Auckland Council Whānau

Internal Strategy to Minimise Alcohol-Related Harm 2016
# Table of Contents

- CEO Foreword .................................................................................................................. 4
- 1 Introduction ..................................................................................................................... 5
- 2 Purpose and scope .......................................................................................................... 6
- 3 Context – what are we dealing with? ............................................................................. 8
- 4 Strategic alignment with the Auckland Plan ................................................................. 13
- 5 Strategic framework to minimise alcohol-related harm: where are we heading? ....... 14
- 6 The programme plan – how will we get there? ............................................................... 16
- 7 Monitoring and review .................................................................................................... 30
- 8 Bibliography .................................................................................................................... 31
CEO Foreword

We are pleased to introduce the Auckland Council Whānau Internal Strategy to minimise alcohol-related harm 2016. This renewed alcohol strategy builds on the 2012 alcohol strategy and will forge a clearer and more collaborative direction to minimising alcohol-related harm in Auckland.

Auckland Council, Auckland Tourism, Events and Economic Development, Auckland Transport and Regional Facilities Auckland have worked together to develop this joint Alcohol Strategy. The strategy has been developed solely as an internal document to guide and inform our work in relation to alcohol. The strategy provides cohesive direction through a vision, four outcomes, and a detailed programme plan to operationalise the strategy.

Alcohol plays a significant part in the kiwi lifestyle. It is often used in our celebrations, socially enjoying food and fine wine. Most people can enjoy alcohol in a responsible and social manner and it provides a large contribution to employment, tourism, and GDP. But we also acknowledge that alcohol misuse and abuse has a significant impact on Auckland communities through crime, accidents, emergency department admissions, abuse and violence. This is the concerning factor and requires action by all of us.

The NZ Police, District Health Boards, Ministry of Health, other government agencies, caring and motivated community and non-government groups and businesses all contribute great work to minimise alcohol-related harm, but Auckland Council and CCO’s also play a vital role as employer, landlord, asset owner, regulator and community service provider. The strategy recognises the multifaceted nature of alcohol-related harm and the need for a collaborative and inter-sectorial approach to alcohol harm minimisation.

We encourage you all to read it, understand it, use it, and go to the quarterly network meetings. Implementing the strategy to minimise alcohol-related harm will take time, commitment and collaboration amongst all key players, collectively we can make difference.
1 Introduction

The Alcohol Harm Reduction Strategy 2012 was adopted in 2012 by the Regional Development and Operations Committee. It was developed solely as an internal document to guide and inform Auckland Council’s work in relation to alcohol. This strategy has been reviewed to ensure it is still practical, relevant and effective. Recommended changes have been incorporated into this revised strategy, now titled ‘Auckland Council Whānau Internal Strategy to Minimise Alcohol-Related Harm 2016’ (the strategy).

This strategy is an internal document for Auckland Council whānau staff to capture all the work various departments and units right across Auckland Council (including council controlled organisations; Auckland Transport, Auckland Tourism, Events and Economic Development and Regional Facilities Auckland) do to contribute to minimising alcohol-related harm in the wider Auckland community. The strategy provides cohesive direction through a vision, four outcomes, and a detailed programme plan identifying priorities for action by unit or function of council. The vision and desired outcomes all contribute to the directives of the Auckland Plan, as detailed in Section 4.

Auckland is a bustling and diverse city with many bars, restaurants, pubs and cafes which add to its dynamic and social atmosphere. The hospitality, winery and tourism industries make a large contribution to Auckland’s economy.

Communities continue to be concerned by alcohol-related harm, and the significant social and economic cost that this incurs both locally and nationally. Alcohol-related harm is a broad term used to encompass a range of negative effects resulting from the misuse and abuse of alcohol. It includes anti-social behaviour that is disorderly, threatening, offensive or violent, including family violence, and criminal behaviour that results in injury or death. It encompasses assaults, road crashes or personal accidents; lost productivity, absenteeism and accidents; and long term mental and physical health consequences as a result of excessive consumption of alcohol.

The council whānau has an important role to play in the well-being of the community, now and into the future. Everyone has the right to safe, peaceful occupation of their homes and enjoyment of their neighbourhoods and public spaces. Visitors and tourists have the right to safe and enjoyable experiences in the region. Auckland Council whānau understands the need to ensure there is balance between adding value to the social and economic environment of Auckland and minimising alcohol-related harm in Auckland communities.

Auckland Council whānau is committed to effectively and actively contributing to minimising alcohol-related harm in Auckland. This strategy does not seek to prohibit the use or enjoyment of alcohol, but seeks to minimise the harm associated with its misuse and abuse. This strategy will not restrict the success of key sectors within the visitor economy (tourism and events), resulting in loss of revenue, jobs or a reduced customer/visitor experience.
2 Purpose and scope

Who is this strategy for?

The strategy is primarily directed at Auckland Council whānau staff. Auckland Council whānau encompasses the whole of council including council controlled organisation; Auckland Transport, Auckland Tourism, Events and Economic Development and Regional Facilities Auckland. The strategy has been designed for Auckland Council as an employer, landlord, asset owner, regulator and community service provider.

