Joint Alcohol Strategy

Reducing Alcohol Related Harm

Hastings District Council

Napier City Council

2011
Contents

Mayoral Introduction...................................................................................................................... 1
Introduction .................................................................................................................................. 2
Background ................................................................................................................................... 3
The Issues ..................................................................................................................................... 4
Target Groups ................................................................................................................................ 5
Stakeholders............................................................................................................................... 5
Measuring Success......................................................................................................................... 6
Vision and Objectives .................................................................................................................... 7
Strategic Links ............................................................................................................................. 13
Key References ............................................................................................................................ 14
Appendices .................................................................................................................................... 15
  • Draft Implementation Plan
  • Quigley and Watts Consultancy
Mayoral Introduction

Alcohol plays a significant part in the Kiwi lifestyle. It is often used in our celebrations, when enjoying fine food, and is part of our social lives. Many people enjoy alcohol in a responsible and social way. The alcohol industry in Hawke’s Bay is a provider of employment, enhances our tourism and contributes around 2% to our GDP.

But we also have big issues surrounding alcohol misuse in our region. Alcohol is a significant factor in crime, accident and emergency admissions, abuse and violence. This is concerning and requires action by all of us.

Napier City and Hastings District councils are taking this issue seriously. We have worked together to develop this Joint Alcohol Strategy aimed at reducing alcohol related harm. This strategy recognises that there are many working in this space. Collaboration is the key. Councils, Police, the District Health Board, other government agencies, motivated and caring community groups and businesses contribute great work. But, what we need is all of us playing a part. That includes parents and caregivers, colleagues, you, me, our friends and whanau. Our whole community must understand the impact of alcohol misuse and how it affects lives, work, school, study, friendships, home and family.

This strategy gives substance to how we wish to unite as councils to aggressively counter alcohol misuse, and we would like to strongly encourage you to read it, understand it, and accept that this issue affects all of us. Alcohol does not discriminate, and many of us know someone who has been negatively affected. It’s up to all of us to work together to reduce the harm alcohol causes in our communities.

Barbara Arnott
MAYOR OF NAPIER

Lawrence Yule
MAYOR OF HASTINGS
Introduction

Alcohol related harm is becoming an increasing issue in our society. Alcohol related harm includes the harm caused by hazardous or binge drinking\(^1\). Alcohol misuse is a significant factor in crime, accidents and injuries, poor health outcomes and social issues. Hawke’s Bay has higher death rates for alcohol related disease, higher incidences of road fatalities and higher alcohol related offending than the national averages. Nearly a quarter of people in Hawke’s Bay who consume alcohol are hazardous drinkers, also higher than the national average.

Alcohol related harm is more prevalent for Maori men, youth, underage drinkers and those living in deprived areas but the impacts are felt throughout our communities. Younger women are also starting to feature in this group as their consumption rates increase. Hawke’s Bay’s youth as a proportion of the general population is increasing therefore the issues around alcohol are likely to increase.

While alcohol has detrimental effects in our community, alcohol use is a common and legal activity in New Zealand with around 85% of people aged between 16 and 64 drinking at least occasionally. It features strongly in our social and cultural activities. In Hawke’s Bay, alcohol contributes to a number of industries such as tourism, primary production and manufacturing, providing employment and income to our region.

This strategy acknowledges the positive contribution alcohol makes to the region and its status within New Zealand society and central government legislative limitations. Actions that some sectors of the community consider would reduce harm, such as prohibition or raising the legal age to purchase alcohol or restricting certain types of drinks, are not possible under the current legislative arrangements.

The strategy does not advocate for the elimination of alcohol but supports the reduction of alcohol related harm by encouraging the safe and legal use of alcohol.

The Hastings District Council and Napier City Council have been working together on this issue for several years. This strategy continues a joint approach to ensure consistency across both cities. This will enable us to work better with the regional agencies dealing with alcohol issues (e.g. Health, Police etc), as well as community based providers that may cross territorial lines. It will also provide an opportunity for us to share information and resources to contribute to achieve better outcomes for our communities. As such, this strategy focuses on the areas the councils can influence through their activities such as regulation, facility management, urban design and community/social development.

To achieve the greatest impact the focus for any initiatives or activities developed needs to target ‘at risk’ groups. However, alcohol related harm is not limited to these population groups. Support for initiatives targeted to the wider population and to emerging alcohol over-users such as younger women who are increasing their alcohol intake, should also be provided.

---

\(^1\) Adult drinkers are defined as being ‘binge drinkers’ if they consume the equivalent of seven or more standard drinks on the last occasion they drank alcohol. The threshold for young drinkers (aged 12-17) is five standard drinks. Source: ALAC Alcohol Monitor of Drinking Behaviour 2010.

