

National Alcohol Accords Stocktake

Alcohol Advisory Council of New Zealand

August 2010



ISBN Number: 978-1-877373-80-0 (print)
978-1-877373-81-7 (online)

Review prepared by:
Kiri Leach – Kreatris Business Solutions

Initial report prepared by:
Barry McDonald and Paul Tweed

Alcohol Advisory Council of New Zealand
Kaunihera Whakatupato Waipiro O Aotearoa

PO Box 5023
Wellington 6145
New Zealand

www.alac.org.nz
www.waipiro.org.nz

August 2010

CONTENTS

1	Executive Summary	2
1.1	Introduction.....	2
1.2	Alcohol Accords.....	2
1.3	Recommendations	3
2	Background Information.....	4
2.1	Liability.....	5
2.2	The Report	5
3	Summary of Findings.....	6
3.1	Locations and Area Covered.....	6
4	Northland Region	8
4.1	Formation and Purpose.....	8
4.2	Composition and Membership	9
4.3	Organisational Structure.....	9
4.4	Resources and Funding	10
4.5	Liquor Industry Participation/Ownership	10
4.6	Interventions and Initiatives.....	10
4.7	Other Information	11
4.8	Regional Recommendations	11
5	Central Region.....	12
5.1	Formation and Purpose.....	12
5.2	Composition and Membership	12
5.3	Organisational Structure.....	13
5.4	Resources and Funding	13
5.5	Liquor Industry Participation/Ownership	13
5.6	Interventions and Initiatives.....	13
5.7	Recommendations	14
6	Southern Region	15
6.1	Formation and Purpose.....	15
6.2	Composition and Membership	16
6.3	Organisational Structure.....	16
6.4	Resources and Funding	16
6.5	Liquor Industry Participation/Ownership	16
6.6	Interventions and Initiatives.....	17
6.7	Recommendations	17

1 EXECUTIVE SUMMARY

1.1 INTRODUCTION

An Alcohol Accord is a written local agreement between key stakeholders/partners to promote community safety through safer alcohol consumption, and complements existing Sale of Liquor Act 1989 (SoLA) regulatory mechanisms.

This National Alcohol Accord Stocktake (NAAST) report collates information from the initial Phase 1 draft report compiled by Barry McDonald and Paul Tweed, Canterbury District Health Board – Community and Public Health. The Phase 1 draft report provides a stocktake of data collated from Alcohol Accord representatives nationally.

Further, this report will make recommendations to the Alcohol Accords Working Group (AAWG) that will inform future planning considerations for accords across New Zealand.

1.2 ALCOHOL ACCORDS

The Alcohol Accords' key objectives are to promote safe alcohol use and minimise alcohol-related harm. This can be seen by:

- reductions in crime, disorder and antisocial behaviour
- reductions in alcohol-related harm in the community
- an increase in public confidence regarding safety.

Key strategies that have been identified and/or implemented to support the promotion of safe alcohol use and the minimisation of alcohol-related harm are:

- positively engaging with key industry, central and local government agencies and community stakeholders
- promoting good practice models and partnerships
- encouraging regular attendance at accord meetings
- providing continued support for all accord members
- encouraging accord members and other key stakeholders/partners to participate fully in all activities of the accord
- undertaking ongoing reviews of local alcohol-related problems and developing and implementing strategies to address these
- engaging media support in the promotion of the Alcohol Accord
- supporting licensees to promote responsible drinking, by creating environments that minimise antisocial and violent behaviour.¹

The stocktake report identifies variations to accord models in terms of the way they operate across the country. The effective promotion of safe alcohol use and the development and delivery of initiatives to minimise alcohol-related harm are common strategies identified within

¹ Extracted from "Alcohol Accords: Getting Results: A practical guide for Accord partners" 2000.

these models. Most importantly the report identifies the following as being essential components in an effective accord model:

- industry, local authority and community partnerships
- active accord membership
- legislation and policy implementation
- effective planning and evaluation
- media and communication.

With these components, accords will be able to continue the co-ordination of effective initiatives in their communities.

