

**THE ROLE OF ALCOHOL IN  
WELLINGTON CITY**

**A SNAPSHOT OF ALCOHOL-RELATED STATISTICS FOR THE  
WELLINGTON CITY COUNCIL LOCAL ALCOHOL POLICY**

**AS AT 13 JUNE 2013**

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## Introduction

### *Purpose*

The purpose of this report is to provide a snapshot of the role that alcohol plays in Wellington City, with a view to understanding what an alcohol management strategy and local alcohol policy might look like and how it could be implemented.

### *Background*

In August 2008, the Law Commission initiated a comprehensive review of New Zealand's alcohol laws, culminating in the production of a comprehensive report, *Alcohol in our lives: curbing the harm.* In response to this report, the Alcohol Reform Bill was introduced to Parliament on 8 November 2010. On 18 December 2012, the Sale of Liquor Act 1989 was repealed and replaced by the *Sale and Supply of Alcohol Act 2012*.

A key development of the Sale and Supply of Alcohol Act 2012 was the provision allowing territorial authorities to have local alcohol policies, relating to the sale, supply or consumption of alcohol within its district. A local alcohol policy may include policies on any or all of the following matters relating to licensing (section 77 (1)):

- a. Location of licensed premises by reference to broad areas,
- b. Location of licensed premises by reference to proximity to premises of a particular kind or kinds,
- c. Whether further licences (or licences of a particular kind or kinds) should be issued for premises in the district concerned, or any stated part of the district,
- d. Maximum trading hours,
- e. The issue of licences, or licences of a particular kind or kinds, subject to discretionary conditions, and
- f. One-way door restrictions.

In order for a territorial authority to have a local alcohol policy, a draft policy must be produced (78 (1)), which has regarded (78 (2)):

- a. The objectives and policies of its district plan, and
- b. The number of licences of each kind held for premises in its district, and the location and opening hours of each of the premises, and
- c. Any areas in which bylaws prohibiting alcohol in public places are in force, and
- d. The demography of the district's residents, and
- e. The demography of people who visit the district as tourists or holidaymakers, and
- f. The overall health indicators of the district's residents, and
- g. The nature and severity of the alcohol-related problems arising in the district.

Wellington City Council already has a liquor policy that articulates both community expectations and legislative requirements around alcohol availability. The passing of the Sale and Supply of Alcohol Act 2012, the statutory status ascribed to local alcohol policies within this Act, and the fact that our current policy was last reviewed in 2003 means that it is an appropriate time to revisit how alcohol is managed in Wellington City. There are opportunities in pursuing development of a formal Alcohol Management Strategy and using the strategic direction to inform development of a Local Alcohol Policy (LAP). The purpose of this strategy would be to both describe the Council's aspirations for the management of alcohol in Wellington, but also how we intend to manage the alcohol related harm that comes from this activity. Not managing alcohol related harm effectively is a significant risk to achieving our goals for a dynamic central city, fostering a vibrant night-time economy, and building safe communities.

Further, development of a LAP provides Wellington City Council with the opportunity to set its own trading hours for the city rather than become subject to the default trading hours set out in the new Act.

### ***Report objectives***

This report provides a snapshot of alcohol-related statistics relevant to Wellington City. It seeks to identify both the benefits that alcohol signifies for Wellington City, while also understanding the related harms associated with excessive alcohol consumption. The purpose of the snapshot is to Satisfy the information requirements set out in s78 (2) of the Sale and Supply of Alcohol Act 2012. As such, the report covers the following issues/topics:

- Resident perceptions of both the benefits and harms of alcohol for Wellington City
- The number, type and location of current liquor licences in Wellington City
- General alcohol consumption trends
- Benefits of alcohol consumption (economic, social and health)
- Alcohol-related harms

## Wellington City District Plan – s78(2)(a)

There are no specific provisions on the sale of alcohol in the Wellington City District Plan as it is an effects-based plan. Some of the zones in the District Plan make it easier for licensed premises to establish - notably the Central Area and Business Area zones. The Plan places controls to manage tangible environmental effects such as noise, signage, and car movement associated with the selling of alcohol. The Plan makes it more difficult for a licensed premise to establish outside of the Central Area or Business Area here<sup>1</sup>.

## Liquor Licence Profile – s78(2)(b)

### *Number and type of licensed premises*

Currently, sale of alcohol to the public requires the seller to have a liquor licence. This will change to an alcohol licence in December 2012. There are four types of licence:

- On-licence (e.g. pub, restaurant, cafe, bar)
- Off-licence (e.g. bottle store, supermarket)
- Club licence (e.g. sports club, RSA, working men's club)
- Special licence (e.g. for a food and wine festival, wedding in a council hall etc.).

An on-licence, off-licence, or club licence is granted initially for one year and then can be renewed every three years. Special licences are granted per event or for a series of events.

As of 1 January 2013, there were 692 liquor licences in Wellington City (34 licences for every 10,000 residents), with the majority (70 percent) issued for on-licence premises. By way of comparison, Auckland Council reported a total of 3,346 liquor licences (excluding conveyances, special licences and temporary authorities), (22 licences for every 10,000 residents) with 61 percent of the licences for on-licences, 26 percent off-licences, and 13 percent club licences<sup>2</sup>.

As Figure 1 shows, the majority of liquor licences are issued for the Lambton ward, which is not surprising given that this includes the Wellington central business district (CBD) – the heart of Wellington's entertainment industry.

### **Northern Ward – 6 percent of all city liquor licences**

(56 percent on-licence, 22 percent off-licence, 22 percent club licence)

### **Onslow-Western Ward – 4 percent**

(46 percent on-licence, 36 percent off-licence, 18 percent club licence)

### **Lambton Ward – 71 percent**

(79 percent on-licence, 18 percent off-licence, 3 percent club licence)

### **Southern Ward – 8 percent**

54 percent on-licence, 31 percent off-licence, 15 percent club licence)

### **Eastern Ward – 11 percent**

(56 percent on-licence, 25 percent off-licence, 19 percent club licence)

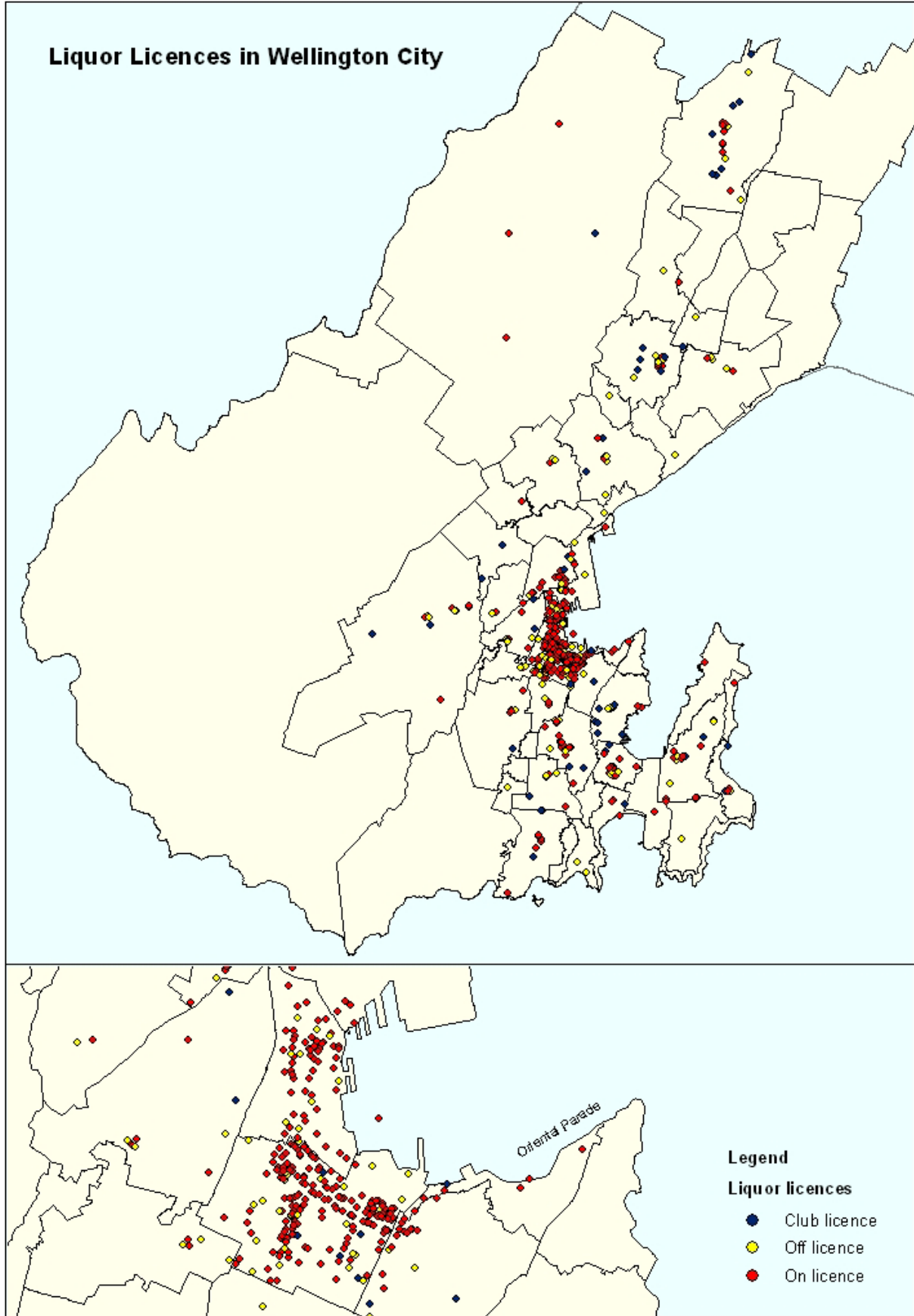
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<sup>1</sup> <http://wellington.govt.nz/your-council/plans-policies-and-bylaws/district-plan/volume-1-objectives-policies-and-rules>

<sup>2</sup> Auckland Council, 2012, 'Local Alcohol Policy Research Report: Information to support the development of a local alcohol policy,' Auckland: 94pp



Figure 1: Liquor licences in Wellington City (2013)



Source: Wellington City Council administrative data

## Central city licences

The following is a breakdown of on-licences in the central city by premises type and points to the entertainment function of the central city:

**Table 1: Premises type in the central city**

<b>Te Aro</b>		<b>Wellington Central</b>	
Restaurant	55%	Restaurant	45%
Tavern	29%	Tavern	32%
Hotel	5%	Hotel	13%
Brothel/strip club	3%	Conveyance	4%
Nightclub	1%	Function centre	5%
Sports indoor/outdoor	2%		
Theatre	4%		

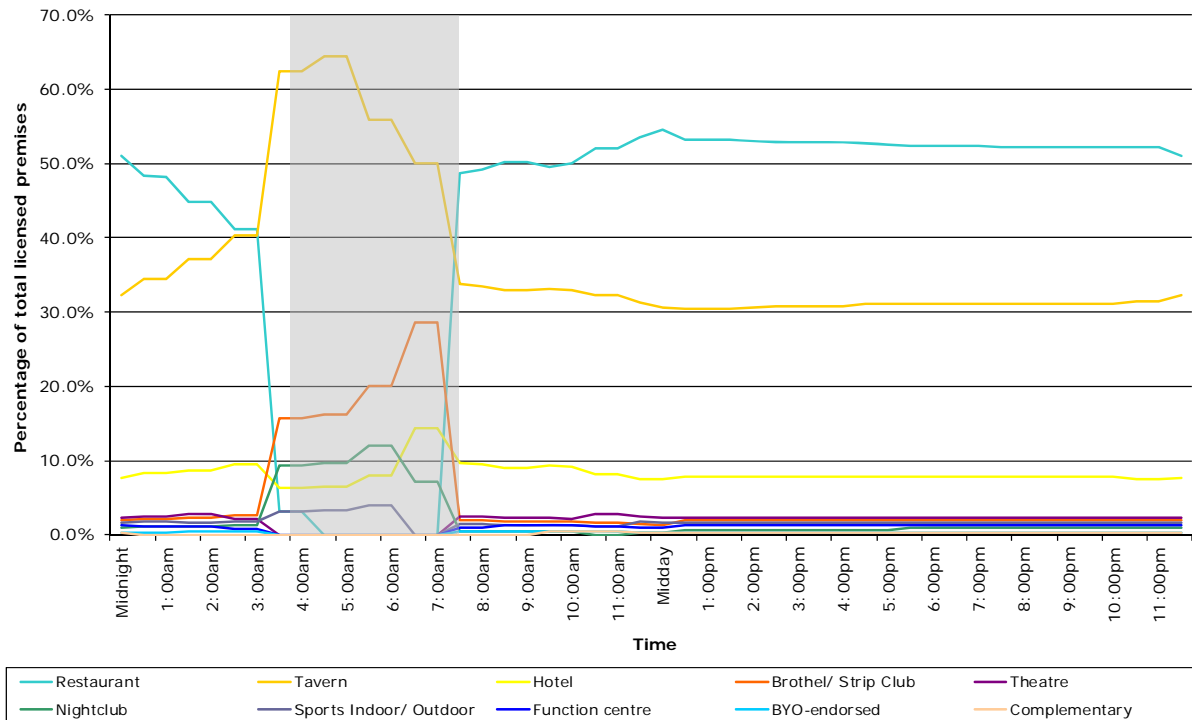
Source: Wellington City Council licensing data

Research from the Ministry of Justice<sup>3</sup> found that at a national level, night clubs were 22 times more likely to have alcohol-related offences than restaurants and taverns were 11.6 times more likely. During the period examined (2009/10-2011/12), taverns made up 71 percent of the locations where attributable alcohol-related offences occurred. This was followed by hotels with 14 percent. Some of the offences included in the analysis were disorder offences (54 percent), serious assaults (12 percent), minor assaults (8 percent) and property damage (7 percent).