Hazardous drinkers are those that participate in harmful patterns of drinking rather than one off occasions – New Zealand Health Survey There are several ways to measure potentially hazardous drinking. The NZ Health Survey followed the World Health Organisation AUDIT system, asking 10 questions for people who had consumed a drink in the last 12 months. Hazardous is defined by drinking that represents an established pattern of drinking that carries a high risk of future damage to physical or mental health, but may not yet have resulted in significant adverse effects.
The strategy’s vision is for:

“A safe and healthy community free from alcohol related harm”

To progress this vision, the following objectives have been identified:

- Foster safe and responsible drinking environments
- Demonstrate leadership to achieve a safe drinking culture
- Work collaboratively with community and agencies on initiatives to reduce alcohol related harm
- Use clear and effective regulation around alcohol.

This strategy is an overarching framework to support the reduction of alcohol related harm through a range of interventions, collaborations, and regulations. Councils’ greatest influence to reduce alcohol related harm is by taking action through alcohol policies which are derived from legislation. The legislation that underlies council policy is currently under review. Any regulatory or legal changes will be incorporated into councils’ policies and regulations.

While regulatory measures are important controls, social, economic, and cultural drivers are significant contributors to alcohol related harm - these drivers require often longer term educational and preventative interventions to make an impact. This strategy supports a mix of regulatory approaches with preventative and educational interventions that encourage collaboration amongst councils, government agencies, business and community.

**Background**

In 2006, the Ministry of Justice allocated funding to undertake Project CARV (Curbing Alcohol Related Violence) in three areas; Napier/Hastings, Queenstown and Rotorua. The overall aim of Project CARV was to reduce alcohol related violence. The focus was on developing collaborative and effective initiatives and services in the three selected communities through coordination, liaison and research, leading to the implementation of evidence based practice and action plans. In 2009, the last remaining action to be completed in Napier/Hastings was the development of a joint alcohol strategy between Hastings District and Napier City councils. Funding from the Ministry of Justice was allocated towards the development of this joint strategy. Quigley and Watts Consultancy were engaged to produce a literature review and draft vision and objectives for this strategy in 2010.

Consultation has occurred during all stages of the strategy development. Early collaboration, research and consultation were key components of Project CARV. Formal consultation with key service providers and industry representatives by Quigley and Watts, and key collaborative partners, namely Police, Hawkes Bay District Health Board (HBDHB) and Health Hawkes Bay in the final stage was undertaken. Key staff and councillors from both councils have contributed to the development of this strategy.

In 2010, the Law Commission released “Alcohol in Our Lives, Curbing the Harm”, a discussion document informing the 2011 Alcohol Reform Bill. This report was the first major review of New Zealand’s liquor laws since 1989. A major theme of the document was an assessment of the effects that the liberalisation of the sale of liquor has had on society. It also incorporates major new evidence, both scientific and social research that identifies alcohol as a legal drug with known negative side effects. The report identified key mechanisms that could potentially reduce alcohol related harm; these recommendations were considered and some were included in the Alcohol Reform Bill. The Alcohol Reform Bill is before the House and the alcohol policies to support this strategy, and address the issues will be developed once legislation has been passed.
The Issues

The World Health Organisation determines that the harmful use of alcohol compromises both individual and social development, making it a pressing concern for the international community. Locally, alcohol is a serious negative contributor to community well-being indicators, crime, accidents, long term health conditions, intentional self-harm, injuries, and death from transport and other accidents.

*The Global Strategy to Reduce the Harmful use of Alcohol* (2011) identifies alcohol as a serious global issue. Alcohol consumption is the third leading risk factor for premature death and disability (number of these are attributable to unintentional and intentional incidents, ranging from road accidents to suicide). It also recommends that civil society has an important role in warning about the impact of harmful use of alcohol on individuals, families and communities.

ALAC’s (Alcohol Advisory Council of New Zealand) local government toolkit on ‘Planning for Alcohol in the Community’ highlights some national issues worth noting. There is a national focus on young people and binge drinking. There are some worrisome statistics, highlighting that more adults are not modelling sensible drinking behaviour:

- 450,000 adults were binge drinking on their last drinking occasion – that is the population of Wellington
- 700,000 parents of children under the age of 15 are heavy drinkers (consuming more than seven glasses of wine on their last drinking occasion)
- 275,000 adults set out to get drunk on their last drinking occasion
- 1.2 million adult drinkers are okay with bingeing and regularly do so

*Source: ALAC Planning for Alcohol in the Community – Local Government Toolkit 2005*

Access

The majority of underage drinkers are supplied liquor by their parents, caregivers, or friends. Young people mostly drink alcohol at home, in the streets, in parks and other private establishments.