As illustrated in the diagram below, the broad Auckland Council whānau has multiple and diverse intersections with the sale, supply and consumption of alcohol in Auckland, and has the ability to directly reduce alcohol-related harm.

Minimising alcohol-related harm is a primary function for some of Auckland Council whānau teams and units – for example, licensing and compliance, policy and bylaws. These areas have a direct role in minimising alcohol-related harm. Other parts of council have less direct influence – for example, urban planning and Council’s broad advocacy and research functions. It is therefore essential to recognise how the organisation works together as a whole and the importance of a shared vision and sense of direction.
Why have a strategy to minimise alcohol harm?

Alcohol-related harm continues to be a problem in Auckland. This shows up in crime and health statistics and perceptions of safety in our neighbourhoods, to name a few. This is discussed in more detail in Section 3.

What does the strategy intend to do?

The overall purpose of this strategy is to embed and deliver a coordinated, consistent and systematic approach to minimise alcohol-related harm in Auckland communities. The strategy sets out a vision and clear outcomes for the Auckland Council whānau to work towards, and provides a programme plan, detailing specific priorities for action by unit or function.
The strategy aims to:

- clearly illustrate the multi-faceted role of Auckland Council whānau in contributing to minimising alcohol-related harm
- detail the potential impacts that Auckland Council whānau can make in this area
- increase collaboration across Auckland Council whānau, and with external partners
- Inform central government legislators and departments such as the NZ Police, health and education as well as non-government agencies, community organisations and the alcohol industry/sector on Auckland Council whānau commitment to minimise alcohol-related harm in Auckland.

3 Context – what are we dealing with?

Auckland context

The Auckland region is significantly different to other areas of New Zealand with regard to its contextual environment relating to alcohol. Auckland is a national and internationally significant entertainment destination, has the largest population and has the highest alcohol licence numbers nationally (3,508 alcohol licences).

**Figure 2: Auckland alcohol licences 2016**

Auckland holds thousands of local, national and international events each year. 2,220 special licences were approved for events this fiscal year (2015-2016). This volume illustrates the breadth of alcohol-related activity happening in the Auckland region.

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1 Excluding special licences, caterers and conveyances
The issue

Drinking alcohol is normalised and very much a part of the Auckland social scene. Drinking responsibly is key to minimising alcohol-related health impacts. However, when alcohol is misused the resulting harms can be considerable. These include physical and mental health problems, injuries and death while under the influence of alcohol (including on the roads), drowning, violence, unplanned pregnancies and foetal abnormalities.

Health

Within the health sector, alcohol is recognised as a major contributor to preventable diseases, injury and accident and is classified as a group 1 carcinogen (along with tobacco and asbestos). Alcohol contributes directly to over 60 different disorders and diseases and the harmful use of alcohol is a causal factor in more than 200 disease and injury conditions.

For the 2015 fiscal year there were approximately 4,500 alcohol-related presentations to emergency departments (ED) across the Auckland region (DHB data, 2015). A third of presentations to emergency departments were among those aged 15-24 years.

Figure 3: Age of alcohol-related presentations to emergency departments in the Auckland region, by District Health Board
Māori and Pacific Islanders are disproportionately represented in alcohol-related hospital presentations. The council is responding to the impacts on these population groups with targeted projects and initiatives for high risk population groups such as Māori and young people between the ages of 15-24 years old.

**Crime**

New Zealand Police estimate that approximately one third of all criminal offending is alcohol-related. This includes 49.5 percent of homicides, 34 percent of family violence incidents and 20 percent of sexual offences as illustrated in figure 3 below *(NZ Police data, 2016)*.

**Figure 4: Alcohol-related criminal offending by type**
In the Auckland region there is a general downward trend in crime rates frequently associated with alcohol per 10,000 residents (figure 4 below). However, more is still needed to be done to reduce alcohol-related crime and disorder in Auckland communities (*NZ Police data, 2016*).

Figure 5: Crime rates across the Auckland region by crime type

![Crime rates across the Auckland region by crime type](image)

Alcohol-related driving offences per 10,000 residents was on a downward trend from 2006–2014, but has slightly increased from 2014–2015. The blood alcohol limit change in 2014 may be a contributing factor to the slight increase in alcohol-related driving offences per 10,000 residents between 2014–2015 in figure 5 above. Drinking and driving is still taking a large toll on Auckland communities with the New Zealand Police recording approximately 8,000 alcohol-related driving offences in the Auckland region, however this has slightly decreased from approximately 8,300 in 2013 (*NZ Police data, 2016*).

The misuse and abuse of alcohol has a large social, environmental, economic and health impact on society. Auckland Council whānau is committed to actively contributing to efforts to minimise alcohol-related crime and emergency department admissions. Auckland Council whānau acknowledges this can only occur through collaboration with internal and external partners.

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2 Sum of Auckland, Waitemata, and Counties-Manukau Police Districts
Legislative context and changes

There has been a lot of change in the alcohol legislation and regulatory environment since 2012. The changes in legislation are detailed below:

- **The new Sale and Supply of Alcohol Act 2012**
  - This legislation empowers territorial authorities to develop local alcohol policies, which licensing decision-makers will be required to consider when making licensing decisions.
  - The local alcohol policy may contain provisions for density, hours, location and discretionary conditions for licences.
  - In May 2015, Auckland Council adopted its Provisional Local Alcohol Policy. This policy is currently going through the formal appeals process.

