence:  
OUTDOOR CONCERT:11/01/2025**

AUCKLAND SHOWGROUNDS : 217 GREEN LANE, EPSOM

The Medical Officer of Health (MOH) has inquired into this application.

This application was subject of two pre-application meeting during which the reporting agencies. The application was received by the MOH on 30 August 2024.

A further meeting with the applicant was requested by the Inspector on 10 September 2024 on behalf of the licensing agencies. This meeting was requested with the purpose of discussing the application and the Alcohol Management Plan received with the applicant as part of the reporting process. The meeting was scheduled to take place on Tuesday 24 September 2024 which is outside the MOH statutory reporting period of 15 working days.

On the basis of the information provided as part of the original application, and subsequent information received as part of later correspondence, the MOH wishes to raise matters in opposition to the application in accordance with the statutory requirement under section 141 of the Sale and Supply of Alcohol Act (the "Act")

The MOH considers that the following criteria under s142 are engaged in the application:

**Section 142 (1)(a) – Object of the Act:**

The application does not meet the object of the Act which states that the sale, supply, and consumption of alcohol should be undertaken safely and responsibly, *and* the harm caused by the inappropriate consumption of alcohol should be minimised.

**Section 142 (1)(b) – The nature of the particular event for which the licence is sought and, in particular, —**

This is a Hip Hop and R&B music event. The events hosted in 2023 and 2024 in Auckland and other cities such as Wellington and Christchurch have confirmed that the crowd attending these events is very aggressive and hard to be managed and have multiple gang connections.

During the last two years events (in 2023 and 2024) the MOH delegates monitoring the events observed: people drinking alcohol in public places outside the venues which hosted the event, intoxicated people attending the event and consuming alcohol while queuing to enter the venue, intoxicated people being observed in the venue, drug consumption, multiple antisocial behaviours, fights, assaults, sexual assaults inside and outside the venues.

It was also observed a lack of security interventions and the security staff capability to manage the crowds at the events hosted at the Due Drop Events Centre and North Harbour Stadium.

In particular during the event hosted in 2024 a Police officer was also assaulted by a patron; a patron had an ear was bitten by another patron and Red Frogs was eventually told they should stay at their tent and not to venture out to the crowd. The Police had to deploy extra staff from Auckland CBD and form a skirmish line to separate two groups fighting within the venue. Numerous arrests and evictions also occurred during this event.

The two Juicy Festivals events hosted in 2023 and 2024 gave the impression that any change of the venue, security or licensee could not control this crowd.

#### **Section 142 (1)(c) – the suitability of the applicant:**

This applicant held a special licence for the Juicy Festival event hosted on 8 January 2023 at the Due Drop Events Centre in Manukau. This event was monitored by the MOH delegates. Several issues which could not be managed at the time by the applicant and their collaborators:

- Large amount of preloading in the immediate and extended area outside the venue.
- Long queues for attendees as the gates opened late.
- Bad management of patrons at the point of entry.
- Patrons drinking while waiting in the queue while waiting to enter the premises.
- Lack of visible security staff within the venue and lack of intervention to remove problem attendees.
- Fights breaking out within the venue.
- Insufficient staff to manage the queues at the bars to monitor the intoxication levels.
- Lack of seating within the venue causing congestions in certain areas making emergency services access impossible. The accessibility of emergency services and security personnel could not reach the dance floor to assist distressed attendees.
- Sexual assaults and other similar offences were reported to Police at the event, several women reported to being groped in the crowd claimed they could not find security or Police to assist.
- Physical violence towards women were reported during the event.
- Gang presence in high numbers.
- Poor record keeping of patrons being removed from the venue and evicted.

The 2025 event is to be hosted by the same applicant. The Alcohol Management Plan (AMP) submitted with this application is very similar with the AMP submitted by the applicant for the 2023 event. It appears the applicant has learnt very little from the disastrous 2023 event. The applicant may have an extensive experience in running large events, but they failed to run a decent event at the Due Drop Events Centre in 2023.

Despite two pre-application meetings in which a number of matters about this application were raised with the applicant's representatives the application still fails to address identifying and managing the risks of alcohol related harm.

**Section 142 (1)(e) – whether (in its opinion) the amenity and good order of the locality would be likely to be reduced, by more than a minor extent, by the effects of the issue of the licence:**

The event is intended to be hosted in the carpark of Auckland Showgrounds. This venue is situated on Greenlane West next to the Cornwall Park. This venue can be accessed by large number of patrons by:

- Train – the nearest train station (Greenlane) is at approximately 1.4 km (20-minute walking distance).
- Bus – there is limited bus access to this area through Greenlane West or Manukau Road.
- Cars – Cornwall park is usually used for people driving to this venue for all kind of events.
- By taxis.
- On foot.

During large events at the Auckland Showgrounds the surrounding roads, including Cornwall Park become very congested before, during and after events. These roads become a hazard especially for people consuming alcohol.

Previous smaller musical events hosted mainly indoor at this location created a lot of alcohol consumption mainly prior to the events. The local supermarkets and bottle stores are frequented by people to purchase cheap alcohol which is consumed on the street or in Cornwall Park prior they attend these musical events. This also may cause fights and nuisance in the area.

The AMP has no provision on dealing with alcohol consumption outside and possible fights outside the venue. A simple alcohol ban and signage will not resolve the public drinking if is not properly enforced especially for the d specific to the Juicy Festival.

The experience of previous smaller Hip Hop or similar musical events shoed that the amenity and good order of the locality is reduced with more than a minor extent. The previous Juicy Festival events had a bad impact on the locality of the venues in which these events had been hosted in 2023 and 2024.

It is believed that this special licence will have a bad impact on the immediate and extended locality of Auckland Showgrounds.

**Section 142 (1)(f) – the days on which and the hours during which the applicant proposes to sell alcohol:**

The application has provided a program schedule, with bar opening at 12.00pm and closing time of approximately 9.00pm. The event will conclude at 10.30pm. This is an extensive period of time during which the alcohol is available for consumption in the outdoors in the likely hot and humid Auckland weather conditions in January and on rough concrete at Auckland Showgrounds with little shade and seated area.

**Section 142 (1)(g) – the design and layout of the premises concerned:**

This is a full day outdoor musical event hosted during the hottest period in Auckland with various range of local and international Hip Hop and RnB artists and 8,000 all ages attendees.

Gates open at 11.30am and there is limited shade for attendees who will need to stay on a rough concrete at ASB Showgrounds for eight hours or more.

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water stations positions and size are yet to be confirmed. The water stations with a capacity of 20 litres are hard to be managed and refilled especially in the areas closed to the stage and the clean drinking vessels hard to be provided and be available during such long period of time. This means that it may be insufficient water allocated for an event hosted January.

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