Since the 1989 Sale of Liquor Act, significant shifts in industry and consumption have been recorded; however, there are many non-regulatory factors which influence consumption patterns. The most significant are economic, social and cultural drivers such as affordability, the acceptability and the prominence of alcohol in our lives.

The significant statistics are:

- Around 9.6 litres of pure alcohol for every adult is consumed each year in New Zealand, that is approximately either 91 bottles of wine, 800 stubbies, or 24 bottles of spirits per adult
- The alcohol and hospitality industry growth accounts for over 70,000 people in employment.
- Significant (double) growth in off-licences, treble for on-licences since 1989
- Density of alcohol outlets has increased since 1989, making alcohol more accessible, however, the highest volume of alcohol is sold by half a dozen major retailers.
- Supermarkets account for only 3% of licenses but are estimated to sell 33% and 58% of all beer and wine sales respectively
- Significant growth in ‘night-time economy’ i.e. hospitality due to the loosening of hours of trading.
- New Zealanders spend around $85 million per week on alcohol
Hawke's Bay

Nearly a quarter of Hawke’s Bay alcohol consumers are hazardous drinkers.

Approximately half of all offending in Napier and Hastings is alcohol related (compared to 30% nationally). In Hawke’s Bay, alcohol related offences are more likely to be committed by young people aged 17-25 years. Around 70-90% of all weekend crime is alcohol related. Crime rates, including violent offences, have been increasing in both districts.

Alcohol contributes to many health concerns. In addition to immediate risks such as injury and self-harm, it increases the risks for longer term conditions like cancer. Long term dose effects (that is the contributory factor of alcohol to the long term health of an individual) are seen in cardiovascular disorders, several cancers, hypertension and heart failure – Hawke’s Bay has a higher incidence of these diseases.

During a Hawke’s Bay District Health Board study between May and December 2008, a quarter of local emergency department visits were related to alcohol, of this group, a higher number were young, male and Maori. Alcohol related harm from single drinking events range from unsafe sex or injuries, to suicide and alcohol poisoning.

The Hawke’s Bay District Health Board estimates that the total directly alcohol related hospitalisations cost them $5.4 million each year. The approximate culminate cost of alcohol related harm for hospitalisation and injury is around $25 million per annum, in hospitalisations, emergency department visits and ACC payments. Between 2006 and 2010, 17 people in Hawke’s Bay were killed in road accidents where alcohol was a factor, and 385 injuries were received. During this time period, the cost of alcohol related injury and deaths was $233 million. Whilst it is not permitted to breath test people at the scene of a fire, the Hawke’s Bay fire service estimate nearly 44% of fatalities associated with fires have alcohol as a factor.

Target Groups

To achieve the greatest impact, the focus for initiatives and activities developed for this strategy needs to target ‘at risk’ groups. Youth, underage drinkers and Maori men show some of the worst statistics from alcohol related harm. Binge and hazardous drinking and the effects of this on our community have largely been associated with young people and people engaging in criminal behaviour. However, research indicates emergent trends such as increasing consumption rates for younger women and consumption patterns in older members of our community that need to be monitored, assessed and incorporated into this strategy at annual reviews. The World Health Organisation recommends responding swiftly to emergent trends before they become entrenched behaviour.

Stakeholders

Councils are only one contributor to the process of alcohol harm reduction. Many other agencies, Iwi and Maori organisations, community groups and individuals recognise and are working towards, alcohol harm reduction. This strategy identifies and endorses partners in the delivery of the actions, signalling an intention to continue to work collaboratively with other agencies and the community to support and lead alcohol harm reduction. Councils must focus strategies to the areas they can influence and implement through activities, regulation, facility management, urban design, grants, contracts for services, sponsorship, and delivery of social well-being and community development.

In addition to the councils’ direct responsibility, our role is one of community leadership and support. This may include instigating projects bringing interested parties together, facilitating relationships between community people and state agencies, offering venues or equipment for meetings and events, helping with funding, providing publicity about
activities or outcomes, advocating on any policy issues with central government and role modelling responsible consumption within our organisations.

**Measuring Success**

This is a five year strategy with annual reviews of implementation activities. Alcohol issues influence a wide range of social indicators and attribution of any one strategy or initiative in the achievement of outcomes can be difficult. A council is only one contributor to achieving outcomes in this area.

Regulation is a control measure that can have an immediate effect on the drivers of alcohol related harm, such as access and availability of alcohol. Regulatory controls can be measured for effectiveness by comparing data before the regulatory activity and after it. The impacts of regulatory activity can be seen in a relatively short timeframe.

Effects of alternative programmes may only be able to be seen in the longer term. The effect of preventative and educational type activities will be measured in two ways. Firstly, general social well-being indicators will be used. Secondly, each implementation action will be monitored to determine its effectiveness in achieving the objectives of this strategy. The implementation actions will be reviewed annually to ensure activities are making an impact on the strategy's objectives and that any emerging trends can be addressed.

