Youth Council Submission on the Alcohol Management Strategy

Notes:
We like the Councils approach in appreciating the complex nature of alcohol related harm, the positive aspects of alcohol management in creating a cool city and that the Council has acknowledged alcohol related harm isn’t just a young people’s problem.

Feedback on Initiatives of the Strategy:

Preloading and sideloading
We appreciate this is a problem for heavy drinkers in town that is often a result of high town prices for drinks.

1) Capital Hosts – designated group to improve the quality and compliance in the responsible operation of supermarkets and bottle stores. This is vague as to the who & how. Zoe to find out more.

2) Limiting off-licence: 7am-9pm. In general believe this will be effective in changing boozing/preloading culture. Lily feedback not many people would be put out doing grocery shopping as most after 9pm only buy alcohol or alcohol+nibbles. Need YC opinion. Would need to be a cut off zone rather than a cut off time, separate area that can be closed off. For supermarkets this may mean rearranging stores, for dairys could mean using locked cabinets or behind the counter. We believe it would be important for the Council to support businesses while customers get used to the change by providing staff for transition enforcement.

3) Advocate to central government for minimum pricing of alcohol. Not great bc low income and young people need affordability. (In YC submission we proposed minimum pricing of off licences i.e. bottle of vodka, but not town prices to encourage social drinking in town).

4) Work with HPA to make social marketing campaigns. We think this is good as people do need to be taught how to drink responsibly, often this info isn’t taught in schools, by friends or modelled by parents. Rather than duplicating HPA campaigns we feel there is a potential for an effective campaign using apps, facebook, social media, video and online.

5) Widening the Central city liquor ban to southern ward bc it has much higher rates of alcohol related harm, violence & crime, and extending to include some private property such as carparks. Current ban zone goes to Newtown. We believe this is a good idea but should be contingent on the support of the southern community. We believe the information about the liquor ban should be directed to young people as not many know where the boundaries are. The Council needs to communicate this clearly and sensitively.

6) Improving identifying intoxicated people entering events. We believe the issue is not identifying drunk people as often entering events it is obvious, and it would be better to focus on supporting staff to refuse entry and enforce consequences as this doesn’t seem to happen very often. More policing it.
Late night activity in the central city
We agree with the communities concerns that there is a high emphasis on excessive alcohol consumption late at night and the harm that culture causes.

1) Establishing an entertainment precinct – Need YC opinion. Do like system that is based on rewarding best practise businesses. Do like focus on increasing mix of activities that are both alcohol & non-alcohol related, opens up to different demographics.

   Possibility restrictive of businesses outside the precinct: Some are: Hawthorn lounge, closes 3am. Little beer Quarter closes 3am. Others: St Johns, Meow, D4, Blend, 3C, The Hop Garden.

2) Supporting initiatives 2 increase non-alcohol related activities. Agree, like the idea of chill out zones. Markets, circus, early events aimed at families, later events should still be age appropriate, exposing kids to co-insiding excessive drinking is not good.

3) Urban design – seating, lights!!!!, more transport stands – could make a certain street in town for taxis or drop off/pick up (would be good if people lost comms and was waiting for a ride).

4) Improve late-night transport. Thought having more frequent night services i.e. on the half hour would be good, would encourage small drinkers who avoid getting ‘stuck’ in town to stay a bit later – diversify the drinking/non-drinking crowd. Having fixed taxi fares – fantastic.

5) Improved cleaning and rubbish – more emptying & policing. Tidy well lit streets = feeling area is looked after and would decrease crime.

6) Investigate ways of improving residential amenity, residents & businesses. This was vague, couldn’t think of a single action that would improve amenity, cautioned it could turn into an avenue for people to vent rather than productive outcomes.

Communities having a greater say on alcohol availability.
We felt there were both pro’s and con’s of this.

1) Regulatory body to issue consents, we thought for this to work it should be made compulsory for the body to consult the community. We thought if the community weren’t on top of it, they’d end up approving things and then realise they were surrounded by alcohol venues. We thought there does still need to be some limits on proximity to schools, and number of premises near schools. We felt there should be different standards for restaurants than bottle stores. (Northland?). Another point – how easy would it be for existing businesses to use clientele to block an application?

2) Invest in social media to make community aware of proposed alcohol venues. Apprehensive of effectiveness of notifications. It would be after the fact – people against more alcohol venues may have to be constantly diligent they get their voice heard.

Alcohol consumption events
Community is concerned about alcohol related harm around events.

1) Council work with event organises to improve risk management plans, already do such as wrist bands at the Sevens. Good. However, we believe that confiscating tickets would result in angry
customers, so support for staff at events is absolutely necessary. In some cases such as a very expensive event, it would be extreme, however, we believe it would be an effective deterrent as people would learn quickly their limits in what is acceptable, increasing their personal responsibility for their preloading intake.

2) Full calendar of non-alcohol activities. We felt this was a great idea but may be ambitious. Lots of events to come up with, huge undertaking to keep it relevant and attract crowds, risk of becoming repetitive or ‘the norm’. People are more likely to come if it’s not available all the time. Late nights and families don’t really mix, most families would probably be home round 9-10pm.

3) Sponsorship – limiting alcohol sponsors of events and activities. Good thing, young people who don’t drink yet are vulnerable to the sheer amount of advertising in their surroundings such as alcohol billboards, tv adds, tui adds, that make drinking look appealing. There is evidence to suggest subliminal effect of alcohol sponsoring such as rugby games, and people start to associate rugby with drinking.

**Working together to minimise harm**

1) Increasing cross-sector collaboration. Applaud the Council in identifying small and measurable ‘hands on’ ways they can encourage info sharing, communication, and best practise.

**Success measures**

Successful strategy should be measurable in the diversity of late-night traders, rather than the number.