1.3 RECOMMENDATIONS

Based on the information provided and consideration of current activities, several recommendations have been made for the future planning and implementation of projects by accords. The recommendations are that:

1. Regionalised funding be sought to support the effective, co-ordinated administration of the accords
2. Individual accord charters be reviewed by the accords to ascertain their effectiveness in terms of achieving their goals and objectives
3. Media campaigns about the accords be developed/maintained and report consistent messages in terms of what accords are working to achieve and further illustrate the benefits of being a key stakeholder/partner
4. Regional accord executive committees be established to advocate for the mobility and support of accords generally
5. Active participation be encouraged in accords by identifying and implementing strategies to increase accord membership
6. Action plans continue being created and implemented to address issues as identified
7. An annual regional forum of accords be established to encourage common approaches to integrated planning and implementation within the regions
8. A website be developed as a national resource for accords for:
 - a. information sharing
 - b. uploading and sharing reports/minutes
 - c. maintaining a membership register
 - d. listing upcoming events/meetings
 - e. accessing resources.

2 BACKGROUND INFORMATION

The aim of the NAAST project (Phase 1) was to identify the status of accords nationally, and formulate from the collated data a report for the AAWG. The purposes of the report are: to inform the AAWG as to the models within which accords are operating locally, regionally and nationally; to identify the organisational makeup of these groups; to explore common themes and strategies they have developed and/or implemented to reduce alcohol-related harm in their communities; and finally to make recommendations to inform future planning for the accords. This project was supported by the AAWG, which comprises representatives from the Alcohol Advisory Council of New Zealand (ALAC), New Zealand Police, Auckland City Council, Canterbury District Health Board – Community and Public Health and Hutt Valley District Health Board.

The project in its entirety involves:

- a national stocktake of known accords across New Zealand. The stocktake scope includes a review of the status of the accords in terms of the models within which they operate (e.g. organisational representation makeup, operational structure, common themes and strategies), the identification of collaborative projects and community and agency initiatives that are in progress and being delivered currently and/or completed, the perceived risks to the accords, and recommendations.

Kreatris Business Solutions was contracted to undertake Phase 2 of this project by ALAC on behalf of the AAWG.

The NAAST project has two interrelated phases.

Phase 1:

To gather a range of data (quantitative and qualitative) about each accord's: location and service area; history and operational structure; resourcing/funding status; level of liquor industry participation/ownership; interventions and initiatives, and any other relevant information that pertains to the accords.

The data generated from this report will be collated and form the basis of a comprehensive NAAST project report for the AAWG.

Phase 2:

To review the NAAST project data and draft report and formulate a comprehensive final NAAST project report for the AAWG.

2.1 LIABILITY

Kreatris Business Solutions gives no guarantee that the information and data supplied in this report is error free. All care and diligence has been used in extracting and analysing information provided. Kreatris Business Solutions will not be liable for any loss or damage suffered by clients consequent upon the information in this report.

All discussion points made in this report are made wholly by Kreatris Business Solutions, based on information and data obtained at the time of review.

2.2 THE REPORT

The purpose of this report is to summarise the findings from Phase 1 of the project.

This NAAST project report has been compiled from the Phase 1 NAAST data and draft report (April 2010) completed by Barry McDonald and Paul Tweed, Canterbury District Health Board – Community and Public Health. Information collated in the draft report was obtained via key informant interviews and written feedback.

3 SUMMARY OF FINDINGS

For ease of reading, summaries of the NAAST project report are presented under the following key headings:

- location and area covered
- formation and purpose
- composition and membership
- organisational structure
- resources and funding
- liquor industry participation/ownership
- interventions and initiatives
- other information
- regional recommendations.

Where there was an absence of information, this is also detailed.

3.1 LOCATIONS AND AREA COVERED

The Alcohol Accords reviewed were:

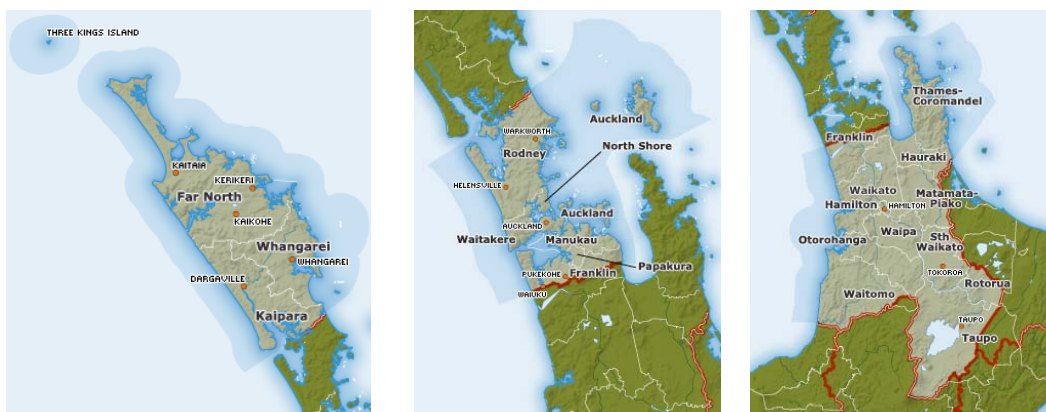
Kaitaia	Hamilton
Kaikohe	Tauranga
Kerikeri	Rotorua
Paihia	Taupo
Kaipara	Hastings/Havelock North (satellite accord)
Whangarei	WGTM Courtenay Quarter
AKLD Executive	WGTM Petone
AKLD Aotea	WGTM Hutt Valley (Lower Hutt and Upper Hutt)
AKLD Karangahape	Nelson
AKLD Parnell	Christchurch
AKLD Newmarket	Ashburton
AKLD Ponsonby	Dunedin
AKLD Viaduct	

Common themes highlighted across all accords were that:

- HANZ (the Hospitality Association of New Zealand), SoLA regulatory agencies, New Zealand Police and Public Health Units are prominent members of the accords
- regular meetings are held with high levels of industry representation and local community groups

- funding is not sustainable for the administration of the accords, however funds have been made available for specific projects by key stakeholders/partners
- interventions and initiatives vary and are limited to the support of the membership and ALAC initiatives/resources introduced or available at the time
- evaluations of individual accords have been conducted in the past year, with a few currently underway or being completed
- recommendations are similar across the regions.

4 NORTHLAND REGION



The Northland region comprises 13 known accords, of which Auckland has seven including an Executive Accord. The Northland region accords include the following:

1. Kaitia
2. Kaikohe
3. Kerikeri
4. Paihia
5. Whangarei
6. Kaipara
7. Auckland – Executive, Aotea, Karangahape, Parnell, Newmarket, Ponsonby and Viaduct
8. Hamilton.

Franklin had been nominated as a known accord, however it has been identified that there is no formal accord in operation. It was noted that there is a provision for an accord in the local council's "*Alcohol Action Plan*", which has not progressed further.

4.1 FORMATION AND PURPOSE

The Far North accords (Kaitia, Kaikohe and Kerikeri) were formed between 2006 and 2007. These accords have approximately 320 licensees within their area. It was identified that the role of the accords was to be a forum that encouraged communication between licensees, enforcement agencies and community groups in addressing local alcohol-related issues.²

Members of these accords identified that they would like to accomplish the following:

- a reduction in liquor abuse, including harm associated with drink-driving
- a better understanding of SoLA
- increased communication and partnerships
- a level playing field across licensed premises, mentoring and support
- problems being resolved as they arise

² "*Far North Alcohol Accord Report*", Evaluation Associates 2009.

- preventing under-age drinking.

The Whangarei Accord was established in 2002 in line with the introduction of ALAC resources to support the formation of the accords. This accord was formed after consultation with licensees, who were asked how an accord could be useful or productive. Whangarei's area is made up of approximately 170 licensees in Whangarei and surrounding districts.

The Kaipara Accord was established in 2001 and has a clear mission to promote the safe and responsible use of alcohol in the community and to contribute to the reduction of liquor abuse. This accord covers approximately 74 licensed premises.

The Auckland accords are inclusive of an Executive Accord whose main role is to provide direction to the six accords within the Auckland region. These accords were established between 2000 and 2005. The Viaduct Accord was one of the first accords in New Zealand. The Auckland accords work towards adopting responsible, quality practices, including in the sale and consumption of liquor, and creating a safe community for all. The number of licensed premises in the region has not been identified.

The Hamilton Accord was established in 2007 with the notion of "improving the night-time environment".

4.2 COMPOSITION AND MEMBERSHIP

There are common members amongst most of the accords, including:

- representatives of both on- and off-licensed retailers/premises
- SoLA regulatory agencies
- New Zealand Police
- ALAC
- HANZ
- ACC (Accident Compensation Corporation)
- New Zealand Fire Service
- local government.