As with many social well-being or community development initiatives, outcomes are not always easily measured. However, where possible this strategy has been designed to provide a robust implementation plan for the councils to understand and contribute effectively to the reduction of alcohol related harm.

Proxy indicators that will be measured as data is available from partners include:

- Number of alcohol related fatal road crashes
- Percentage of alcohol related crime, and/or crime where alcohol is a factor
- Community involvement and programmes stock take (see implementation plan)
- Cross reference of indicators from other agencies specifically Police and HBDHB.

The strategy pertains to Napier City and Hastings District populations. To ensure the strategy remains relevant and effective, it is recommended that it is reviewed within five years. Yearly reviews to assess the implementation plan and incorporate current and relevant research will ensure the strategy responds to emergent trends and issues that arise. If there are significant changes to legislation, national policy and/or Council direction the strategy should be reviewed and aligned to reflect this.
Vision and Objectives

Vision
A safe and healthy community free from alcohol related harm

Objectives

Foster safe and responsible drinking environments

Demonstrate leadership to achieve a safe drinking culture

Work collaboratively with community and agencies on initiatives to reduce alcohol related harm

Use clear and effective regulation around alcohol

Goals

- Safety in public places is maintained
- Clear and accurate information for the public is available
- Initiatives that reduce harm are supported

- Initiatives that incorporate host responsibility in the community and the alcohol industry are supported
- Host responsibility is demonstrated by councils
- Up to date research and data is maintained
- Initiatives that encourage community leadership to reduce alcohol related harm are supported

- Regional strategic links with key stakeholders are developed
- Councils work collaboratively with the alcohol industry
- Community initiatives that reduce alcohol related harm are supported
- Councils work collaboratively with community and agencies

- Use regulatory measures to support safe and responsible alcohol use
- Consistent policies and communication across councils is advanced
- Council is responsive to community feedback received through democratic mechanisms and processes (e.g. submissions)

Potential Contributors
Police, HBDHB, Health Hawke’s Bay, iwi, schools, community organisations, alcohol industry groups, Sports Clubs, businesses, government agencies

Achieving a consistent approach across Hastings and Napier
Fostering safe and responsible drinking environments supports the safety of all in our community, those who drink alcohol and those who do not. People are negatively affected by alcohol consumption in a variety of ways. Councils can contribute to safe and responsible environments through regulatory control but also through collaboration and working with others.

**Goals**
- Safety in public places is maintained
- Clear and accurate information for the public is available
- Initiatives that reduce harm are supported

**Actions**
- Undertake CPTED assessments where appropriate
- Promote host responsibility
- Review alcohol policies following legislative changes
- Undertake licensee compliance checks
- Implement targeted operations
- Develop a joint council communications plan
- Resource and support community led initiatives
- Support events and initiatives that are alcohol free

**Principles**
- People should be secure in knowing alcohol is served responsibly and safely by those who have a liquor licence
- People should be able to reasonably move around public spaces without risk of assault and injury from people who are intoxicated
- People are entitled to be protected and cared for if they are in an intoxicated state
- People need to be informed and understand the consequences of over consuming alcohol in their homes and private and public spaces

**Potential Contributors**
Police, HBDHB, Health Hawke’s Bay, Licensees.

Consistent environments and messages support communities that travel between the two cities. It helps Council to create and support safe and responsible drinking environments across the region.
Goals
- Initiatives that incorporate host responsibility in the community and in the alcohol industry are supported
- Host responsibility is demonstrated by councils
- Up to date research and data is maintained
- Initiatives that encourage community leadership to reduce alcohol related harm are supported

Actions
- Ensure grants and sponsorship agreements reflect host responsibility principles
- Avoid funding alcohol focussed events
- Support alcohol-free events, particularly those targeted to youth
- Councils will review and develop their host responsibility policies including guidelines on alcohol provision at Council events and in the workplace (e.g. staff functions, social clubs etc)
- Provide input into national and local strategies, legislation etc
- Ensure strategic alignment of this strategy with other council policies, strategies and plans
- Monitor information and research
- Utilise existing collaborative groups to discuss issues and share information
- Understand local providers and services available by completing a stock take of local service providers
- Support development of community leaders
- Develop and/or support educational programmes that target parents and caregivers (role-modelling), particularly around supply of alcohol to underage drinkers.

Providing leadership towards a safe drinking culture recognises that whilst councils cannot control individual behaviour, we have a role in informing, working with, and leading our communities towards achieving economic, social, environmental and cultural well being. Councils will aim to contribute to a change in the drinking culture by taking a lead in the areas that it has primary control over, and contribute strongly to collaborative initiatives. Councils will respond to community concerns over alcohol related harm with priority, recognising the fine balance needed to support the alcohol industry in Hawke’s Bay, whilst reducing alcohol related harm.