- **Changes to the Local Government Act 2002**
  - Changes required all councils to review their alcohol ban bylaws based on a higher threshold of evidence to retain alcohol bans.
  - Auckland Council reviewed all its alcohol bans for the Auckland region in 2015. There are now approximately 725 permanent alcohol bans across the Auckland region.

- **Changes to the legal breath and blood limit**
  - For those under 20 years old - legal breath and blood limit was lowered to zero.
  - Legal breath alcohol limit for adult drivers (aged 20 and over) reduced from 400 to 250 micrograms of alcohol per litre of breath, and the blood alcohol limit from 80 to 50 milligrams of alcohol per 100 millilitres of blood.

The change in legislation and approach illustrates the shift towards harm minimisation; however the tension between harm minimisation and a vibrant social scene still continues to be a challenge.
4 Strategic alignment with the Auckland Plan

While this strategy is geared to internal operations, it is also aligned with the Auckland Plan. The Auckland Plan sets long-term social, economic, environmental and cultural objectives for Auckland and its communities, and identifies fifteen strategic directions. Each one of these is accompanied by priorities and has specific targets. *(To access the Auckland Plan go to: http://theplan.theaucklandplan.govt.nz/).*

The table below identifies how the alcohol harm minimisation strategy aligns with two of these strategic directions.

<table>
<thead>
<tr>
<th>Relevant strategic directions</th>
<th>Relevant priorities</th>
<th>How this strategy supports the strategic directions</th>
</tr>
</thead>
</table>
| 1. Create a strong, inclusive and equitable society that ensures opportunity for all Aucklanders | 1. Put children and young people first  
2. Improve the education, health and safety of Aucklanders, with a focus on those most in need  
3. Strengthen communities | • Provides direction and information on the regulatory and non-regulatory activities of Auckland Council whānau and will provide a coordinated, consistent approach to minimise alcohol-related harm.  
• Provides a strategy that will contribute to the health, safety and well-being of communities  
• Creates opportunities for a range of stakeholders from across the community to contribute to Auckland Council whānau activities to minimise alcohol harm.  
• Works with and targets specific higher risk population groups to reduce inequities |
| 6. Develop an economy that delivers opportunity and prosperity for all Aucklanders and New Zealand | 1. Grow a business-friendly and well-functioning city  
4. Enhance investment in people to grow skills and a local workforce  
5. Develop a creative, vibrant international city | • Provides a region-wide approach to alcohol policy and planning which will provide a balance between the economic benefits and the social costs of the alcohol industry  
• Identifies ways that the Auckland Council whānau can work proactively with business communities to achieve mutually beneficial outcomes that minimise alcohol harm |

The strategy also aligns with several other relevant national, local and organisational strategies and policies, such as the National Drug Policy 2015-2020, to ensure a consistent cohesive approach to minimising alcohol-related harm in Auckland.
5 Strategic framework to minimise alcohol-related harm: where are we heading?

This strategy is designed to help shape and influence Auckland Council whānau actions to minimise alcohol-related harm. The strategic framework on page 15 shows how this all fits together.

Staff across the Auckland Council whānau identified a shared vision and four long-term outcomes. The central vision is that ‘Auckland Council whānau will actively contribute to a safe, dynamic Auckland, free from alcohol-related harm’.

Auckland Council whānau work has been divided up into five streams of activity, each with its own priority statement. The framework is underpinned by collaboration with both internal and external stakeholders, which acknowledges the need for cohesion and a multi-sectorial approach to minimise alcohol-related harm in Auckland.

The vision and associated outcomes have been approved and committed to by Auckland Council whānau management and will be monitored over the next three years.

A programme plan identifies key priorities for action across streams of activity to operationalise this strategic framework. This can be seen in Section 6 of the strategy.
Figure 6: Strategic framework

VISION STATEMENT:
Auckland Council whānau, actively contributing to a safe, dynamic Auckland, free from alcohol-related harm.

OUTCOMES

Safe Auckland
Healthy Auckland
Responsible Auckland
Informed Auckland

Council whānau activities

<table>
<thead>
<tr>
<th>Regulatory</th>
<th>Events and inter-sectorial projects</th>
<th>Amenities and services</th>
<th>Information and education</th>
<th>Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auckland Council will use its regulatory, legislative and planning tools effectively to reduce the irresponsible consumption, sale and supply of alcohol.</td>
<td>Auckland Council whānau will develop and implement effective, collaborative projects and events to combat alcohol-related harm in Auckland communities.</td>
<td>Auckland Council whānau will continuously improve public and staff amenities and services to support alcohol harm minimisation.</td>
<td>Auckland Council whānau will provide and support harm minimisation information and education to increase knowledge, change attitudes and social norms.</td>
<td>Auckland Council whānau will commit to clear effective messages, guidelines and processes to support alcohol harm minimisation.</td>
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COLLABORATION ACROSS AUCKLAND COUNCIL WHĀNAU AND WITH EXTERNAL PARTNERS
6 The programme plan – how will we get there?