There are also a number of licensed premises in the central city that currently outside the maximum national trading hours. Figure 2 below shows the number of premises licensed to sell alcohol operating in the city by time of day. Most noticeable is the change in the types of businesses trading between 3 and 8am. At 3am, restaurants drop from being the majority of businesses open and taverns and brothels/strip clubs increase noticeably. The overall number of businesses open drops markedly at 3am from 233 businesses to 32 (see Appendix B for a detailed table).

<sup>3</sup> Ministry of Justice, 2013, Risk based licensing fees – Identifying risk factors for the New Zealand context, Wellington: 143pp

**Figure 2: Trading hours on-licensed premises in Wellington city**



Source: Wellington City Council licensing data

## Public views

Wellington City Council commissioned Colmar Brunton to undertake the 2012 Role of Alcohol survey with Wellington residents. The survey was an online survey of 1,000 Wellington City residents, commissioned by Colmar Brunton in November 2012. The sample was drawn from Colmar Brunton's online panel, and was weighted to be representative of Wellington City residents by age and gender. The sample included both ratepayers (64%) and non-ratepayers (36%). Residents were asked what types of late-night activities they would like to see in Wellington city on Friday and Saturday nights and given a list to select as many as they would like from, as well as an opportunity to give other options. Night markets were the preferred activity that residents would like to see more of, followed by late-night shopping and music/concerts (see Table 2). Street vendors and outdoor movies were the least popular for city residents, though still had support from over half the population.

**Table 2: Wellington city residents' views on late night activities**

Activity	n=1,000
Night markets	74.8%
Late-night shopping	60.7%
Music/concerts	58.5%
Events/performances	57.6%
Street vendors	50.0%
Outdoor Movies	48.6%
Unsure	5.2%
Other	3.3%

Source: 2012 Role of Alcohol survey of residents

## APPENDIX 5

The Council also undertook an online survey of Wellington university students through Survey Monkey<sup>4</sup>. The survey link was distributed through Massey and Victoria University networks. In total, there were 611 responses, of which 67.6 percent were female, 31.9 percent were male, 0.2 percent were neutral and 0.5 percent identified as both male and female. The survey has not been weighted. Respondents were also asked for their views on late night activities that they would like to see more of. Like the general residents, students wanted to see more night markets on Friday and Saturday nights. However, students then chose music/concerts and outdoors movies, which differ from the wider residents. Late night shopping and street vendors were the least popular of the options for students (see Table 3). Students were also given the option of more water fountains and more Wellington Free Ambulance triage zones, however, these were only supported by a minority of students.

**Table 3: Wellington university students' views on late night activities**

Activity	n=611
Night markets	71.2%
Music/concerts	65.1%
Outdoor movies	64.0%
Events/performances	58.8%
Late night shopping	56.8%
Street vendors	37.6%
More water fountains	21.3%
More Wellington Free Ambulance Triage zones	14.6%
Unsure	2.9%
Other (please specify)	2.6%

Source: 2013 Survey of Students on Alcohol in Wellington city

### ***Outlet density***

#### **Density and social deprivation**

A number of surveys have found an association between alcohol consumption levels and areas of high deprivation<sup>5</sup>. For instance, the Alcohol and Drug Use Survey 2007/08<sup>6</sup> found that people living in neighbourhoods of high deprivation were significantly more likely to have consumed alcohol in the previous year, than people living in neighbourhoods of low deprivation. Similarly, the 2010 HSC survey<sup>7</sup> found significant differences in drinking prevalence, with higher levels of drinking prevalence for those in the high deprivation group, compared with the low deprivation and middle deprivation group.

Part of the reasoning behind high consumption may well be through the availability of alcohol in areas of high deprivation. In Wellington, higher rates of licences per 1,000 residents are seen in areas with higher deprivation ratings. The two ends of the scale are exceptions, which may be due to the lower number of suburbs in each decile.

<sup>4</sup> A report on the survey will be published later in 2012

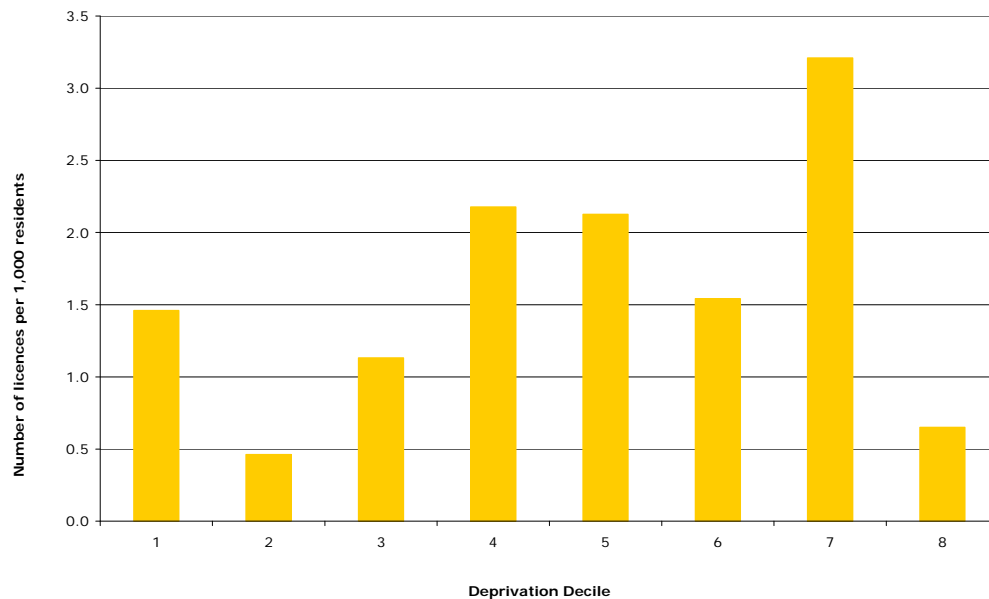
<sup>5</sup> The Social Deprivation Index is a measure of socio-economic status calculated for small geographic areas. The calculation uses a range of variables from the 2006 Census of Population and Dwellings which represent nine dimensions of socio-economic disadvantage to create a summary deprivation score. 10 represents the most deprived, while 1 represents the least deprived:

<http://profile.idnz.co.nz/Default.aspx?id=366&pg=8530&gid=10>

<sup>6</sup> Ministry of Health, 2010, 'The 2007/08 New Zealand Alcohol and Drug Use Survey: Online Data tables, Available: <http://www.health.govt.nz/publication/2007-08-new-zealand-alcohol-and-drug-use-survey-online-data-tables>

<sup>7</sup> Health Sponsorship Council, 2011, *Health and lifestyles survey: alcohol related attitudes*, Wellington: Health Sponsorship Council

**Figure 3: Rate of licences per 1,000 residents in Wellington by deprivation decile (excluding central city)**



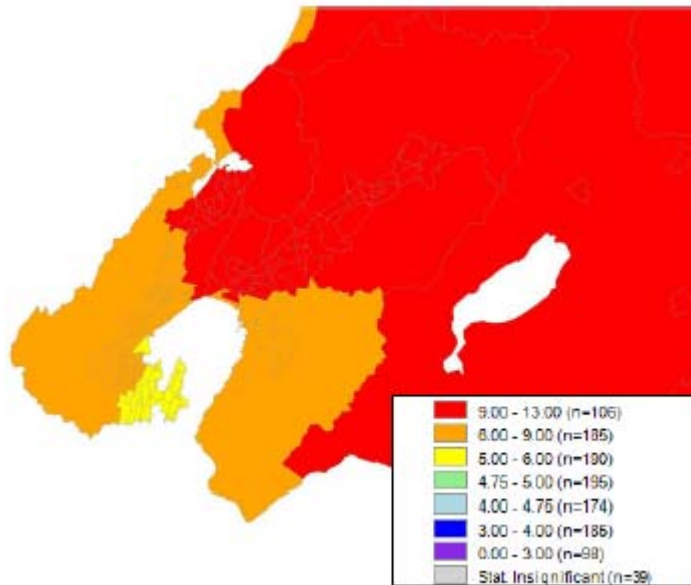
Source: Wellington City Council licensing data and Statistics New Zealand

## Density and crime

Cameron et al.<sup>8</sup> (2013) studied crime patterns across the North Island of New Zealand to look at the relationship between different licensed premises (clubs, bars and night clubs, supermarkets and other off-licence premises). The study found that there was a lot of variation in the relationship between outlet density and violent crime across the island in terms of significance and impact. However, in the Wellington region, and Wellington city, they found a significant, positive relationship between on licence and off licence outlets and violent crime (see Figures 4 & 5). Their research suggests that in areas where there are a large number of liquor outlets, there is likely to be a higher number of violent offences than in areas where there are few, which has significant implications for local policy. For example, an additional bar or night club across the regions is associated with at least five additional violent offences per year and an additional supermarket or grocery store is associated with more than eleven additional violent offences per year.

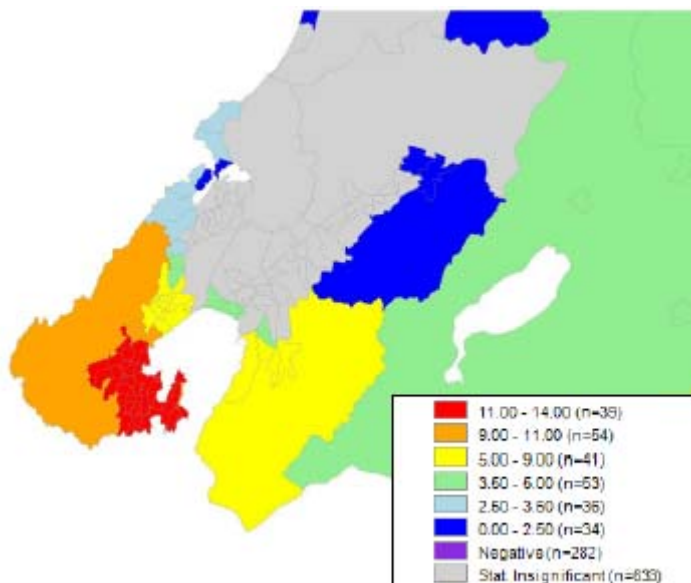
<sup>8</sup> Cameron, M.P., Cochrane, W., Gordon, C., & Livingston, M., 2013, *The locally-specific impacts of alcohol outlet density in the North Island of New Zealand, 2006-2011*, Hamilton: National Institute of Demographic and Economic Analysis

**Figure 4: Locally-specific point parameter estimates for the relationship between bar and night club density and anti-social behaviour in the Wellington region, 2006-11**



Source: Cameron et al (2013)

**Figure 5: Locally-specific point parameter estimates for the relationship between supermarket-grocery store density and anti-social behaviour in the Wellington region, 2006-11**



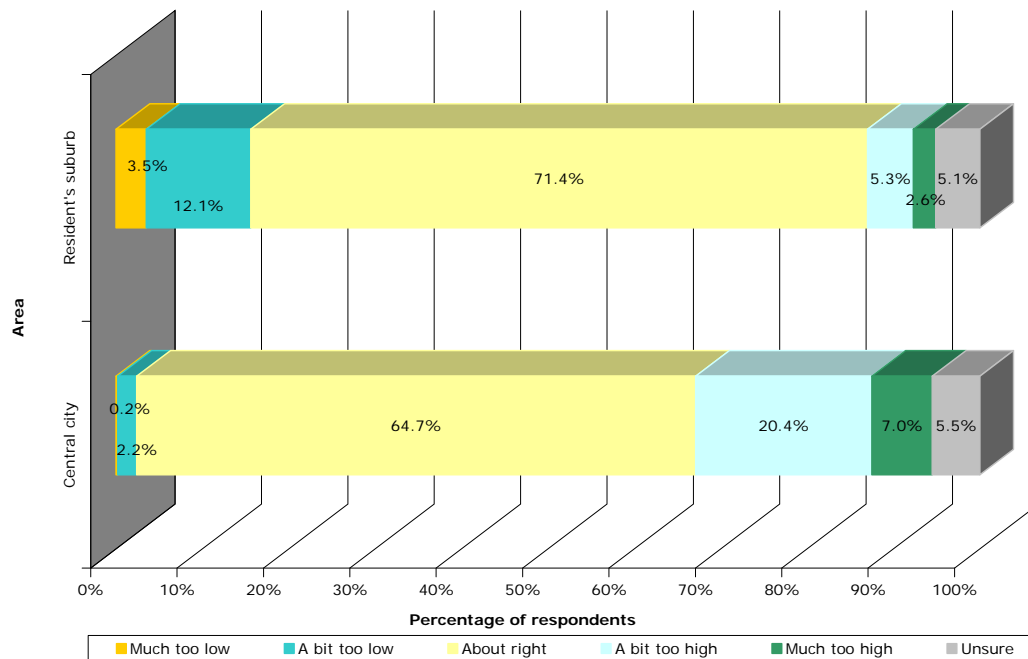
Source: Cameron et al (2013)

## Residents' views

### *Pubs, bars and restaurants (on-licence premises)*

Overall, the majority (64.7 percent) of the 2012 Role of Alcohol survey respondents believe that the number of pubs, bars and restaurants in the central city is about right, although 27.4 percent indicated that the number is high.