Principles
- Councils will uphold a host responsibility policy
- Councils will contribute to national think tanks, strategies and reviews to provide the regional perspective and be informed about best practise models
- Councils will keep abreast of emergent trends, research and data to accurately inform the public and its policies
- Councils will not support events which are related solely to the promotion of alcohol consumption

Potential Contributors
Police, HBDHB, Health Hawke’s Bay, MURP Sponsor Group, community organisations, businesses, government agencies, Iwi, Sport HB, schools, Youth Council

Strong leadership from both councils will strengthen and endorse actions.
Council leads actions and leads by example.
Goals

- Regional strategic links with key stakeholders are developed
- Councils work collaboratively with the alcohol industry
- Community initiatives that reduce alcohol related harm are supported
- Councils work collaboratively with community and agencies

Actions

- Create a joint alcohol strategy working party with agency partners and Iwi to share information and develop joint policy
- Facilitate alcohol accords
- Support responsible consumption messages and behaviour at ‘high end’ food and wine events
- Update licensees about regulation changes, trends and issues
- Provide and/or support Bar Staff educational initiatives
- Support initiatives led by alcohol industry that reduce alcohol related harm
- Support and add value to community led initiatives
- Support sports clubs and other social groups to develop their alcohol-related policies and programmes
- Participate in community and agency based forums (e.g. HDC Social Well being Group, Safer Napier Committee)
- Promote information that informs people about where to get help
- Liaise with youth services and youth about alcohol related issues
- Support community plans to promote healthier behaviours towards alcohol

The councils recognise that they are only one contributor to resolving alcohol related harm. They understand that there are other agencies and communities that can significantly support the reduction in alcohol related harm. Councils will work in partnership and support collaboration to address the many factors that cause alcohol related harm in our community. The councils believe partnership with the alcohol industry is critical to support the economic contribution they make to the region and encourage them to address alcohol related harm as viable in their activities.

Principles

- Regularly meet and work together with main stakeholders such as Health, Police, industry and key community providers
- Encourage and support community initiatives that address issues in local areas through creative and innovative programmes
- Encourage and support the collaboration of all groups by developing formalised regional collaboration
- Disseminate and encourage discussion of research and data, emergent trends, and innovative programmes from other regions

Potential Contributors

Police, HBDHB, Health Hawke’s Bay, MURP Sponsor Group, community organisations, businesses, government agencies, Iwi, Sport HB, schools, Youth Council

Collaboration is at the core of this strategy. Council leads and promotes collaboration with all agencies and communities, starting first with each other.
Goals
- Use regulatory measures to support safe and responsible alcohol use
- Consistent policies and communication across councils is advanced
- Council is responsive to community feedback received through democratic mechanisms and processes (e.g. submissions)

Actions
- Develop local alcohol plans/policies following legislative changes
- Collaborate to target compliance and enforcement operations
- Monitor hotspots
- Educate licensees and promote host responsibility
- Review district plans and licensing conditions to align approaches between councils
- Develop consistent branding across both councils where possible
- Share information about submissions to law reviews between councils
- Assess and respond to community requests for liquor bans
- Seek regular community feedback

Councils contribute to the regulation of alcohol through the 1989 Sale of Liquor Act. The councils will ensure regulatory mechanisms available to it are deployed to address alcohol issues. The councils will work with industry, licensees, and the community to communicate clear and effective messages about regulation and utilise enforcement mechanisms available to it.

Principles
- Collaborate for enforcement activities
- Facilitate liquor liaison meetings and communication with licensees
- Make submissions to law reviews to effect regulatory change
- Review the District Plan to ensure alignment and consistency
- Monitor emergent and existing hotspots, incorporating community concerns and feedback into the process
- Develop consistent alcohol policy and controls where appropriate

Potential Contributors
Police, licensees, HBDHB, community

Consistent regulation which is mirrored by both councils sends a strong message that the regulatory environment is to be enforced and adhered to equally across Napier and Hastings.
Strategic Links

National
Sale of Liquor Act 1989

Features:
- Set out the provisions relating to on-license, off-license, club license and special license.
- Defined the powers of the Licensing Authority and District Licensing Agencies.
- Outlined offences and enforcement provisions.

The main responsibility for granting and issuing liquor licenses sits with District Licensing Agencies – located within Local Government.

Local
District Plan
The Resource Management Act 1991 requires each local authority to develop a district plan that sets out the objectives and policies for suitable management of natural and physical resources. Both Hastings and Napier have provision in their District Plans to control the sale of liquor in various zones.