Auckland Council whānau has a wide ranging role in actively contributing to minimising alcohol-related harm. This programme plan illustrates the breadth of our role and how Auckland Council whānau can contribute to minimising alcohol-related harm through a joined-up approach.

The strategic framework in Section 5 of the strategy illustrates the long term vision and desired outcomes. Section 6; the programme plan details the specific activities and roles of council whānau and provides clear priorities for action. This programme plan was developed to provide Auckland Council whānau staff with an operational guide in relation to alcohol-related harm minimisation. The plan and associated priorities for action have been approved and committed to by Auckland Council whānau management and will be monitored over the next three years.

<table>
<thead>
<tr>
<th>Activity and roles</th>
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<tr>
<td>Auckland Council whānau</td>
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Auckland Council whānau commits to:

1. Work in an actively collaborative manner to uphold and progress the shared vision outlined in this strategy. An alcohol harm minimisation networking group will foster collaboration and have quarterly meetings to share ideas and information.
2. Complete the priorities for action identified in this programme plan.
3. Educate ourselves on initiatives within New Zealand and overseas that work and are evidence based by having guest speakers, sharing international best practice and discussing project success and failures to improve our work in alcohol-related harm minimisation.
5. Report to elected members regularly on alcohol harm minimisation activities.
<table>
<thead>
<tr>
<th>Activity or role</th>
<th>Priorities for action</th>
<th>Responsibility or support contact</th>
<th>Timeframe</th>
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<tr>
<td><strong>Council whānau</strong></td>
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| Policy           | The Social Policy and Bylaws Unit will:  
1. Complete the Local Alcohol Policy to contribute towards minimising alcohol-related harm in Auckland communities.  
2. Develop a temporary alcohol ban policy process to help minimise alcohol-related harm during events.  
3. Develop a permanent alcohol ban policy process to help manage alcohol-related harm in Auckland parks, beaches and public spaces.  
4. Consider the ways to minimise alcohol-related harm when making or reviewing policy and bylaws. | Manager, Social Policy & Bylaws  
General Manager, Community & Social Policy | Medium term (3 years) |
| Bylaws           | The Social Policy and Bylaws Unit will:  
1. Review the Alcohol Control Bylaw to minimise alcohol-related harm in Auckland communities.  
2. Draft and enforce bylaws to protect the public from nuisance, maintain public safety and minimise the potential for offensive behaviour in public places.  
3. Consider the impacts of alcohol in any other bylaw the council develops. | Manager, Social Policy & Bylaws  
General Manager, Community & Social Policy | Medium term |
| Regulatory required consultation and engagement processes (special consultative procedure) | Council whānau will:  
1. Ensure the voice of the community is heard in council decision making processes.  
2. Undertake broad and meaningful community engagement and consultation.  
3. Empower communities to participate by using plain language and channels that are easy to access. | Council whānau-wide | Ongoing |
<table>
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<tr>
<th>Activity or role Council whānau</th>
<th>Priorities for action</th>
<th>Responsibility or support contact</th>
<th>Timeframe</th>
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| Liquor licensing (supply control) | Alcohol licensing team will:  
1. Raise licensees’ awareness of their responsibilities and assist licensees with meeting their responsibilities – provide advice and guidance to licensees’.  
2. Administer the processing and issuing functions of the District Licensing Committee for the region, with alcohol harm minimisation in mind.  
3. Ensure that minimising harm is a central component of reports to the District Licensing Committee on licences and managers certificates.  
4. Provide support and licensing for events with alcohol harm minimisation in the forefront of decision making.  
5. Develop and implement, in collaboration with the Events teams, a Best Practice Alcohol and Events Guideline document to provide operational consistency and support alcohol harm minimisation at events.  
6. Continue to upskill licensing staff concentrating on harm minimisation practices.  
7. Monitor applications for special licences to ensure operators are compliant and adhering to the scope of their licence type.  
8. Advocate and recommend the requirement of more low alcohol options for events. | General Manager, Licensing & Compliance Manager, Alcohol Licensing Manager, Democracy Services | Long term |
| Regulation and enforcement | Council whānau will:  
1. Regularly monitor and inspect licensed premises for compliance with the Sale and Supply of Alcohol Act 2012, where breaches are detected, council will engage in the appropriate corrective action as soon as practicably possible.  
2. Ensure consistency and transparency of decision making at officer, committee and political level.  
3. Ensure service delivery processes are standardised and aligned across the region.  
4. Support and advice the District Licensing Committee where appropriate, to make and communicate decisions that are lawful, evidence based and minimise alcohol-related harm.  
5. Look for ways in which alcohol licensing notifications can be more effectively communicated to communities. | General Manager, Licensing & Compliance Manager, Alcohol Licensing Manager, Democracy services | Long term |
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<tr>
<th>Activity or role Council whānau</th>
<th>Priorities for action</th>
<th>Responsibility or support contact</th>
<th>Timeframe</th>
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<tbody>
<tr>
<td>Advocacy</td>
<td>Council whānau will:</td>
<td>Manager, Social Policy &amp; Bylaws</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>1. Make submissions to central government on alcohol-related legislation.</td>
<td>General Manager, Community &amp; Social Policy</td>
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<td>2. Influence and provide advice to government departments and ministers as opportunities arise.</td>
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<tr>
<td>Urban and city design/planning</td>
<td>Council whānau will:</td>
<td>General Manager, Auckland Design Office</td>
<td>Long term</td>
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<tr>
<td>Built environment</td>
<td>1. Ensure healthy, safe urban and city planning and design practices that foster safe drinking environments.</td>
<td>Manager, City Centre Design</td>
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<td>2. Utilise design manuals and international best practice to design our urban areas, parks and recreation areas to minimise alcohol relate harm.</td>
<td>Manager, Parks &amp; Recreation Policy</td>
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<td>3. Review resource consent applications for licensed premises and advocate for better implementation of Crime Prevention through Environmental Design in the interior and exterior design.</td>
<td>General Manager, Parks, Sports &amp; Recreation</td>
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<td>4. Utilise Crime Prevention through Environmental Design practices when designing high pedestrian environments and public spaces to minimise alcohol-related harm.</td>
<td>Manager, City Parks</td>
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# Events and inter-sectorial projects