**Figure 6: Residents' views on on-licence premises density**



Source: 2012 Role of Alcohol survey of residents

When respondents were asked whether there are any areas where pubs, bars and restaurants should not operate in the central city, only 15 percent indicated that restrictions should apply, with 41 percent of these respondents indicating that premises should not operate near education institutions.

71 percent of the 2012 Role of Alcohol survey respondents indicated that the number of pubs, bars and restaurants in their suburb is about right. Interestingly, 17 percent of respondents reported that the number was low, particularly in the Northern and Onslow-Western wards (20.5 percent and 21.9 percent respectively). Respondents aged 18-29 and 30-39 were also more likely to believe this (24.7 percent and 24.2 percent).

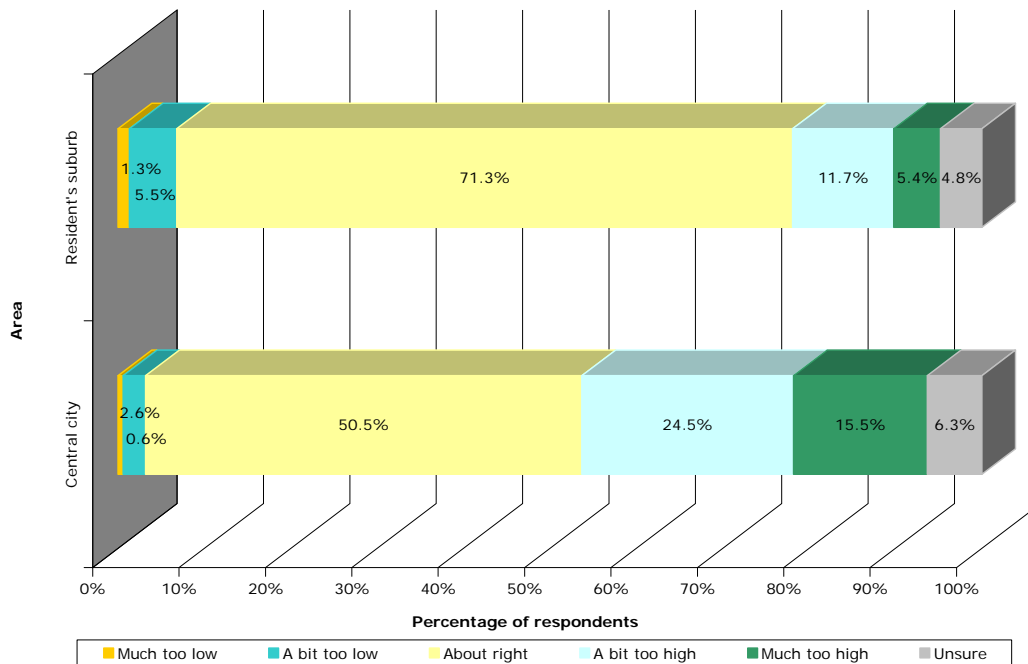
17 percent of survey respondents agree that there are areas where pubs, bars and restaurants should not operate in their suburb, most notably:

- Near schools, universities, child care/day-care facilities (55 percent)
- Near residential premises/suburbs/non commercial areas (27 percent)
- Near parks, playgrounds or recreational areas (7 percent)

### *Supermarkets and liquor stores (off-licence premises)*

Respondents were less likely to believe that the number of supermarkets and liquor stores selling alcohol in the central city was about right. 38 percent of respondents believe that the number is high, with respondents in the Eastern, Northern and Onslow-Western wards more likely to believe this (43.5 percent, 41.6 percent and 43.1 percent). Similarly, older respondents were more likely to believe this, with 48.1 percent of 50-65 year olds and 59.8 percent of 65+ year olds indicating that the number is too high (cf. 28.8 percent 18-29 year olds).

Figure 7: Residents' views on off-licence premises density



Source: 2012 Role of Alcohol survey of residents

27 percent of respondents indicated that there are areas in the central city where off-licence premises should not operate, most notably:

- Near education institutions
- Courtenay Place
- Cuba Mall/Cuba Street/Manners Mall
- Near parks, playgrounds or recreational areas

When it came to the number of supermarkets and liquor stores in their own suburb, however, respondents were less likely to agree that the number is high, with 70 percent indicating that the number is about right. Respondents in the Northern ward were more likely to believe the number to be high (22.4 percent), whereas respondents in the Onslow-Western and Southern wards were more likely to indicate the number is low (10.7 percent and 11.2 percent).

32 percent of respondents indicated that there are areas where off-licence premises should not operate in their suburb, most notably:

- Near education institutions (53 percent)
- In dairies/mini-marts (9 percent)
- Near parks, playgrounds or recreational areas (9 percent)
- Near residential premises/non commercial areas (8 percent)

### Licensing hours

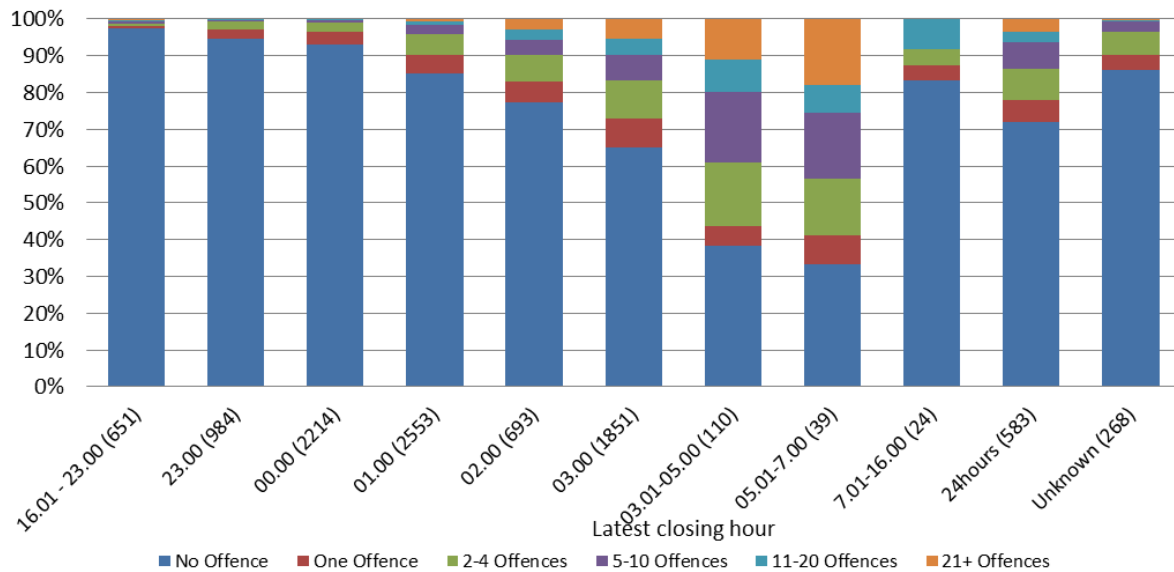
Another mechanism for controlling liquor licensing in Wellington City is through licensing hours – or more specifically, how long licensed premises can open. One of the key changes of the Sale and Supply of Alcohol Act 2012 was the introduction of default national maximum trading hours (8am-4am) for on-licences, unless a LAP is in place that states maximum trading hours for premises.



## On-licences

Research at a national level from the Ministry of Justice<sup>9</sup> shows that an increasing number of Police offences occur the later that on- and club-licensed premises are open (see Figure 8). Not only do the percentage of premises that have offences occurring increase as the closing time moves later, but the percentage of premises with higher numbers of offences increase as well.

**Figure 8: Proportion of on and club licensed premises associated with offences by latest closing hour (2009/10-11/12)**



Source: Ministry of Justice (2013)<sup>10</sup>

The research also found that there was a significant positive relationship between closing time and the number of alcohol-related offences. Using 7:01am to 12 midnight as a base, bars closing at 2am were 2.2 times more likely to have offences than those closing between 7:01am and midnight, and bars closing at 3am were 4.2 times more likely. For bars that closed between 3:01 and 5am, the likelihood increased to 8.9 times more likely and bars that closed between 5:01 and 7am were 8.3 times more likely. Further, the analysis showed that 70 percent of offences occurred between 10pm and 5am, with 64 percent of that being between midnight and 4am.

When respondents to the 2012 Role of Alcohol survey were asked whether they agree that all on-licensed premises should close by 4am, 66.8 percent of respondents agreed (19 percent disagreed).

Hospitality NZ undertook an online survey with 1,189 respondents in May 2013 looking at people's views of the sector. Of these 21 percent were employed in the hospitality sector, and 81 percent lived in Wellington city. Respondents were skewed to younger ages, with 45 percent of the survey being 24 or under, and a further 41 percent being between 25 and 39 years. Respondents were also more likely to regularly go to a bar or café, than go to restaurant, film or play and thus may have more interest in bars opening for longer. Respondents were asked if the Wellington hospitality and entertainment scene is open during the hours they like, 87 percent of respondents

<sup>9</sup> Ministry of Justice, 2013, Risk based licensing fees – Identifying risk factors for the New Zealand context, Wellington: 143pp

<sup>10</sup> ibid

agreed or strongly agreed. However, the question was not specifically about licensed premises, so this question is limited in its applicability when looking at licensing hours.

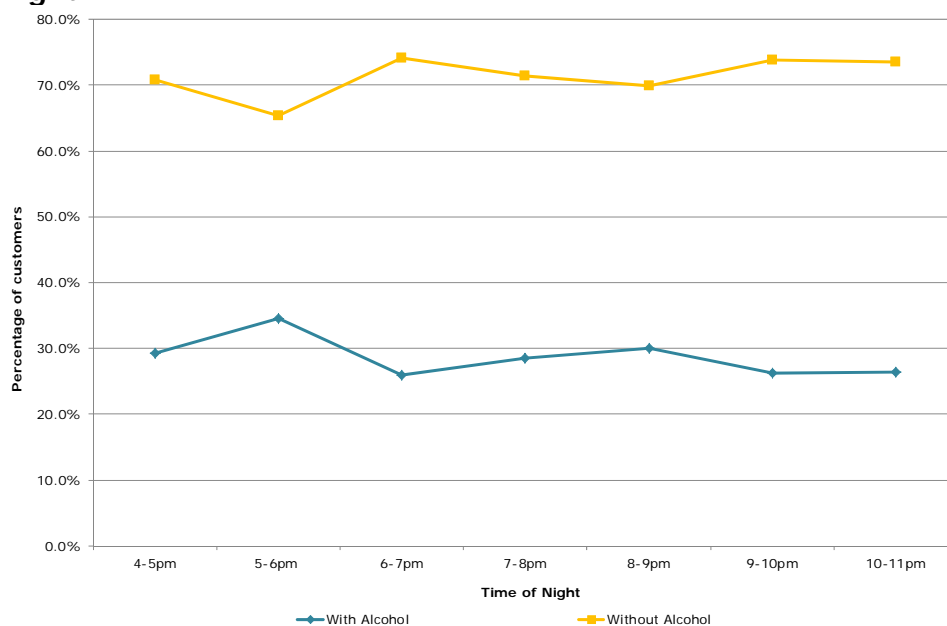
## Off-licences

Wellington City Council commissioned research to look at consumption patterns at off-licence premises in the city's Lambton, Southern and Western wards<sup>11</sup>. The research involved 3-4 nights' data collection at six sites around the city – four supermarkets and two alcohol stores.