Long Term Plan
Under the Local Government Act 2001, Councils must develop Long Term Plans that promote community wellbeing. Reducing alcohol related harm contributes to the following community outcomes:
- A lifetime of good health and wellbeing
- Safe and secure communities
- An environment that is appreciated, protected and sustained for future generations
- A strong, prosperous and thriving economy
- Strong regional leadership and a sense of belonging
- Supportive caring and inclusive communities
- Safe and accessible recreational facilities
Key References


**Alcohol Advisory Council of New Zealand** (2005) *Planning for Alcohol in the Community* Wellington, Alcohol Advisory Council of New Zealand

**Justice and Electoral Committee** (2010) *Alcohol Reform Bill*, Bill before the house as at 3 October 2011 Wellington, Justice and Electoral Committee

**Law Commission** (2010) *Alcohol in Our Lives Curbing the Harm* Wellington, Law Commission


**New Zealand Transport Agency’s** (As of 5 July 2011) *Crash Analysis System2006-2010* Wellington, New Zealand Transport Agency

**New Zealand Police** (2010) *Alcohol Related Offending* Wellington, National Intelligence Centre New Zealand Police

**Quigley and Watts** (2011) *Development of Alcohol Harm Reduction Strategy Vision and Objectives* Wellington, Quigley and Watts


**Waitakere City Council** (2006) *City Wide Alcohol Strategy* Waitakere, Waitakere City Council


Appendices

Draft Implementation Plan

Quigley and Watts Consultancy
## 1. Foster safe and responsible drinking environments

<table>
<thead>
<tr>
<th>Goal</th>
<th>Who</th>
<th>Actions</th>
<th>When</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Safety in public places is maintained</td>
<td>Council ComDev/ Social</td>
<td>Undertake CPTED assessments where areas with problems are identified: Bar areas, residential, ‘transit’ areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Police and Council Regulatory</td>
<td>Communicate with Police regarding events which may require visible presence of police and security in public places and events</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Council</td>
<td>Promote host responsibility</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Council Regulatory</td>
<td>Review alcohol policies once legislative changes have been made</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Police and Council Regulatory</td>
<td>Undertake licensee compliance checks and implement targeted operations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2 Clear and accurate information (about alcohol, its effects and the risks involved) for the public is available</td>
<td>Council</td>
<td>Develop a joint communications plan that:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>HDC Communications Team</td>
<td>o Utilises resources available through ALAC</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>o Investigates the use of local social media campaigns</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>o Partners with alcohol industries (particularly vineyards and other hospitality industry providers to promote safe and responsible drinking</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>o Targets promotions at high activity times such as holiday</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Key:  
ComDev - NCC Community Development Team  
Social - HDC Economic and Social Development Team  
Regulatory - NCC and HDC Regulatory Teams  
HBDHB – Hawke’s Bay District Health Board  
HHB - Health Hawke’s Bay
| 1.3 Initiatives that reduce alcohol related harm are supported | Council ComDev/Social | Provide support and resources to community led initiatives by providing advice and funding where applicable |
| | Council ComDev/Social | Support programmes and events that take place in Council facilities that aim to reduce alcohol related harm |
| | Regulatory | Support and encourage initiatives aimed at mobilising communities to prevent the selling of alcohol to, and consumption by, young people and at risk groups |
| | Council ComDev/Social | Support events and initiatives that are alcohol free |

Key: ComDev - NCC Community Development Team
Social - HDC Economic and Social Development Team
Regulatory - NCC and HDC Regulatory Teams
HBDHB – Hawke’s Bay District Health Board
HHB – Health Hawke’s Bay
## 2. Demonstrate leadership to achieve a safe drinking culture