Other members include local organisations in the accords' regions, such as:

- Street Matyz
- Community Patrol
- Road Safe North
- SPEAR – hospitality training provider
- Safer Auckland City.

4.3 ORGANISATIONAL STRUCTURE

The Northland accords have a similar structure of business, with meetings held at least quarterly and extra meetings called if issues or events arise and need to be addressed. These meetings are chaired by nominated licensee representatives or accord members. The Kaitiaia,

Kaikohe and Kerikeri Accords are co-ordinated by Senior Constable Graeme Wright, Far North Alcohol Co-ordinator for New Zealand Police, with the assistance of co-ordinators in each area.³ Other stakeholders are also invited to attend, however the Kerikeri and Paihia Accords' meetings are closed.

4.4 RESOURCES AND FUNDING

It has been identified that the Northland accords have no regular or committed funding or resourcing to support them. In order to operate, small pools of funding are made available from key stakeholders/partners who are represented within these accords. Specific projects funded and supported through key accord stakeholders/partners include:

- administration costs for meetings are sometimes provided by the venue where the meetings are held
- the Whangarei Accord co-ordinator's part-time role is fully funded by the Whangarei City Council
- Auckland's Community Safety Officer has a budget to support the Executive Accord's annual planning meeting.

4.5 LIQUOR INDUSTRY PARTICIPATION/OWNERSHIP

The accords have a reasonable level of participation from licensees and SoLA regulatory agencies, and use this time to discuss issues that affect particular licensed premises. It is pertinent to note that the Hamilton Accord licensees have the opportunity to hold pre-accord meetings.

4.6 INTERVENTIONS AND INITIATIVES

The Northland accords have delivered a number of positive harm-reducing interventions and initiatives, and continue to plan the delivery of future projects.

Current projects include:

- Host Responsibility Awards
- Nite Flite – public transport promotion
- coaster and billboard Christmas campaign
- host responsibility and conflict resolution training
- foreign language fact sheets.

Future projects include:

- workshops for the "Corner Convenience Store" to develop a network for support
- an annual alcohol forum for all Auckland accords.

³ "Far North Alcohol Accord Report", Evaluation Associates 2009.

4.7 OTHER INFORMATION

1. An evaluation of the Far North accords was completed in 2009. This comprehensive document identified:
 - alcohol-related issues affecting the Far North
 - opportunities for collaboration
 - priority action plans for progress
 - recommendations to grow membership.
2. Continual support from all members is a contentious issue. Some members have committed to attending all meetings and passing on information to those not present to ensure all representatives are fully informed. Other accords have resorted to holding meetings on an as-required basis.

4.8 REGIONAL RECOMMENDATIONS

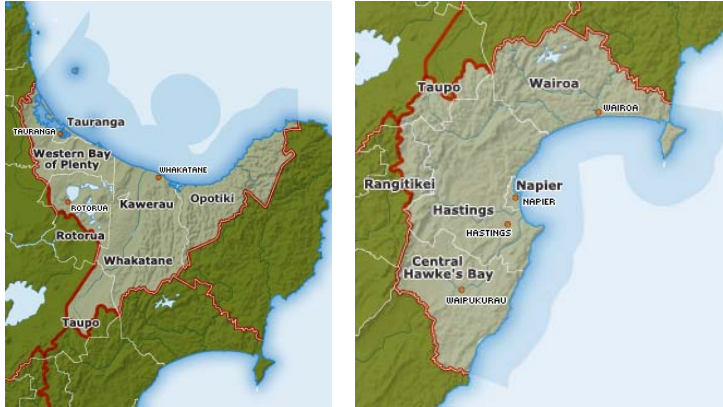
As identified in the *“Far North Alcohol Accord Report 2009”*, the following recommendations have been put forward by membership specifically for the Kaitaia, Kaikohe, Kerikeri and Paihia Accords:

1. Seek funding to support a paid co-ordinator to administer the accords.
2. Develop individual accord charters incorporating a mission statement and code of practice for both business owners and regulatory agencies.
3. Split accord meeting timeframes, with the first half to full hour dedicated to industry and licensing concerns and the remaining time open for community and other non-government organisation representatives, especially in the Kaitaia and Kaikohe areas where harm pertaining to licensed premises is lower than in the Kerikeri and Paihia areas.
4. Document and advertise an annual calendar of meetings.
5. Clearly define and map accord areas, especially the Bay of Islands area.
6. Establish media campaigns about the accords and what they are trying to achieve.
7. Create action plans to address issues identified through the evaluation and workshop.
8. Actively work on problem-solving the issues, instead of blaming each other.
9. Establish a regional accord executive committee to advocate for the accords and help with legislative and policy issues, best practice and future planning.