Auckland Council whānau will develop and implement effective, collaborative projects and events to combat alcohol-related harm in Auckland communities.

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<th>Activity or role</th>
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| **Events** (Council owned and operated events) | Community Empowerment Events Unit and ATEED commit to:  
1. The development and implementation, in collaboration with Licensing and Compliance Services, a best practise Alcohol and Events guideline to provide consistency and support alcohol harm minimisation at events.  
2. Continue to work with venue managers and event’s organisers, where appropriate, to continuously improve alcohol management plans for events sponsored by the community events team.  
3. Support and advise on, where appropriate, safe transport options for large events sponsored by the community events team.  
4. Support and advice on responsible alcohol consumption messages at events.  
5. Encourage better practices to identify intoxicated people entering events.  
6. Building a calendar of events to increase efficiencies for analysing and processing licences and temporary alcohol bans.  
7. Support and increase non-alcoholic activities and council sponsored events to provide a variety of social and cultural activities for Auckland Communities. | General Manager, Arts, Community & Events  
Manager, Events  
Manager, Community Empowerment  
Head of Major Events, ATEED  
Community Transport Manager, Auckland Transport  
General Manager, Licensing & Compliance  
Manager, Alcohol Licensing  
Manager, City Parks | Long term |
| **Inter-sectorial projects and planning** | Council whānau will:  
1. Share information and research to improve the effectiveness of alcohol harm minimisation initiatives.  
2. Align services and provide support to ensure comprehensive complementary, outcomes-based programmes and projects.  
3. Continue to be actively involved in, and be a catalyst for, collaboration with service providers and industry stakeholders, by facilitating, supporting and participating in regional and sub-regional forums and networks such as the Auckland Executive Planning Group.  
4. Complete targeted activities and projects to reach high-risk population groups i.e. Māori and youth.  
5. Fund and work with community groups and networks to support community based projects and programmes to minimise alcohol harm. | General Manager, Arts, Community & Events  
Manager, Community Empowerment  
Manager, CAYAD  
Manager, Strategic Brokers  
General Manager, Auckland Design Office | Medium to long term |
<table>
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<tr>
<th>Collaborate with the Government and government agencies:</th>
<th>Council whānau will:</th>
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<th>Long term</th>
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<tbody>
<tr>
<td>6. Engage, empower and support local communities to take action against alcohol-related harms in their areas.</td>
<td>1. Utilise relationships and influence to inform and work with central government ministers and departments in the best interests of Auckland’s communities.</td>
<td>Manager, Social Policy &amp; Bylaws</td>
<td>Long term</td>
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<tr>
<td>7. Complete the World Health Organisation Safe City Accreditation.</td>
<td>2. Provide evidence based advice to the Ministry of Justice, via the Local Government Alcohol Reference Group or connecting directly with government ministers or through the Auckland Social Policy Forum.</td>
<td>General Manager, Community &amp; Social Policy</td>
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<td>3. Actively work in partnership with other agencies such as the NZ Police, district health boards, Health Promotion Agency, Alcohol Healthwatch, Ministry of Justice, Ministry of Social Development and Accident Compensation Corporation to help minimise alcohol-related harm.</td>
<td>General Manager, Arts, Community &amp; Events</td>
<td>Manager, Community Empowerment</td>
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<td>Manager, Community Licensing &amp; Compliance</td>
<td>General Manager, Licensing &amp; Compliance</td>
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<td>Manager, Alcohol Licensing</td>
<td>Manager, Alcohol Licensing</td>
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<td>Manager, Community Transport, Auckland Transport</td>
<td>Manager, Community Transport, Auckland Transport</td>
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<td>Head of Major Events, ATEED</td>
<td>Head of Major Events, ATEED</td>
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<td>General Manager, Auckland Design Office</td>
<td>General Manager, Auckland Design Office</td>
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<td>Activity or role Council whānau</td>
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<td><strong>Work with the hospitality Industry and key stakeholders involved in the liquor service and retailing.</strong></td>
<td>Council whānau will: 1. Maintain good relationships with the alcohol industry, acknowledging that alcohol manufacturing and supply are legitimate industries that contribute to the economy and the social context of the region. 2. Work with key stakeholders in the industry, such as Hospitality Association of New Zealand (HOSPITALITYNZ) and the Licensing Trusts to name a few, to promote responsible business practices.</td>
<td>General Manager, Licensing &amp; Compliance Manager, Alcohol Licensing Manager, Social Policy &amp; Bylaws Head of Major Events, ATEED</td>
<td>Long term</td>
</tr>
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</table>