The research involved recording the number of customers exiting the supermarkets who had purchased alcohol and those who exited without alcohol. At bottle stores, the number of people exiting with only alcohol and the number recorded exiting with groceries from other stores were recorded. Intercept surveys were conducted with customers as they left the store, if they were identified as buying alcohol.

Overall, 27.7% of supermarket shoppers were making purchases with alcohol, leaving 72.3% who made purchases without. There was little change observed over the course of the evening (see Figure 9).

**Figure 9: Purchases with alcohol versus without at supermarkets by time of night**

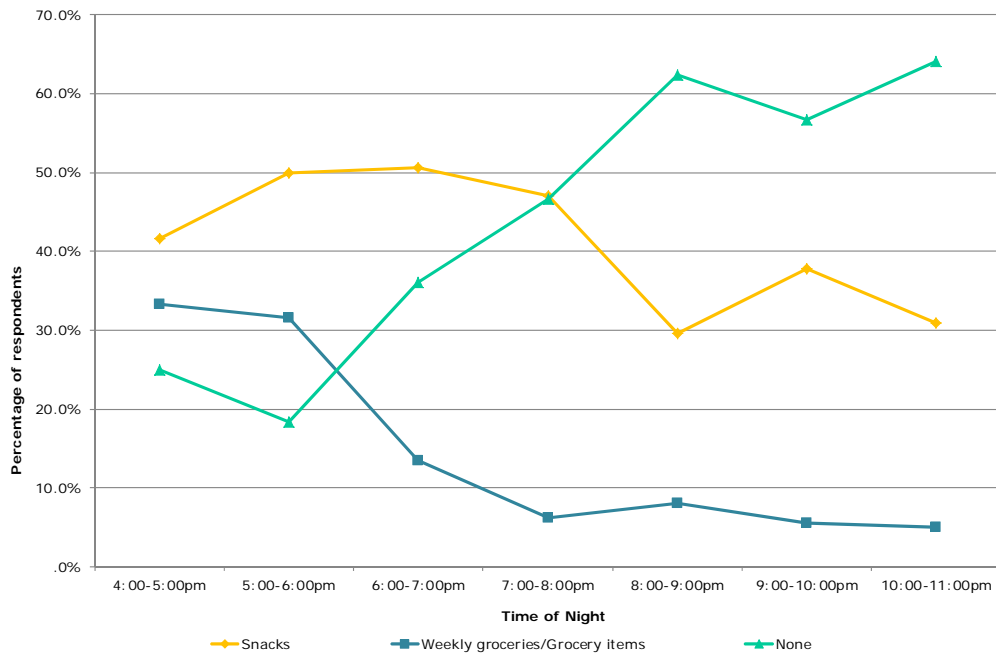


Source: Wellington City Council Off-Licence consumption patterns research (2013)

However, in looking at those who did buy alcohol, the surveys showed a change in behaviour across the evening. The intercept surveys recorded the type of food purchases made at the time of buying the alcohol. Given the alcohol stores do not sell many food items, the supermarket shoppers were of greater interest to this report. Of the supermarket shoppers, overall, 49.7 percent bought no food with their alcohol purchase, 40.8 percent bought snack foods, and 9.6 percent bought weekly groceries or grocery items. The type of food purchased changed as the night progressed, with respondents becoming more likely to buy only alcohol and no food and less likely to buy snacks or grocery items (see Figure 10).

<sup>11</sup> Wellington City Council, 2013, Off-licence consumptions patterns in Wellington city (forthcoming)

**Figure 10: Type of food purchased with alcohol at supermarkets by time of night**



Source: Wellington City Council Off-Licence consumption patterns research (2013)

**Table 4: International comparisons of closing times of on-licence premises**

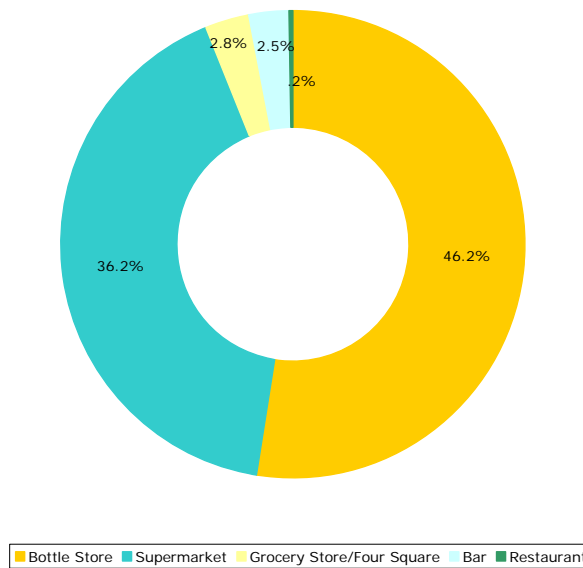
INTERNATIONAL COMPARISONS		
Country/City	Closing General	Closing Night Club/ Entertainment
<b>Australia – Melbourne</b>	1.00am	24 hours
<b>Australia – Sydney</b>	6 hour closure required but operation can occur at anytime in 24hr period. Lockouts operated in some accord areas	3.00am, 4.00am, 5.00am, 6.00am
<b>Canada – Vancouver</b>	1.00am	2.00am, 3.00am
<b>Ireland – Dublin</b>	2.30am	3.00am, 4.00am
<b>Italy – Rome</b>	2.00am	2.00am
<b>UK – London</b>	11.00pm, Midnight, 1.00am	24 hours
<b>UK – Edinburgh</b>	Midnight, 1.00am, 3.00am	3.00am
<b>US – New York</b>	4.00am	Bars, clubs can stay open later but without serving alcohol
<b>US – Chicago</b>	2.00am or 4.00am (extension)	4.00am, 5.00am
<b>US – San Francisco</b>	2.00am	2.00am
<b>US – Seattle</b>	2.00am	2.00am
<b>New Zealand National default hours</b>	1.00am	4.00am

## ***Location of alcohol purchasing***

Research from the Ministry of Justice<sup>12</sup> found that approximately 76 percent of alcohol purchases were from off-licence premises, with most alcohol purchased at bottle stores or supermarkets.

The 2012 Survey of Students on Alcohol in Wellington City asked participants where they usually purchased their alcohol. The most common location selected was bottle store, this was followed by supermarket. The survey was designed to look at off-licence purchases, however, 2.5 percent of respondents wrote in that they usually purchased alcohol at a bar and 0.2 percent of respondents wrote in restaurant.

**Figure 11: Location of alcohol purchases**



Source: 2013 Survey of Students on Alcohol in Wellington city

## **International comparisons**

In considering licensing hours for on-licence premises, it is useful to consider what other cities have done internationally. Table 4 presents the general and night club/entertainment business closing times in 11 international cities. This shows the wide range of approaches taken, with some differentiating between night clubs and entertainment venues and others not.

<sup>12</sup> Ministry of Justice, 2013, Risk based licensing fees – Identifying risk factors for the New Zealand context, Wellington: 143pp

## Wellington City Liquor Control Bylaw – s78(2)(c)

The Council has a liquor control bylaw as provided in the Wellington City Consolidated Bylaw 2008 – Liquor Control<sup>13</sup>. Drinking and/or possession of liquor is prohibited at all times in any public place within the Wellington Central Area, Aro Valley, Central Park, Mount Victoria Lookout, Oriental Bay, Mount Cook and Newtown (the control area) as shown in Figure 12.

**Figure 12: Wellington city liquor ban area**



Source: Wellington City Consolidated Bylaw 2008 – Liquor Control<sup>14</sup>.

<sup>13</sup> <http://wellington.govt.nz/services/community-and-culture/community-safety/central-city-liquor-ban>

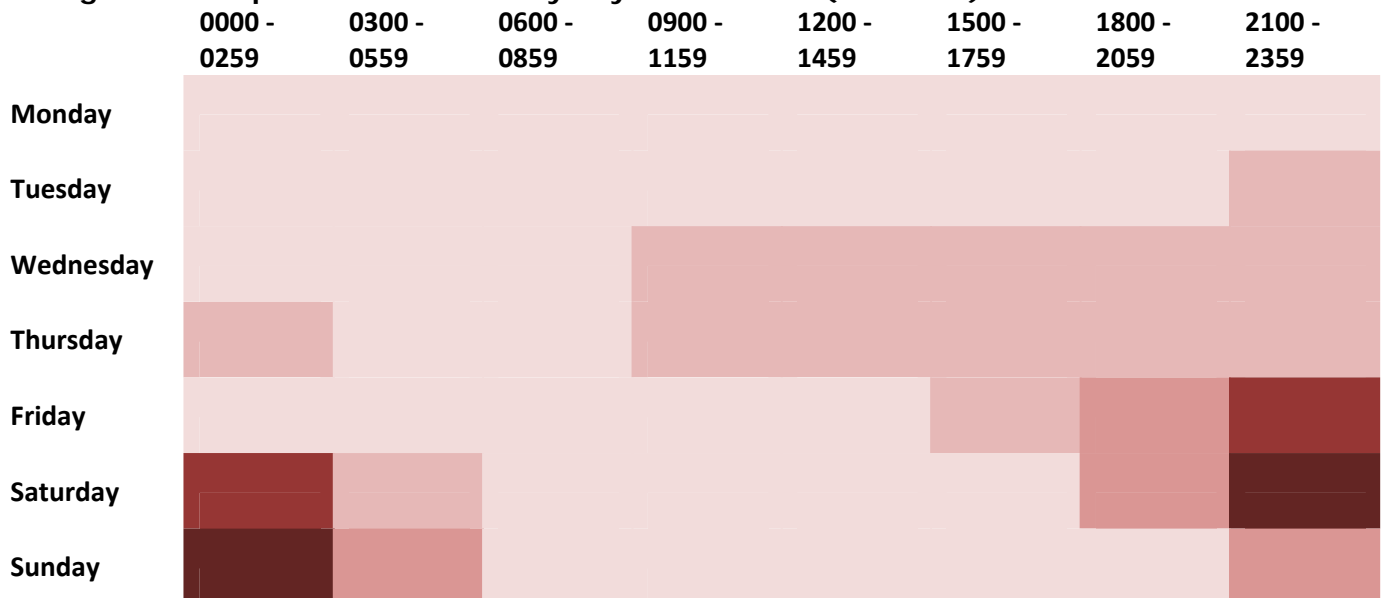
<sup>14</sup> ibid

## APPENDIX 5

This prohibition does not apply to licensed outdoor areas, or to people carrying unopened liquor containers from licensed premises to areas outside the liquor-free zone or to private property.

Police data from 2007/08 to 2011/12 showed a total of 3,150 liquor ban breach offences in Wellington city. As the figure below illustrates, the majority of offending is detected on Fridays, Saturdays and Sundays and between 9pm and 3am.