<table>
<thead>
<tr>
<th>Goal</th>
<th>Who</th>
<th>Action</th>
<th>When</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Initiatives that incorporate host responsibility in the community and in the alcohol industry are supported</td>
<td>Council ComDev/Social</td>
<td>Direct sponsorship, grants and contracts for service documents include a ‘host responsibility’ clause</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Council ComDev/Social</td>
<td>Provide no sponsorship or funding of any event which is targeted to youth that has any alcohol promotion attached to it</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Council ComDev/Social</td>
<td>Provide support to alcohol-free events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.2 Host responsibility is demonstrated by councils</td>
<td>Council</td>
<td>Review and develop host responsibility policies including guidelines on alcohol provision at Council events and in the workplace (staff functions, social clubs etc) using ALAC guidelines:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>o Prevents intoxication</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>o No alcohol served to minors</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>o Provide non-alcoholic alternatives</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>o Provides substantial food</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>o Serves alcohol responsibly or not at all</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Council Regulatory and Policy Teams</td>
<td>Provide input, supporting the reduction of alcohol related harm, into relevant national strategies, reviews and legislative changes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Key:  
ComDev – NCC Community Development Team  
Social - HDC Economic and Social Development Team  
Regulatory - NCC and HDC Regulatory Teams  
HBDHB – Hawke’s Bay District Health Board  
HHB – Health Hawke’s Bay
<table>
<thead>
<tr>
<th>Task</th>
<th>Entity and Team</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.3 Maintain up to date research and data</td>
<td>Council Regulatory and Policy Teams</td>
<td>Lend support to national, regional and local strategies and initiatives that aim to reduce alcohol related harm (e.g. transport alternatives).</td>
</tr>
<tr>
<td></td>
<td>Council Regulatory and Policy Teams</td>
<td>Ensure Council’s other strategies, plans, actions and initiatives are consistent with legislation and this strategy, particularly those related to social well-being or youth.</td>
</tr>
<tr>
<td></td>
<td>Council Regulatory and Policy Teams</td>
<td>Monitor international, national and local research and publications on alcohol harm, including best practise principles and interventions.</td>
</tr>
<tr>
<td></td>
<td>Council ComDev and Policy Teams</td>
<td>Add questions regarding alcohol consumption and behaviour to social monitor surveys.</td>
</tr>
<tr>
<td></td>
<td>Council HDC Communications Team</td>
<td>Monitor local media coverage.</td>
</tr>
<tr>
<td></td>
<td>Council</td>
<td>Utilise existing collaborative groups to enhance knowledge and share information related to alcohol related harm.</td>
</tr>
<tr>
<td></td>
<td>Council-led – HBDHB, HHB, Police</td>
<td>Complete stock-take of local providers to determine what is being provided that specifically deals with alcohol harm reduction.</td>
</tr>
<tr>
<td></td>
<td>Council ComDev/Social</td>
<td>Assess initiatives and programmes being run elsewhere in New Zealand that could be replicated in Hastings and Napier (e.g. SWAP in Waitakere, MOD Squad in Bay of Plenty etc).</td>
</tr>
</tbody>
</table>

Key:  
ComDev – NCC Community Development Team  
Social – HDC Economic and Social Development Team  
Regulatory – NCC and HDC Regulatory Teams  
HBDHB – Hawke’s Bay District Health Board  
HHB – Health Hawke’s Bay
<table>
<thead>
<tr>
<th>2.4 Initiatives that encourage community leadership to reduce alcohol related harm are supported</th>
<th>Council ComDev/Social and community, HBDHB, HHB, Police</th>
<th>Create initiatives that support the development of community leaders e.g. youth scholarship/mentoring competitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council ComDev/Social, Police, HBDHB, HHB, schools, iwi</td>
<td>Develop and/or support educational programmes that target parents/caregivers particularly around the supply of alcohol to underage drinkers and role modelling behaviours</td>
<td></td>
</tr>
</tbody>
</table>

Key:  
ComDev – NCC Community Development Team  
Social – HDC Economic and Social Development Team  
Regulatory – NCC and HDC Regulatory Teams  
HBDHB – Hawke’s Bay District Health Board  
HHB – Health Hawke’s Bay
3. Work collaboratively with community and agencies on initiatives to reduce alcohol related harm

<table>
<thead>
<tr>
<th>Goal</th>
<th>Who</th>
<th>Action</th>
<th>When</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Regional strategic links with key stakeholders are developed</td>
<td>Council and iwi</td>
<td>Create a joint alcohol strategy working party with agency partners and iwi to inform policy review, developments, actions and implementation of all parties. This group would be a rejuvenation of the LSG group from project CARV.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>As above</td>
<td>Receive information and data from A&amp;E, generic alcohol related information, Police alcOlink tool (last drinks data)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2 Councils work collaboratively with the alcohol industry</td>
<td>Council Regulatory and Police</td>
<td>Alcohol accords promoted and facilitated</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Council Regulatory and Police</td>
<td>Update licensees about regulation changes, trends and issues</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Council Regulatory</td>
<td>Provide and/or support Bar Staff educational initiatives</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Council Regulatory L licensed</td>
<td>Attend Hospitality Association of NZ, Sporting Clubs Association of NZ, Restaurant Association of NZ meetings</td>
<td>As required and where relevant.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Council and industry</td>
<td>Support initiatives by alcohol industry that aims to reduce alcohol related harm and/or ensure safety of those consuming alcohol e.g. transportation, ‘chill-out’ space etc</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Council</td>
<td>Support the alcohol industry to utilise ‘high</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Key:  ComDev - NCC Community Development Team  Social - HDC Economic and Social Development Team  Regulatory - NCC and HDC Regulatory Teams  HBDHB – Hawke’s Bay District Health Board  HHB – Health Hawke’s Bay
### 3.3 Community initiatives that reduce alcohol related harm are supported