**Amenities and services: Auckland Council whānau will continuously improve public and staff amenities and services to support alcohol harm minimisation**

<p>| Transport provider (Auckland Transport) | Auckland Transport will: 1. Provide public transport as a safe alternative of travel to reduce drinking and driving. 2. Work to improve public transport options in the CBD to reduce drinking and driving as detailed in the New Network rollout plan. 3. Plan and deliver road safety initiatives to minimise alcohol-related harm 4. Monitor alcohol-related road and transport data to influence initiatives developed and implemented 5. Where appropriate, apply Crime Prevention through Environmental Design concepts to public transport infrastructure projects. | Manager, Community Transport, Auckland Transport Manager, Public Transport Manager, Customer Insights, Auckland Transport Manager, Auckland Design Office Manager, City Centre Design | Long term |</p>
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<tr>
<td><strong>Council whānau</strong></td>
<td><strong>Community Leases</strong>³</td>
<td>Auckland Council Community Leases team will: 1. Determine conditions and enforce compliance on the use of alcohol on all facilities on council owned land 2. Input alcohol harm minimisation practises into Community Occupancy Guidelines. 3. Require written council consent on any council land where the occupant will sell alcohol to the public.</td>
<td>Manager, Community Leases General Manager Licensing &amp; Compliance Manager, Alcohol Licensing</td>
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<td><em>Community Venues</em>⁴</td>
<td>Auckland Council Community Facilities team will: 1. Increase safety through the use of Crime Prevention through Environmental Design practises at council owned community venues. 2. include information and guidance for safe use of alcohol at council owned community venues and facilities within the online venue booking system 3. require security for all community venue bookings where alcohol will be present 4. Input alcohol harm minimisation practises into The Community Occupancy Guidelines.</td>
<td>General Manager Licensing &amp; Compliance Manager, Alcohol Licensing Manager, Community Occupancy, Community Places</td>
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<tr>
<td><em>Infrastructure – water and toilets</em></td>
<td>Auckland Council whānau will: 1. Provide sufficient water fountains in the city centre and metropolitan centres where alcohol activities are centred. 2. Provide sufficient and accessible public toilets in the city centre and metropolitan centres where alcohol activities are centred. 3. Provide an appropriate level of street cleaning and rubbish collection in the city centre and metropolitan centres during weekends when alcohol consumption is at its highest. 4. Provide an appropriate level of rubbish service collection for parks, beaches or areas where people tend to congregate to drink alcohol, especially during the summer months.</td>
<td>General Manager, Infrastructure &amp; Environmental Services Manager, Waste management Manager, Auckland Design Office Manager, City Centre Design</td>
<td>Long term</td>
</tr>
</tbody>
</table>

³ These priorities apply to all Auckland Council leases controlled by Auckland Council. It does not cover property that is vested elsewhere, i.e. property which is under the management and control of Council Controlled Organisations (CCOs).

⁴ These priorities apply to all property owned, managed, controlled by Auckland Council. It does not cover property that is vested elsewhere, i.e. property which is under the management and control of Council Controlled Organisations (CCOs).
### Environmental Health

**Health and safety services for staff**

**Council whānau will:**
1. Be a good employer by promoting host responsibility at council staff events, including consideration of whether serving alcohol is appropriate or not.
2. Ensure effective and robust alcohol and drug policies and practices to protect Auckland Council whānau staff.
3. Provide access to alcohol-related support services to staff (for example through the Employee Assistance Programme).

**Responsibility or support contact:**
Manager, Health, Safety & wellbeing
Head of Employment Relations, People & Capability

**Timeframe:** Long term

### Health and safety services for staff

**Council whānau will:**
1. Manage, regulate and monitor noise complaints and respond promptly to concerns.
2. Work together with Alcohol Licensing to take a joint approach to enforcement and investigate innovative solutions to combat noise issues created from licensed premises, especially in the CBD and metropolitan centres.
3. Maintain a high level of communication between Alcohol Inspectors and Noise Specialists to manage noise issues.

**Responsibility or support contact:**
Manager, Environmental Health

**Timeframe:** Long term

### Communication: Auckland Council whānau will commit to clear effective messages, guidelines and processes to support alcohol harm minimisation

**Messaging, media and social media**

**Council whānau will:**
1. Provide consistent and appropriate messaging around the impact of alcohol on local communities from all levels of the organisational and political structure.
2. Utilise free media and its own channels to promote media articles consistent with the principles of this strategy, highlighting its own work and initiatives in alcohol harm minimisation.
3. Be responsive and available through allowing easy access to information and resources.
4. Not hold or use any images in the image library that promote the excessive consumption or abuse of alcohol.