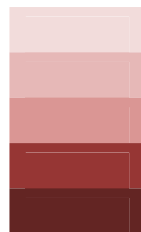
**Figure 13: Liquor ban breaches by day of the week (2010/11)**



Source: New Zealand Police – **not official statistics**

### Key

- 0-20 offences
- 21-100 offences
- 101-200 offences
- 201-500 offences
- 501+ offences

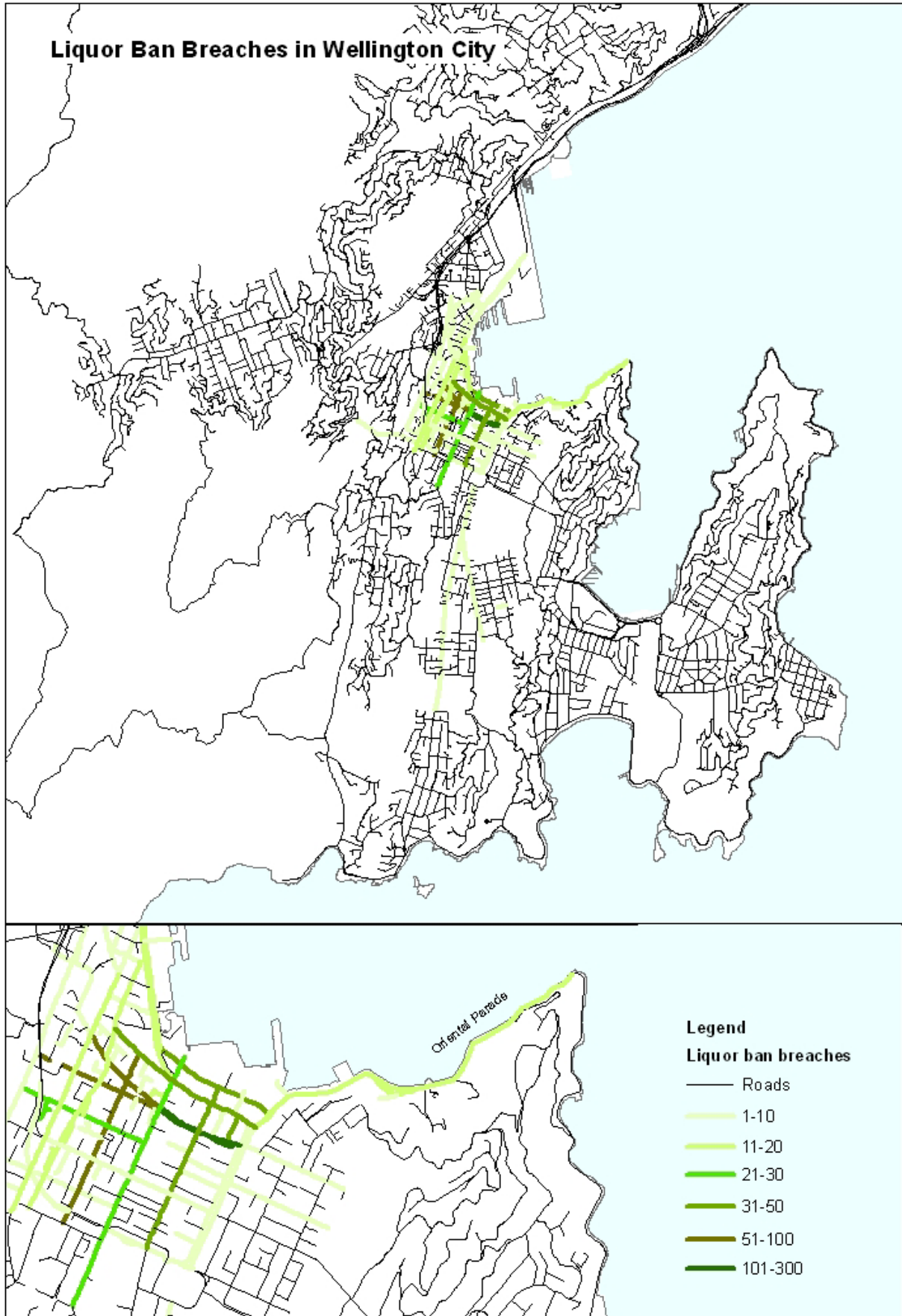


Offence data obtained by New Zealand Police indicate that between 2010 and 2011, 962 breach of liquor ban offences were recorded in Wellington City (483 in 2010, and 479 in 2011). By way of comparison, there were 3,735 breach of liquor ban offences recorded for the Auckland area (Auckland, Counties-Manukau and Waitemata police districts) for 2010<sup>15</sup>.

The perception that a liquor ban is in force helps create a safer environment. 60.5 percent of 2012 Role of Alcohol survey respondents agree that liquor bans are an effective way of reducing alcohol-related harm (17.4 percent disagree).

<sup>15</sup> Auckland Council, 2012, 'Local Alcohol Policy Research Report: Information to support the development of a local alcohol policy,' Auckland: 94pp

Figure 14: Liquor ban breaches by location (2010/11)



Source: New Zealand Police. **Note that these figures are not official statistics.**

## Wellington City Demographics – s78(2)(d)

At the 2006 census, the population of Wellington City was 179,463. The current population is forecasted to be 201,891. The following are key statistics from the 2006 census:

**Table 5: Wellington city demographic figures (2006)**

	<b>Wellington (2006)</b>	<b>New Zealand (2006)</b>
<b>Total Population</b>	179,463	4,027,947
Females	51.6%	48.8%
Males	48.4%	51.2%
20 years and under	25.0%	29.0%
21 to 64 years	66.6%	58.7%
65 to 84 years	7.4%	10.9%
85 years and over	1.0%	1.4%

Source: Statistics New Zealand Census data

**Table 6: Wellington city ethnicity figures (2006)**

	<b>Wellington</b>	<b>New Zealand</b>
European	70.1%	64.8%
Māori	9.2%	14.0%
Pacific Peoples	5.2%	6.6%
Asian	13.2%	8.8%
Middle Eastern/Latin American/African	2.1%	0.9%

Source: Statistics New Zealand Census data

Wellington City has many distinctive demographic features compared to rest of New Zealand:

- In 2006, 38 percent of Wellington's population were aged between 20 and 39 years (this compares to 27 percent for the rest of New Zealand).
- Wellington also has the highest proportion of population aged 20-29 (19 percent compared to 13 percent nationally). 79 percent did not live in the city and 19 percent lived overseas in 2001.
- In terms of ethnicity, Wellington city has a smaller percentage of residents who identify as Maori than the whole of New Zealand, but a larger percentage of residents who identify as Asian and Middle Easter/Latin American/African.
- Lambton Ward has the most transient population with 88 percent of its population living elsewhere in New Zealand or overseas in 2001.



### Wellington City Visitor Profile– s78(2)(e)

Wellington has a reputation as an events destination with a vibrant night-time economy. From the Wellington Visitor Strategy 2015<sup>16</sup>

#### ***New Zealanders***

Wellington has 3.8 million domestic<sup>17</sup> visitor nights per year. Domestic visitors contribute \$557 million to the Wellington economy each year, which is \$1.5 million a day.

#### ***Australians***

Wellington's top international visitor market is our nearest neighbour, Australia. One third of all our international visitors come from Australia and it is a market that continues to grow. Wellington has 917,000 Australian visitor nights per year. Australians contribute \$152 million to the economy each year, which is approximately \$416,000 per day.

#### ***International – beyond Australia***

Wellington is coming of age as an international visitor destination. The capital enjoys 4.3 million international visitor nights per year. International visitors contribute \$536 million to the Wellington economy each year, that's \$1.5 million every day.

Together the visitor sector contributes \$1.4 billion in expenditure per annum and accounts for approximately 10 percent of Wellington's regional domestic product (RDP), an average of \$3.8 million every day.

### Wellington City Health Indicators – s78(2)(f)

#### ***Quality of Life Survey (2007)***

The quality of life survey from 2007 includes a number of health indicators that are useful for the Local Alcohol Policy. The data shows that Wellington men have a lower average life expectancy than the rest of New Zealand, but Wellington women have a higher average life expectancy than the rest of New Zealand. Suicides are at a lower rate in Wellington than across New Zealand. There are a much greater number of General Practitioners (GPs) per 100,000 residents in Wellington than in New Zealand as whole (92.4 compared to 71.3), however the proportion of those who stated there had been a time in the previous 12 months that they needed to see a GP but did not go was the same (20 percent). Residents of Wellington are about the same as the rest of New Zealand in terms of regular exercising, but are less likely to identify as smokers.

Wellingtonians also have a slightly higher rating of their happiness and life satisfaction than New Zealand as a whole.

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<sup>16</sup> [http://www.wellingtonnz.com/files/uploads/About\\_Us/PWT\\_WGTN\\_Visitor\\_Strategy\\_2015.pdf](http://www.wellingtonnz.com/files/uploads/About_Us/PWT_WGTN_Visitor_Strategy_2015.pdf)

<sup>17</sup> New Zealand residents

**Table 7: Quality of Life survey data for Wellington and New Zealand**

	<b>Wellington</b>	<b>New Zealand</b>
Average Life Expectancy – males (2002-06)	78.5 years	79.7 years
Average Life Expectancy – females (2002-06)	82.5 years	81.1 years
Rate of GP's per 100,000 residents (2005)	92.4	71.3
Age-standardised suicide death rates per 100,000 population (2002-04)	11.9	13.1
Percentage of residents who stated that there had been a time in the previous 12 months when they needed to go to a GP but did not	20.0%	20.0%
Residents' rating of their happiness	90%	88%
Residents' rating of life satisfaction	88%	86%
Rate per 10,000 of new client calls to the gambling hotline	7.8	5.9
Residents' rating their health as excellent or very good	67%	63%
Residents who exercise at least 5 days a week	57%	58%
Residents who are smokers	14.3%	18.9%

## ***Resident Monitoring Survey***

The Wellington City Council conducts an annual survey of residents that provides some useful information for health considerations. In particular, in 2012:

- 91 percent of Wellington residents said their overall quality of life is good.
- 42 percent of Wellington residents said they spend 5 or more hours in some form of regular physical activity in an average week.

## ***Genuine Progress Index***

The Genuine Progress Index provides indicators on health at a regional level. The most recent data available ranges from 2007 to 2011, but gives a picture of potential health concerns within the wider Wellington region.

- 63.2 percent of the Wellington region adult population were classified as overweight or obese in 2007.
- 18.7 percent of adult drinkers in the Wellington region had a potentially hazardous drinking pattern in 2007.
- 46.1 percent of the Wellington region adult population participated in regular physical activity in 2007.
- In 2007, 16.7 percent of the Wellington region adult population were current smokers
- 990 people were killed or injured on the Wellington region roads in 2011
- The avoidable hospitalisation rate in the Wellington region was 23.4 per 1,000 people in 2010, similar to the NZ rate of 23.5 per 1,000 people.
- The Wellington region had a mortality rate of 0.98 per 1,000 people – which is lower than the NZ rate of 1.08 per 1,000 people in 2007

## Alcohol-related harm – s78(2)(g)

It has been well established that alcohol also generates significant harm within our communities through a number of different ways. In economic terms, it is estimated that this harm costs the nation approximately \$5.3 billion dollars a year in health and social costs<sup>18</sup>.

An Alcohol Advisory Council of New Zealand (ALAC) report of the impact of liquor outlet density in Manukau City (2012) found that violent offences are significantly positively associated with all three types of liquor outlet density (off-licence, clubs and bars, and restaurants and cafes). The study also found that on-licence density is also consistent with an amenity effect “wherein the outlets cluster in areas that attract a large number of drinkers, which in turns attracts violence offending owing to over-consumption of alcohol and a greater number of potential targets of violence” (2012:28).

### *Crime*

Crime is one of the major areas in which harm from alcohol is evident. In 2010, the New Zealand Police released a Framework for preventing and reducing alcohol-related offending and victimisation. The framework states a number of statistics of relevance to this document. The framework states that everyday:

- 8,764 breath tests are undertaken;
- 340 offences occur where Police note alcohol is involved in the offending, including:
  - 100 drink drive offences
  - 30 breach of liquor ban offences
- 52 individuals are either taken home or detained in Police custody due to their state of intoxication;
- 40 licensed premises are visited by Police to monitor compliance with the Sale of Liquor Act 1989;
- Four licensed premises are visited by Police to test compliance of serving liquor to minors through a Controlled Purchase Operation; and
- Police make two to three enforcement applications to the Liquor Licensing Authority for suspension/variation/cancellation of liquor licences or manager certificates.
- As discussed earlier, research from the Ministry of Justice<sup>19</sup> found that 70 percent of alcohol-related offences occurred between 10pm and 5am, with 64 percent of that being between midnight and 4am.

### **Alco-link data<sup>20</sup>**

Police alcolink data records where offenders consumed their last drink and indicates that a number of offenders had consumed alcohol at a licensed premise in the Courtenay Place precinct prior to committing a range of offences. For instance, seven out of the top ten licensed premises by the number of occurrences for the 2010-2011 period were located on Courtenay Place. Other sources, including a recent Crime Prevention Through Environmental Design (CPTED) assessment of the Tory Street/Courtenay Place area support this<sup>21</sup>.