Other recommendations include:

1. Identify and implement ways of increasing membership and encouraging continual participation.
2. Establish an annual regional forum of accords to encourage common approaches to integrated planning and implementation within the region.

5 CENTRAL REGION



The Central region comprises nine known accords. The Wellington area has four of these accords.

1. Tauranga
2. Rotorua
3. Taupo
4. Palmerston North
5. Hastings/Havelock North (satellite accord)
6. Wellington – Courtenay Quarter, Petone, Hutt Valley (Lower Hutt and Upper Hutt).

The review of the Palmerston North Accord has been omitted owing to lack of information.

5.1 FORMATION AND PURPOSE

The Central accords were formed between 2003 and 2008. Generally, these accords were born from discussions at forums and the desire of key stakeholders/partners to address alcohol-related issues in their communities. These discussions highlighted the need to have a collaborative approach to addressing alcohol issues within the communities and an aspiration to work closer with SoLA regulatory agencies and other interested key stakeholders/partners.

5.2 COMPOSITION AND MEMBERSHIP

There are common members amongst most of the accords. These are:

- representatives of both on- and off-licensed retailers/premises
- SoLA regulatory agencies
- New Zealand Police
- HANZ
- ACC
- local government.

Other members include local organisations in the accord regions, such as:

- City Safety
- Road Safe Hawkes Bay.

5.3 ORGANISATIONAL STRUCTURE

The Central accords clearly have different structures of business. The Tauranga and Taupo Accord meetings are intended to be held quarterly. However, as they are run on an informal basis they are held as required. A steering committee of the Tauranga Accord generally determines if a full accord meeting needs to occur. Rotorua meets bimonthly, with Hastings meeting every six to eight weeks. In the Wellington region, the Petone and Hutt Valley Accords meet monthly.

These meetings (except those of the Taupo and Hastings Accords) are chaired and/or supported administratively by nominated licensee representatives and currently these positions are held by HANZ representatives. The Taupo Accord has no nominated chairperson or structured meeting tasks. The Hastings Accord also has a satellite accord, Havelock North. These accords have a strong administration base that is managed by the region's Licensing Inspector.

5.4 RESOURCES AND FUNDING

Some of the Central accords receive funding intermittently from various sources. The accords have secured funding for specific reducing-alcohol-related-harm projects. ALAC has funded training through HANZ, which has been particularly beneficial for the Wellington region.

5.5 LIQUOR INDUSTRY PARTICIPATION/OWNERSHIP

The Tauranga and Wellington region accords have high levels of participation from licensees and SoLA regulatory agencies. Tauranga has developed a logo as a tool that promotes the accord in its region. Members are able to display this logo and signal their involvement in the accord. The Wellington region accords are visibly active in their communities. The Hastings Accord uses its meeting time to discuss current issues that particularly affect its communities.

Information has not been provided for the Taupo and Rotorua Accords.

5.6 INTERVENTIONS AND INITIATIVES

The Central accords have undertaken a few interventions and initiatives and continue to plan for future projects. These have included:

- retail assistant certification
- personal acknowledgement form (on supply to minors)
- communication project (provision of radio communications equipment)
- club behaviour letters to sports clubs
- trespass notices.

No known interventions have been developed out of the Taupo Accord. The accord is seen to be a forum that facilitates discussions and relationships between the industry and SoLA agencies.

Future projects for the Central accords include:

- an ALAC-funded independent evaluation of the Tauranga Accord, documenting the performance of the accord and opportunities for improving the effectiveness of the partnership
- an off-licence accord based in Taupo and Rotorua
- a 1am one-way door policy in the Hutt Valley accords.