**Responsibility or support contact:**
Manager, Alcohol Licensing
Manager, Events
Manager, Communication & Engagement
Manager, Community Empowerment
Head of Major events, ATEED
Manager, Community Transport, Auckland Transport
Manager, CAYAD

**Timeframe:** Long term
<table>
<thead>
<tr>
<th>Activity or role</th>
<th>Priorities for action</th>
<th>Responsibility or support contact</th>
<th>Timeframe</th>
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</thead>
<tbody>
<tr>
<td>Auckland Council whānau will:</td>
<td>1. Develop and provide tools and channels that support responsible alcohol consumption. 2. Ensure staff have accurate and relevant information to effectively direct customer enquiries to either the correct source of information or the correct person to quickly address their needs. 3. Strive to include good news stories and the celebration of successful alcohol-related harm minimisation projects.</td>
<td>Manager, Communication &amp; Engagement  Manager, Customer Service  Manager, Alcohol Licensing  Manager, Digital &amp; Service Development  General Manager, Parks, Sports &amp; Recreation</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Auckland Council whānau will:</td>
<td>1. Ensure external stakeholders and the community will be able to have easy access to the description of rules and processes under which decisions are made. 2. Provide clear, easy and understandable information and processes on the website to: apply for a licence, renew a licence, apply or renew a manager’s certificate, object to an alcohol licence, request an alcohol ban.</td>
<td>Manager, Democracy Services  General Manager, Licensing &amp; Compliance  Manager, Corporate Communications</td>
<td>Ongoing</td>
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<tr>
<td>Auckland Council whānau will:</td>
<td>1. Ensure responsible advertising and sponsorship practises pertaining to alcohol in the areas it controls as detailed in the Commercial Sponsorship Policy and Operational Guidelines 2015. 2. Not allow any alcohol advertising including alcohol brands or products on any Auckland Transport infrastructure, facilities or services including transport hubs and bus stops as detailed in the Auckland Transport Advertising Policy 2014. 3. Look for ways to reduce alcohol advertising at events sponsored by the Auckland Council community events team. Social Policy and Bylaws Unit will: 1. Continue to complete submissions to central government on alcohol advertising and sponsorship legislation and regulation as opportunities arise.</td>
<td>Manager, Community Empowerment  Manager, Events  Manager, Communications &amp; Engagement  Auckland Transport  Head of Major Events, ATEED  Manager, Social Policy &amp; Bylaws</td>
<td>Long term</td>
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</table>
### Information and education: Auckland Council whānau will provide and support harm minimisation information and education to increase knowledge, change attitudes and social norms.

<table>
<thead>
<tr>
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</thead>
</table>
| Research, monitoring and evaluation | Auckland Council whānau will:  
1. Monitor and evaluate programmes and initiatives to ensure they are effective.  
2. Monitor procedures and structures for alcohol functions and make changes to minimise alcohol-related harm in Auckland.  
3. Gather trend data and statistics on alcohol-related harm in Auckland over time.  
4. Strive to keep up with international best practice.  
5. Collect and share appropriate and relevant data and statistics (For example, collaborate to collect and manage data about consumption, health and injuries, licence density, liquor bans and breaches of licence conditions.) | Manager, Economic & Social Research & Evaluation  
Manager, Social Policy & Bylaws  
Manager, Community Empowerment  
Manager, Alcohol Licensing  
Manager, Events  
Manager, Community Occupancy, Community Places  
Manager, Community Leases  
Community Transport Manager, Auckland Transport  
Manager, Customer Insights, Auckland Transport | Medium – long term |
| Data gathering and management | | | |
| Educational Programmes and campaigns | Auckland Council whānau will:  
1. Increase awareness of alcohol-related harm in our communities.  
2. Work collectively to change social norms and attitudes associated with alcohol misuse and abuse.  
3. Work collaboratively with external partners to delay the age at which young people start drinking.  
4. Work on education and projects to reduce harmful consumption of alcohol among young people aged 15-24 years old and other high risk population groups.  
5. Continue to run, participate in and promote a wide range of educational initiatives targeted at licensees’, youth, parents and the general public to promote the | Manager, Community Empowerment  
Manager, Community Transport, Auckland Transport  
Manager, CAYAD | Medium term |
responsible use of alcohol. (Many of these projects are funded (or partially funded) by external agencies such as the Ministry of Justice, Ministry of Health, Accident Compensation Corporation, the Ministry of Transport, The Alcohol Advisory Council of New Zealand. Council will support these where is appropriate.)


7. Continue to educate the community on how to object to licences based on the new Sale and Supply of Alcohol Act 2012 processes and rules.

### Other agency activities – the council acknowledges the breadth of work that other organisations do to minimise alcohol-related harm in Auckland and understand that collaboration with these organisations is essential to be successful.