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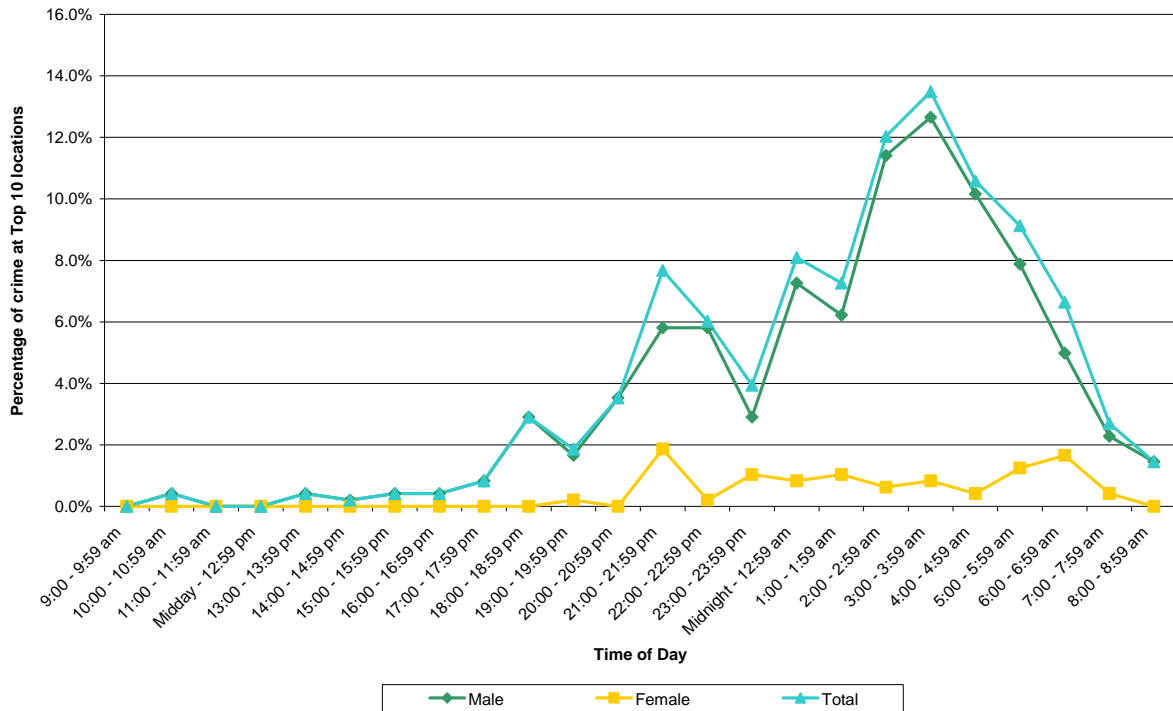
<sup>18</sup> Alcohol Healthwatch, 2012, *Alcohol, injuries and violence*, policy briefing paper

<sup>19</sup> Ministry of Justice, 2013, Risk based licensing fees – Identifying risk factors for the New Zealand context, Wellington: 143pp

<sup>20</sup> This data has been released to the Wellington City Council under the Trauma Intelligence Group Memorandum of Understanding. They are not official statistics. There are well-documented limitations with this data in that the last premise may not necessarily be where the majority of drinking takes place.

<sup>21</sup> Wellington City Council, 2012, *Tory + Courtenay CPTED audit*, Auckland: Harrison Grierson

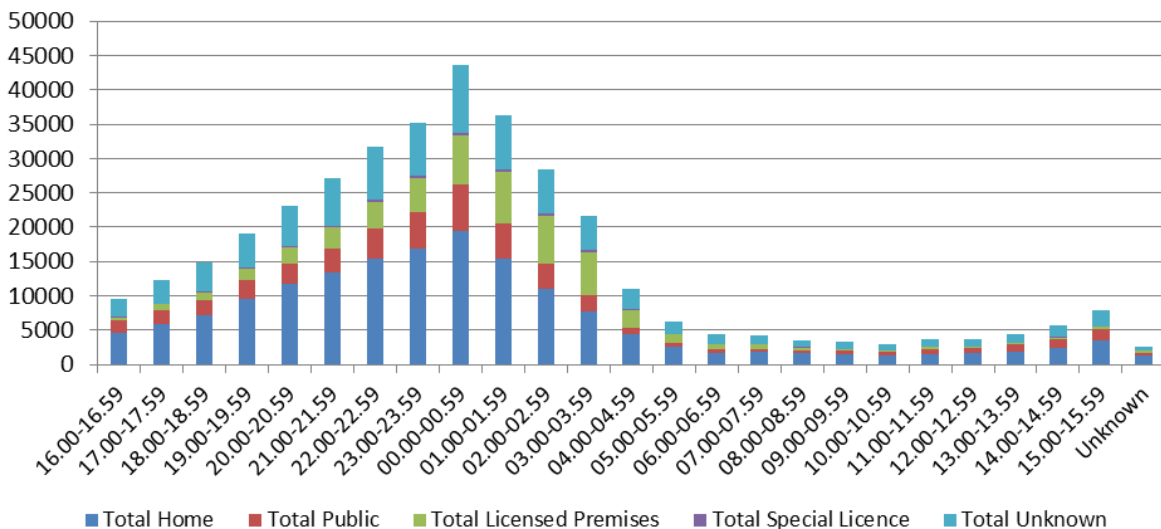
**Figure 15: Crime committed by time of day at top ten locations for crime occurrence (2010/11)**



Source: New Zealand Police – **not official statistics**

Research at a national level from the Ministry of Justice supports the Police data for Wellington, showing a clear increase in the number of alcohol-related offences as the night progresses. The data below also shows where the last place of drink was of offenders, with a significant proportion in each timeslot being at home or in public. Wellington has the fifth highest rate of alcohol offences per square kilometre, with 519 alcohol-related offences per 10km<sup>2</sup>, this is over twice that of Auckland who have 224 alcohol-related offences per 10km<sup>2</sup> and Christchurch who have 201 alcohol-related offences per 10km<sup>2</sup>.

**Figure 16: Time profile of all alcohol related offences (2009/2010, 2010/2011 & 2011/2012)**



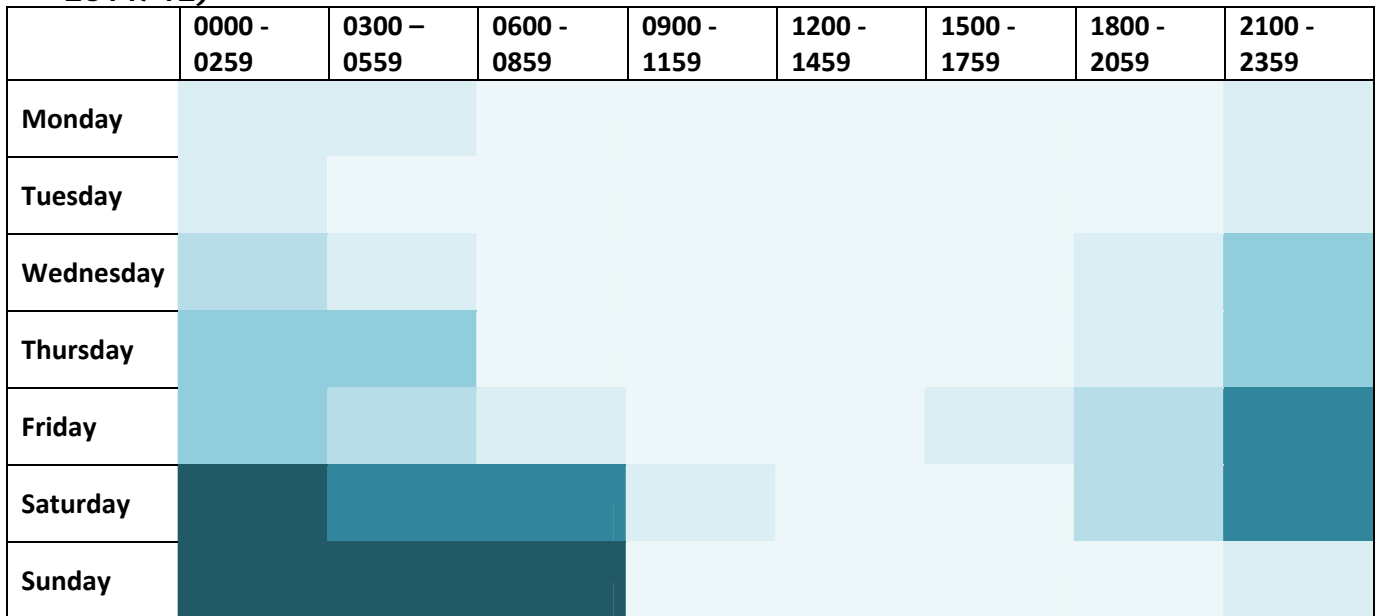
Source: Ministry of Justice (2013)

Note: This data is based on 33,441 offences and 3,072 premises

## Drink driving

Police data from 2007/08 to 2011/12 showed a total of 4,120 excess breath alcohol offences in Wellington city. As the figure below illustrates, the majority of offending is detected on Saturdays and Sundays and between midnight and 9am.

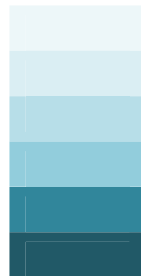
**Figure 17: Excess breath alcohol offences by time and day of week (2007/08-2011/12)**



Source: New Zealand Police – **not official statistics**

### Key

- 0-20 offences
- 21-50 offences
- 51-100 offences
- 101-200 offences
- 201-300 offences
- 301+ offences



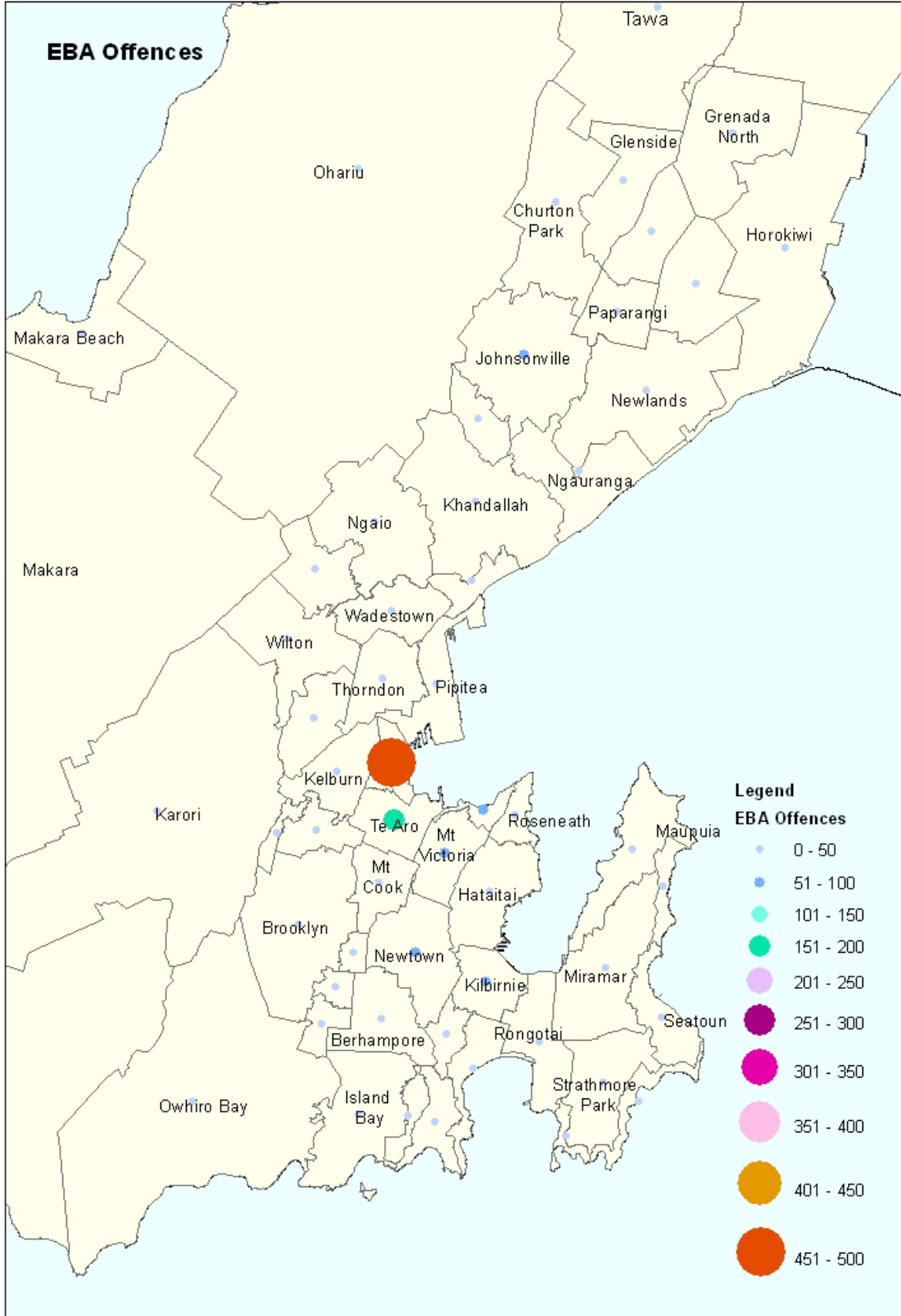
More recently in 2010, there were 758 excess breath/blood alcohol (EBA) offences detected in Wellington City (this equates to 3.8 offences per 1,000 residents), with a slight reduction in 2011 to 726 offences (3.6 offences per 1,000 residents). By way of comparison, there were 10,131 offences detected in Auckland in 2010<sup>22</sup> (6.9 offences per 1,000 residents).