<table>
<thead>
<tr>
<th>Council ComDev/Social</th>
<th>Support educational initiatives (e.g. schools, Life Education Trust, Parents as First teachers, Maraes etc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council- led</td>
<td>Target funding to gaps and priorities as identified in the stock-take in goal 2.3</td>
</tr>
<tr>
<td>Council ComDev/Social, Sport HB, Sports Clubs</td>
<td>Support sports clubs and other social groups to develop their alcohol-related policies and programmes (e.g. ‘Think before you supply under 18’ campaign, Thinksmart)</td>
</tr>
</tbody>
</table>
| Council ComDev/Social and community | Supporting and add value to community led initiatives that:  
  - Educate and raise awareness of alcohol related harm, particularly amongst vulnerable and ‘at risk’ groups  
  - Focus on preventative interventions  
  - Provide support and treatment for affected families and support for self help activities and programmes |

### 3.4 Work collaboratively with all groups (including agencies, business and community groups)

<table>
<thead>
<tr>
<th>Council ComDev/Social Policy Team Regulatory</th>
<th>Participate in community and agency based forums (e.g. HDC Social Well being Group, Safer Napier Committee etc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council ComDev/Social, HBDHB, HHB and Police</td>
<td>Promote information and resources that direct people ‘where to go’ when experiencing issues with alcohol</td>
</tr>
<tr>
<td>Council ComDev/Social,</td>
<td>Liaise with key youth services and alternative education providers around alcohol related issues</td>
</tr>
</tbody>
</table>

**Key:**
- ComDev – NCC Community Development Team
- Social – HDC Economic and Social Development Team
- Regulatory – NCC and HDC Regulatory Teams
- HBDHB – Hawke’s Bay District Health Board
- HHB – Health Hawke’s Bay
<table>
<thead>
<tr>
<th>HBDHB, HHB and Police</th>
<th>harm messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council ComDev/ Social, HBDHB, HHB and Police</td>
<td>Utilise Youth Council, and Forum when developing policies and programmes aimed at reducing alcohol related harm</td>
</tr>
</tbody>
</table>
### 4. Use clear and effective regulation around alcohol

<table>
<thead>
<tr>
<th>Goal</th>
<th>Who</th>
<th>Action</th>
<th>When</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Use regulatory measures to support safe and responsible alcohol use</td>
<td>Council Regulatory and Police</td>
<td>Develop local alcohol plans/policies following legislative changes that also deal with density of premises, hours of operation and one way door policies as allowed by legislation.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| | Council Regulatory, Police, HBDHB | Collaboration to target compliance and enforcement operations through an agreed programme of activity:  
- Council and police spot checking of ‘problem’ licensees/localities  
- Drink/driving checkpoints and campaigns linked with Council/DHB initiatives  
- Age checks in licensed premises  
- Targeting of recidivous offenders | | |
| | Council Regulatory, Police, HBDHB | Monitor existing and emerging hotspots | | |
| | Council Regulatory | Educate licensees around their licensing obligations | | |
| | Council Regulatory and HBDHB | Promote host responsibility principles to licensees | | |
| 4.2 Consistent policies and communication across councils is advanced | Council Regulatory | Where possible develop consistent policies between cities e.g. conditions for licenses | | |
| | Council Regulatory | Where possible develop consistent branding for the two cities for easy recognition of notices | | |

Key:  
ComDev – NCC Community Development Team  
Social - HDC Economic and Social Development Team  
Regulatory - NCC and HDC Regulatory Teams  
HBDHB – Hawke’s Bay District Health Board  
HHB – Health Hawke’s Bay
<table>
<thead>
<tr>
<th>Council Regulatory</th>
<th>Share submissions between Councils to law reviews on regulatory changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council Regulatory</td>
<td>Develop tools for regulatory staff</td>
</tr>
<tr>
<td>Council Regulatory</td>
<td>Review the district plans and licensing conditions to ensure a consistency of approach and implementation between Sale of Liquor Act and District Plan rules</td>
</tr>
<tr>
<td>Council Regulatory</td>
<td>Assess and respond to community requests for liquor bans</td>
</tr>
<tr>
<td>ComDev/Social</td>
<td>Seek regular community feedback</td>
</tr>
<tr>
<td>Council Regulatory</td>
<td>Incorporate community feedback into policies as appropriate</td>
</tr>
</tbody>
</table>

4.3 Council is responsive to community feedback received through democratic mechanisms and processes

Key:  ComDev - NCC Community Development Team  
Social - HDC Economic and Social Development Team  
Regulatory - NCC and HDC Regulatory Teams  
HBDHB - Hawke’s Bay District Health Board  
HHB - Health Hawke’s Bay