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<td>Community Policing</td>
<td>NZ Police enforce liquor bans and deal with drinking and driving and violent offences linked with alcohol. NZ Police also report on licence applications, ensure compliance and enforcement at licensed premises and conduct controlled purchase operations. The Alcohol Harm Prevention Unit works with licensed premises to help minimise alcohol-related harm. The NZ Police are also stakeholders and participants in various community groups, activities and projects regionally and nationally. Council whānau will actively partner with NZ Police to manage and analyse data, enforce rules and work on projects to serve communities.</td>
<td>Contact: NZ Police</td>
<td></td>
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<tr>
<td>Public Health and District Health boards</td>
<td>Medical officers of health report on licence applications and their officers’ visit on licensed premises to ensure compliance and host responsibility. Public health agencies also have a role in alcohol harm minimisation projects, planning and policies. The Ministry of Health funds several Auckland Council whānau alcohol initiatives. Auckland Council aligns work with other regional and national policies and plans such as the National Drug Policy 2015-2020 and Auckland’s Action on Alcohol Plan 2013-2018 to ensure a consistent cohesive approach to minimising alcohol-related harm in Auckland. Council whānau will actively partner with public health organisations such as Alcohol Healthwatch, The Health Promotion Agency and district health boards on projects, data sharing and analysis.</td>
<td>Contact Auckland District Health Board Waitakere District Health Board Counties Manukau District Heath Board Auckland Regional Public Health Service Mental Health Foundation Public Health Assn</td>
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<td>Accident prevention</td>
<td>Accident Compensation Corporation (ACC) actively prevents accidents / injuries through drunk driving initiatives with several other agencies such as the NZ Police and Ministry of Health. Council whānau will collaborate with ACC in information campaigns, events and projects to prevent injury as well as share information and data.</td>
<td>Contact Accident Compensation Corporation</td>
<td></td>
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<td>Fire</td>
<td>NZ Fire Service has a statutory role under the Sale and Supply of Alcohol Act 2012 and is especially interested in fire safety issues in licensed premises. They are actively market fire safety through information campaigns to minimise alcohol-related harm. Council whānau will share information and data with NZ Fire Service.</td>
<td>Contact NZ Fire Service</td>
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<td>School based information and general education – changing the social norm</td>
<td>Health Promoting Schools, the Ministry of Health, Ministry of Social Development, Ministry of Education and several other agencies are involved in school based education and general alcohol education and information campaigns for the community. NZ Police and Youth Education Service visit schools and deliver alcohol education. The council whānau will liaise (as appropriate) with agencies to assist with evidence based education, advocacy and information campaigns to minimise alcohol-related harm.</td>
<td>Contact Ministry of Health District Health Boards CAYAD</td>
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<tr>
<td>Counselling and treatment</td>
<td>Regional District Health Board Alcohol and Drug Services, Alcoholics Anonymous (AA) and other public and private counselling/therapy services provide confidential advice and assistance to the public about alcohol and alcohol addiction. The Alcohol Drug Helpline deliver advice on their helpline (0800 787 797) offering brief information and advice to callers with concerns about their own or others’ drinking. They also refer hazardous or harmful drinkers to police or health services. Council whānau will share information and data with these agencies where appropriate.</td>
<td>Contact AA Mental Health Foundation Community Alcohol and Drug Services Alcohol-Drug Helpline</td>
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<tr>
<td>Hospitality industry</td>
<td>The hospitality industry includes bars, restaurants, cafés, sports clubs, events and industry support services.</td>
<td>Contact : Hospitality New Zealand, Restaurant Association New Zealand, Sports Club Association New Zealand</td>
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<td></td>
<td>Hospitality NZ supports the industry by providing advice, advocacy services, guidelines and resources on employment, liquor licensing and general hospitality issues.</td>
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<td></td>
<td>Council whānau will actively work with the hospitality and alcohol industry to minimise alcohol-related harm through networking, sharing information and data and providing rules and regulations.</td>
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7 Monitoring and review

The council whānau activities to minimise alcohol harm will be monitored annually through a shared spreadsheet and reported to the appropriate committee every six months.

An Auckland Council whānau alcohol harm minimisation networking group will meet quarterly to maintain momentum to implement this strategy. Meetings will allow members to provide updates on their work associated with alcohol, share information, ensure a consistent and coordinated approach to minimise alcohol-related harm and create accountability.

The strategy will be evaluated every three years to examine its relevance, practical use and effectiveness. The strategy’s desired outcomes and priorities for action will be assessed to evaluate progress towards the vision.

The evaluation provides opportunity to collate data from on-going research, council activities, projects and plans to further improve councils work to minimise alcohol-related harm in our communities. The review will also ensure the strategy keeps pace with national and international best practice, strategies and policies.

Auckland Council whānau will know the strategy is effective when there is:

- a decrease in alcohol-related harm presentations to emergency departments in the Auckland region
- a decrease in overall alcohol-related offences including: violent and disorderly offences, drunk custody and drunk home events and alcohol-related driving offences
- a decrease in the number of noise, nuisance and vandalism complaints from Auckland communities
- a decrease in alcohol ban breaches
- an increase in collaborative actions and programmes across council whānau and with external partners to minimise alcohol-related harm
- an increase in coherence and information sharing both internally and externally
- an increase in the number of alcohol-free events and activities happening around the Auckland region
- a decrease in the number of alcohol licensing breaches
- a decrease in community outcry about new licensed premises, for example, in the media.
8 Bibliography


Auckland Council (2012). Local Alcohol Policy research report. Auckland; New Zealand