In 2010<sup>23</sup>, there were 592 prosecutions for exceeding the prescribed content of alcohol or other substance limit, reducing slightly to 562 in 2011. For the Wellington region, there were 1,967 convictions for this offence in 2010/2011.

<sup>22</sup> Auckland Council, 2012, 'Local Alcohol Policy Research Report: Information to support the development of a local alcohol policy,' Auckland: 94pp

<sup>23</sup> Statistics New Zealand, 2013, *Criminal conviction and sentencing statistics: 2011 calendar year tables*, available: [http://stats.govt.nz/tools\\_and\\_services/tools/TableBuilder/criminal-conviction.aspx](http://stats.govt.nz/tools_and_services/tools/TableBuilder/criminal-conviction.aspx)

Figure 18: Excess Breath Alcohol offences by suburb (2010-11)



Source: New Zealand Police – **not official statistics**

## Alcohol-related crashes and their social costs

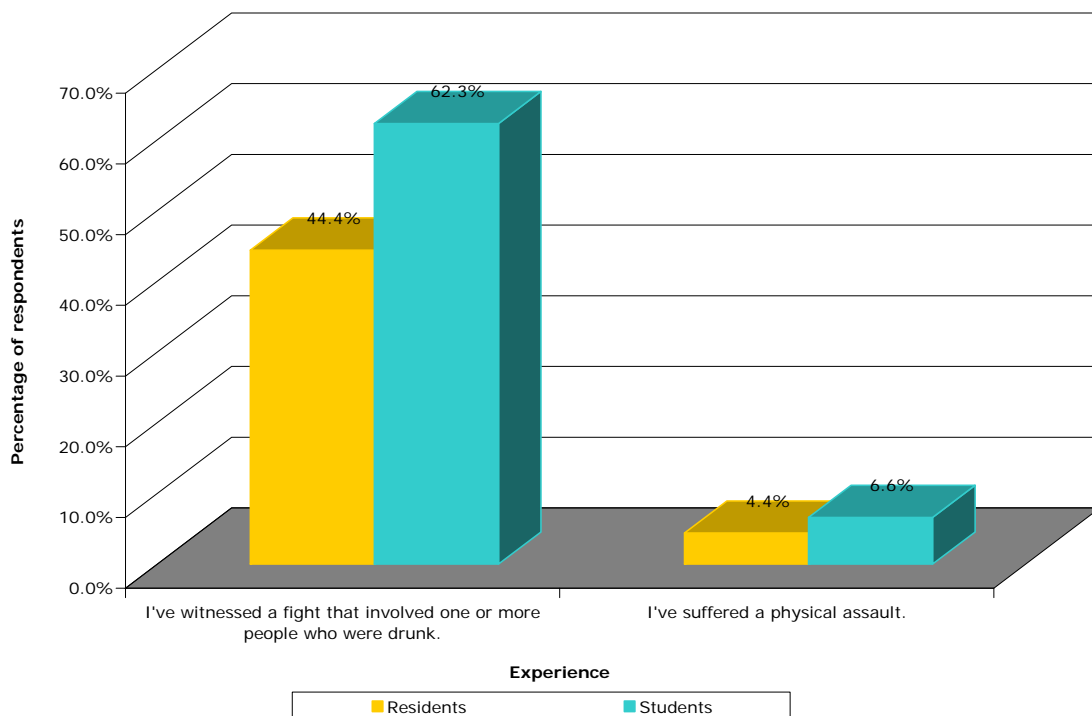
Nationally, alcohol plays a significant role in motor vehicle crashes. In 2011, driver alcohol/drugs were a contributing factor in 77 fatal, 360 serious injury and 970 minor injury traffic crashes, resulting in 85 deaths, 466 serious injuries and 1,435 minor injuries. The total social cost of crashes involving alcohol/drugs was about \$685 million in 2011, accounting for 22 percent of all social costs associated with injury crashes for 2011<sup>24</sup>

In 2010, there was a total of 99 alcohol related crashes in Wellington City, amounting to \$8,504,200 in social costs. In 2011, there were 85 crashes amounting to \$12,503,700 in social costs<sup>25</sup>.

## Assaults

Both the residents' and students' surveys asked participants about whether they had experienced a physical assault or witnessed a fight related to alcohol in the last 12 months. Participants in the students' survey were more likely to have witnessed a fight than those in the residents' survey. However, numbers who had been assaulted were similar for both groups with 4.4 percent of residents and 6.6 percent of students saying they had experienced an assault in the previous 12 months.

**Figure 19: Residents' experiences of violence related to alcohol**



Source: 2012 Role of Alcohol survey of residents and 2013 Survey of Students on Alcohol in Wellington city

Wellington Emergency Department figures<sup>26</sup> illustrate that about a third of 468 assaults recorded in Wellington City between 2010 and 2012 were committed in the Te Aro area, with about half of these assaults perpetrated by a stranger. Nearly all of these stranger assaults occurred between the hours of 10pm and 6am. Within the Te Aro area, Courtenay Place was the most common place for stranger assaults to occur, followed by Cuba Street and then Dixon Street. The number of stranger assaults in Courtenay Place

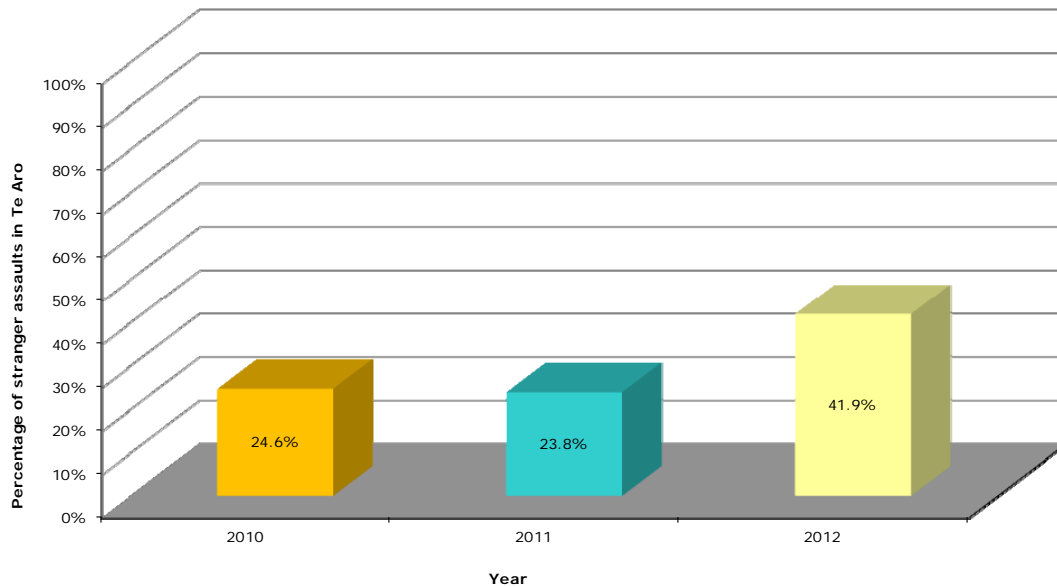
<sup>24</sup> Ministry of Transport, 2010, 'Wellington City Road Safety Report 2005 to 2009,' Wellington, 97pp

<sup>25</sup> ibid

<sup>26</sup> Wellington Emergency Department administrative data, made available to the Council

was almost three times that of Cuba Street or Dixon Street each year, and in 2012 when the total number of stranger assaults decreased, the number on Courtenay Place increased, which is evident in Figure 20.

**Figure 20: Percentage of stranger assaults in Te Aro that were committed in Courtenay Place (2010-12)**



Source: Wellington Emergency Department data

Most respondents (77 percent) to the 2012 Role of Alcohol survey said they feel safe (very/reasonably) in the city centre after dark. Differences were observed according to respondent gender, with men more likely than average to feel safe (83 percent), while women were more likely than average to feel unsafe (very/somewhat) in the city centre after dark (25 percent). Respondents reported that better lighting (65 percent), more police presence (63 percent) and CCTV cameras (44 percent) would all improve feelings of safety in the city after dark.

## Domestic violence

Research has shown that while alcohol is not a causal factor in domestic violence, a link exists between alcohol use and domestic violence incidents. The New Zealand Police examined the link between alcohol and family violence in 2009<sup>27</sup> and found that:

- In 2007/08, of the 241 family violence-related homicides, 37 percent (89) of these involved either a suspect or victim being under the influence of alcohol at the time of the incident.
- In 2007/08, there were 19,388 recorded victims of assaults associated with family violence. In 34 percent of incidents the alleged offender had consumed alcohol.

In a separate review of family violence deaths from 2004-11<sup>28</sup>, Police found that almost one-third of the 37 female homicides involved one or both parties who used alcohol heavily on an on-going basis.

<sup>27</sup> New Zealand Police National Alcohol Assessment (Wellington, April 2009)

<sup>28</sup> New Zealand Police, Statistical Analysis and Summary of Themes Family Violence Death Reviews of Deaths Between 2004 – 2011 (National Crime Investigation Unit, June 2012)



## Sexual offending

Alcohol also plays a significant role in sexual offending, with one estimate placing more than 10,000 sexual assaults occurring every year in New Zealand involving a perpetrator who had been drinking (Alcohol Healthwatch, 2012).

The Police's National Alcohol Assessment also found that of the 3,652 sexual offences recorded in 2007/08, one-in-five involved an offender who had consumed alcohol before the offence was committed.

Of the 2012 Role of Alcohol survey respondents, 9.2 percent reported having experienced an unwanted sexual advance in the last 12 months due to excessive drinking (theirs or someone else's). This was much higher in students, where 32.4 percent of respondents to the student survey said they had experienced an unwanted sexual advance.

Further, 0.3 percent of the residents' survey respondents reported having been the victim of a sexual assault in the last 12 months due to excessive drinking. This rate was considerably higher for students, where 3.0 percent said they had personally experienced a sexual assault in the last 12 months.

## Health

While moderate drinking may have some health benefits, there is a considerable body of evidence showing that excessive alcohol consumption significantly increases the risk of a range of diseases, including cancer, heart disease, high blood pressure and cirrhosis (Harvard School of Public Health).

A New Zealand Law Commission report on alcohol and harm states:

The Accident Compensation Corporation (ACC) estimates up to 22 percent of the claims it receives have alcohol as a contributing factor. These injuries place a heavy burden on the public health system, particularly on the accident and emergency departments of New Zealand hospitals. Treating disease and disability, to which alcohol contributes, places a further heavy load on the public health system.<sup>29</sup>

## Accident and Emergency admissions and hospitalisations

A number of studies in New Zealand have explored the impact of alcohol/intoxicated patients on emergency departments. A study of an emergency department (ED) in Auckland during December 2000<sup>30</sup> found that 35 percent of injury cases presented at the ED were alcohol-related, which was higher than the 10-18 percent reported in international studies. The study also found that when all contextual factors are held constant, there was a 2.8 times greater risk of experiencing an injury when alcohol was involved.

ACC estimates the average cost of an alcohol-related injury is \$1,287.00, which is greater than for a non-alcohol-related claim (estimated at \$1,080.00 on average). These amounts are increased if the injury is serious resulting in a permanent disability.