5.7 RECOMMENDATIONS

From this report we would recommend that:

1. Funding be sought to support a paid co-ordinator to administer accords
2. Individual accord charters be reviewed by the accords to ascertain their effectiveness in terms of achieving their aims and objectives
3. An annual calendar of meetings be made available locally and via a national accord website
4. Accord areas be clearly defined and mapped
5. Media campaigns about accords' goals and objectives be implemented in their communities
6. A regional accord executive committee be established to assist local accords with legislative and policy issues, best practice and future planning
7. Ways to increase membership and encourage participation be identified and implemented
8. An annual regional forum of accords is established to encourage common approaches to integrated planning and implementation within the region.

6 SOUTHERN REGION



The Southern region has four known accords:

1. Nelson
2. Christchurch
3. Ashburton
4. Dunedin.

6.1 FORMATION AND PURPOSE

The Southern accords were formed between 2006 and 2008. Generally, these accords were born from discussions at forums and from a desire to address alcohol-related issues in their communities. The Nelson Accord is supported well by another licensee group, “The Nelson City and Tasman District Hospitality Protocol”, which brings concerns from licensees to the accord.

The Christchurch Accord was initiated as part of a Community Violence Reduction Group developed by the Christchurch tri-agency group (includes Police Licensing section, Sale of Liquor Inspectors and Liquor Licensing Officers for the Medical Health Officer of Health). The 24-hour licensing issue has been a top priority for central business district (CBD) licensees and other stakeholders.

6.2 COMPOSITION AND MEMBERSHIP

There are common members amongst most of the accords. These are:

- representatives of both on- and off-licensed retailers/premises
- SoLA regulatory agencies
- New Zealand Police
- HANZ
- ACC
- local government
- brewers and liquor manufacturers and distributors.

Other members include local organisations from the accords' regions, such as:

- Safe City Nelson
- Canterbury District Health Board
- New Zealand Taxi Federation
- Safer Christchurch
- District Licensing Agency Inspectors
- Ashburton Community Alcohol and Drug Service (ACADS).

6.3 ORGANISATIONAL STRUCTURE

The Nelson Accord meets every eight to ten weeks and has a strong HANZ presence. Licensees are represented by HANZ and meetings are chaired by the President of the HANZ branch.

The Christchurch Accord meets monthly and has a management committee that administers the accord and is chaired by an industry representative.

The Ashburton Accord meets monthly with representatives from licensees, ACADS and SoLA agencies.

The Dunedin Accord meets fortnightly. It is important to note that there are no SoLA regulatory agencies involved in the meetings.

6.4 RESOURCES AND FUNDING

The Southern accords do not receive specific funding. However, they have received funding for alcohol-harm-reducing projects. An example of this is support from Safer Christchurch for resources.

6.5 LIQUOR INDUSTRY PARTICIPATION/OWNERSHIP

All late trading licensees have signed into the Christchurch Accord. The Ashburton Accord has a high level of participation from licensees at meetings. Guests are invited to speak on relevant matters at that time. The Dunedin Accord is industry owned.

6.6 INTERVENTIONS AND INITIATIVES

The Southern accords have undertaken many interventions and initiatives and continue to plan for future projects.

Current or completed projects include:

- “Great Summer Party Guide” (ALAC) supermarket campaign
- general managers’ training (Nelson)
- conflict management training (Nelson)
- door staff training – HANZ supported (Nelson)
- stakeholder breakfast meetings (Nelson)
- a 3am one-way door (Christchurch)
- the Riccarton Good Behaviour Zone (Christchurch)
- joint trespass orders (Nelson, Ashburton)
- an intoxicated persons checklist for staff
- security providers’ accreditation.

No known specific interventions have been developed out of the Dunedin Accord.

Future projects for the Southern accords include:

- growth of membership
- extending participation of membership beyond the Christchurch CBD
- “Party Bus” issues projects
- review of the Ashburton Accord and its objectives.

6.7 RECOMMENDATIONS

1. Source funding to support a paid co-ordinator to administer the accords.
2. Review individual accord charters and ascertain their effectiveness.
3. Document and advertise an annual calendar of meetings.
4. Clearly define and map accord areas.
5. Maintain media campaigns about the accords and what they are trying to achieve.
6. Continue to create and implement action plans to address issues as identified.
7. Establish a regional accord executive committee to assist local accords with legislative and policy issues, best practice and future planning.
8. Identify and implement ways of increasing membership and encouraging continuing participation
9. Establish an annual regional forum of accords to encourage common approaches to integrated planning and implementation within the region.