Analysis into where those aged 15-34 presenting to the Wellington Emergency Department with alcohol-related issues reside shows that the Southern ward is the most

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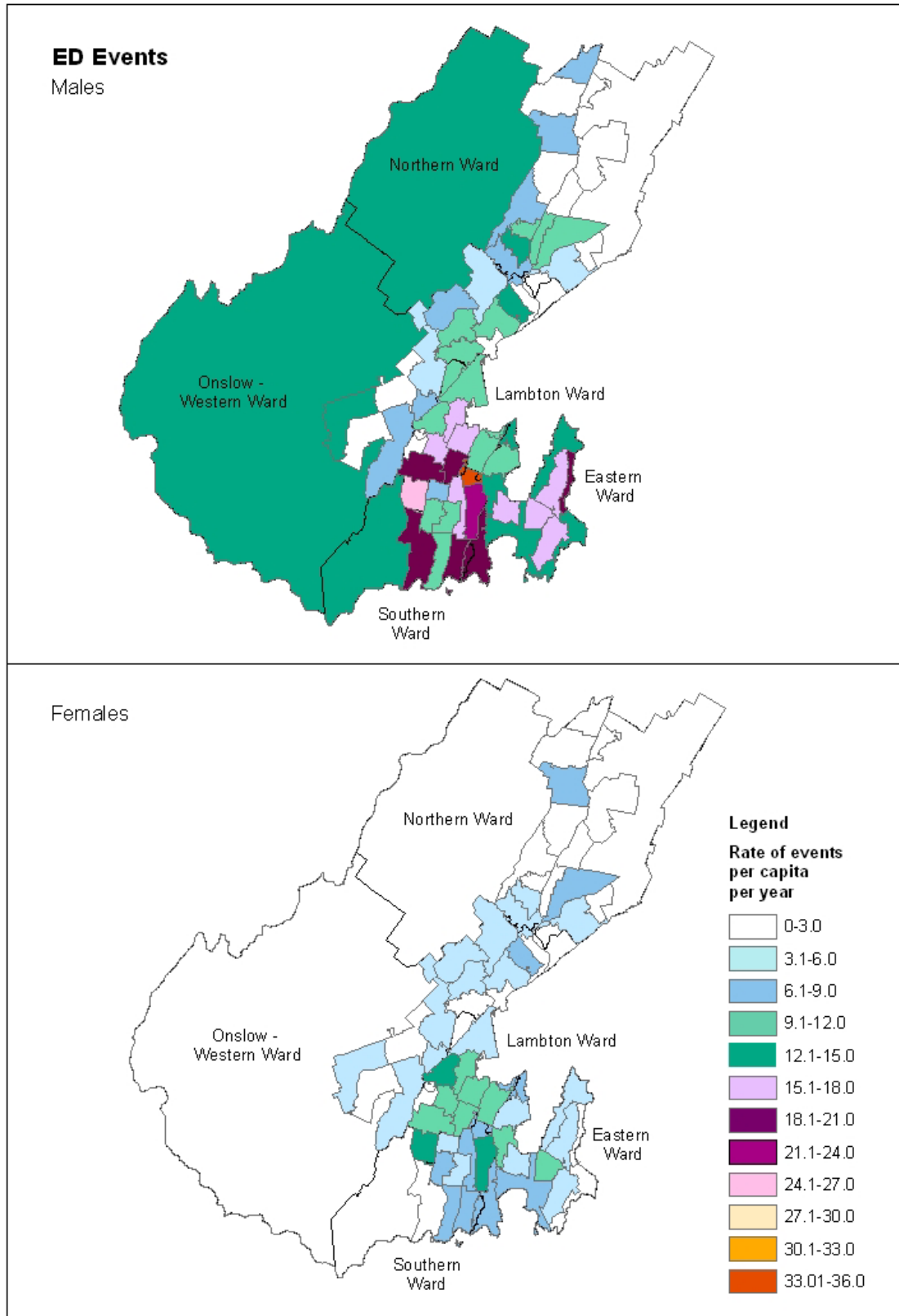
<sup>29</sup> New Zealand Law Commission, 'Alcohol in our lives curbing the harm'

<sup>30</sup> Humphrey, G; Casswell, S & Han, D.Y, 2003, 'Alcohol and injury among attendees at a New Zealand emergency department', The New Zealand Medical Journal, vol. 116, no. 1168, available: <http://journal.nzma.org.nz/journal/116-1168/298/>

## APPENDIX 5

common area of residence for males and females, followed by the Lambton ward (see Figure 21). Males on the whole have much higher rates of ED presentations than females.

**Figure 21: Map of alcohol-related Emergency Department presentations by area of residence (2010-13)**



Source: Wellington Emergency Department data

### **Fire fatalities**

A 2005 study<sup>31</sup> of all coronial files on unintentional residential fire fatalities in 1997-2003 found that high numbers of victims had been drinking prior to the fire, thus contributing to fatalities incurred during this period. The study found that 14 victims had recorded drug/alcohol dependency health conditions, and alcohol consumption in excess of 80mg/l (legal driving limit) was recorded in 42 cases. The study concluded that excessive alcohol consumption:

*...appeared to have caused the fatal fires through carelessness, inattention, incapacity and acts of omission. Alcohol was also implicated in other actions that placed the deceased at risk through a failure to quickly exit burning residences...<sup>32</sup>.*

### ***Council activity generated from the negative impact of alcohol related activities***

The Council undertakes a number of initiatives that stem from alcohol-related harm. Noise control complaints from loud parties, or bar noise result in thousands of callouts each year. The council also carries out cleaning services in the city when blood, vomit or broken glass is reported. The clear majority of this work is located in the Lambton ward (see Figures 22 & 23), followed by the Southern and Eastern wards.

### **Noise complaints**

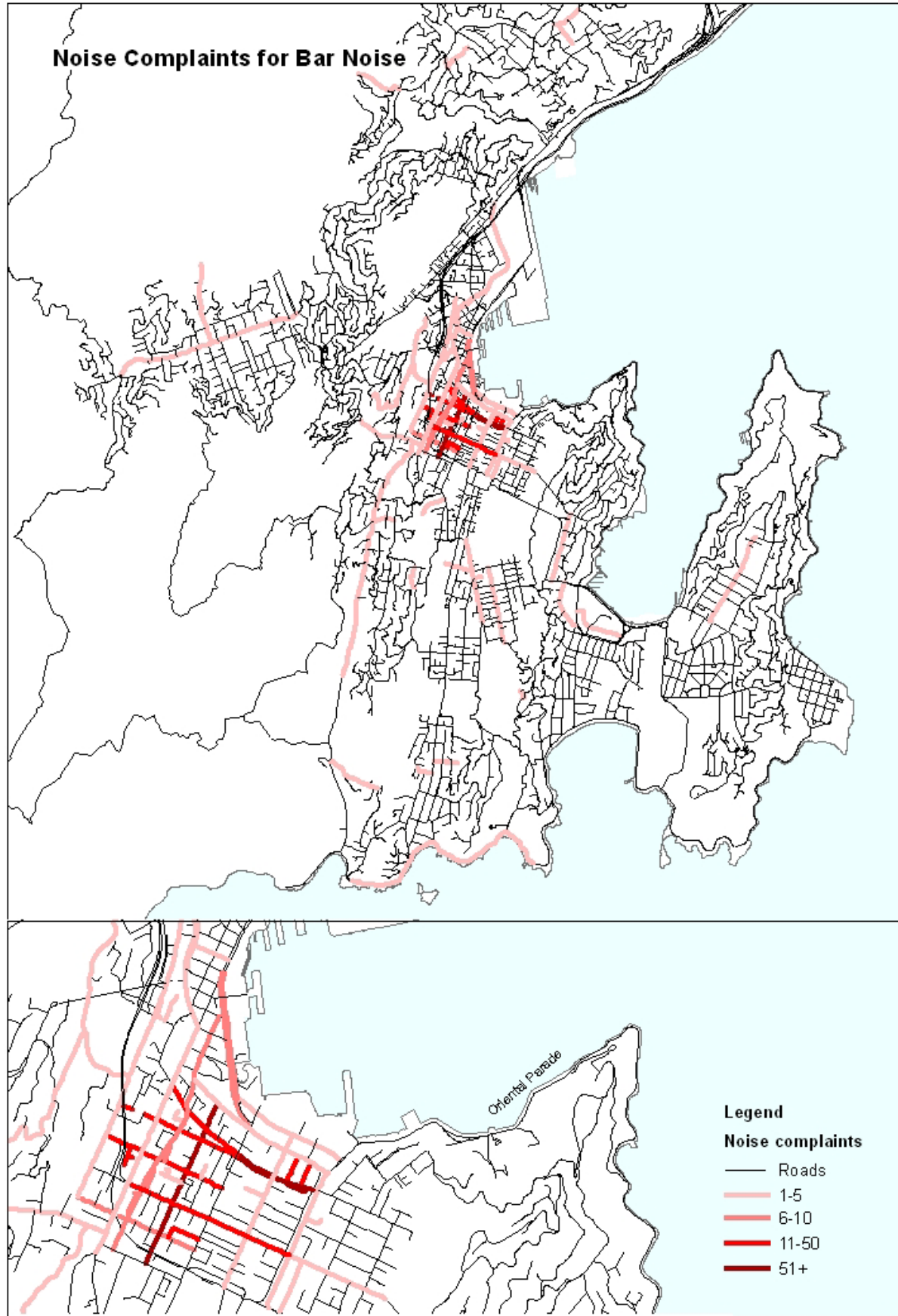
The council records the number of noise complaints received broken down into smaller categories, including bar noise. Data from January 2012 to March 2013 shows that there are two main areas where the complaints arise – Courtenay Place and Cuba Street. This is followed by Dixon Street and Manners Street.

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<sup>31</sup> Heimdall Consulting Ltd, 2005, Human behaviour contributing to unintentional residential fire deaths 1997-2003, Fire Research Report

<sup>32</sup> *ibid*

Figure 22: Bar noise complaints by location (2012-13)

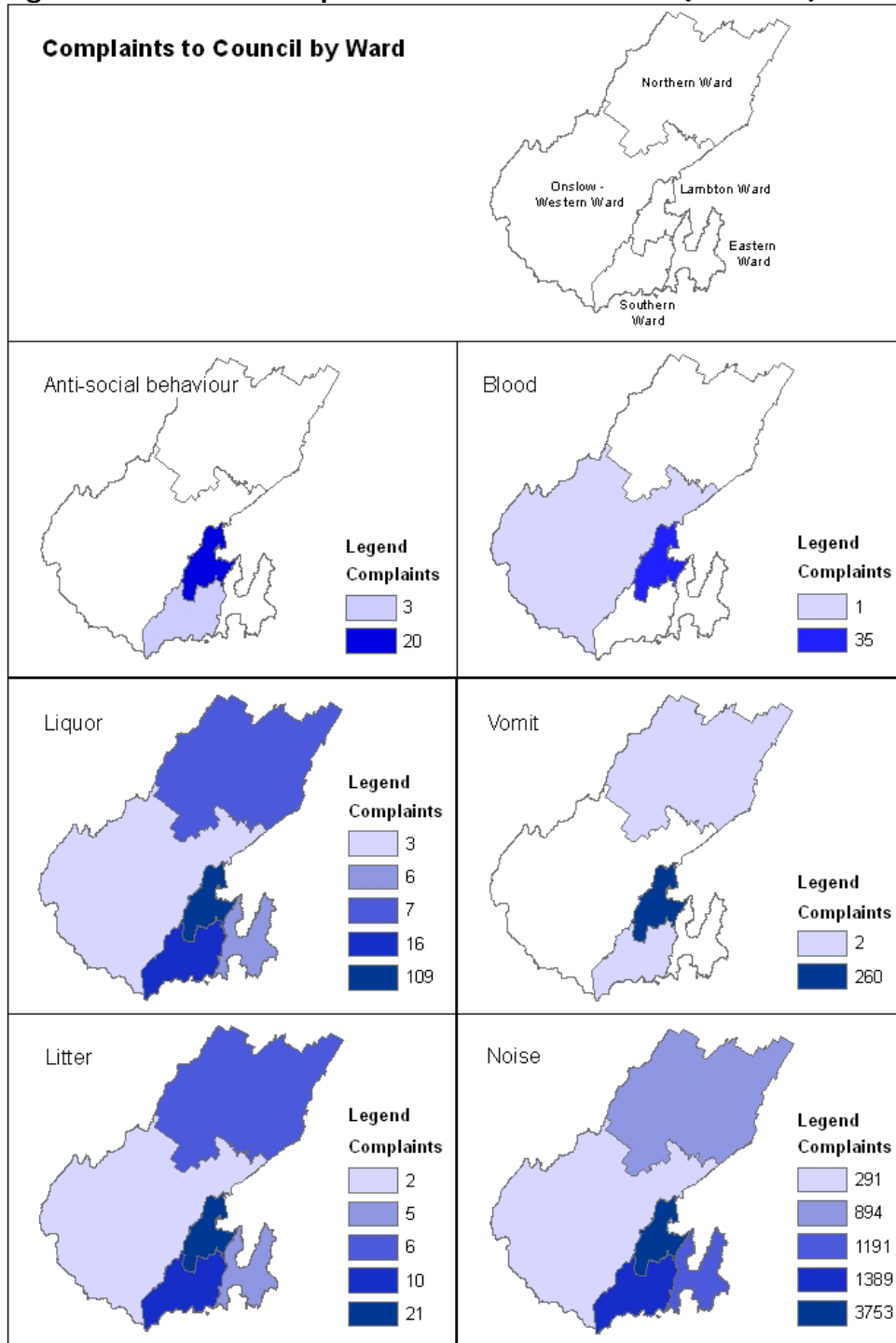


Source: Wellington City Council administrative data

## Council complaints

The Council also records the number of general complaints received and descriptions of the complaints. From these, we were able to determine the number of complaints related to alcohol by ward. The Lambton ward had significantly more complaints than other wards, followed by the Southern and Eastern wards. Noise complaints were the largest category – all of which were related to party noise, from private residences (as opposed to the bar noise presented above). Within the Lambton ward (which contains the central city), this was followed by vomit and then litter, which includes bottle and other alcohol-related rubbish that require cleanup.

**Figure 23: Council complaints related to alcohol (2012-13)**



Source: Wellington City Council administrative data

## Local Host activity

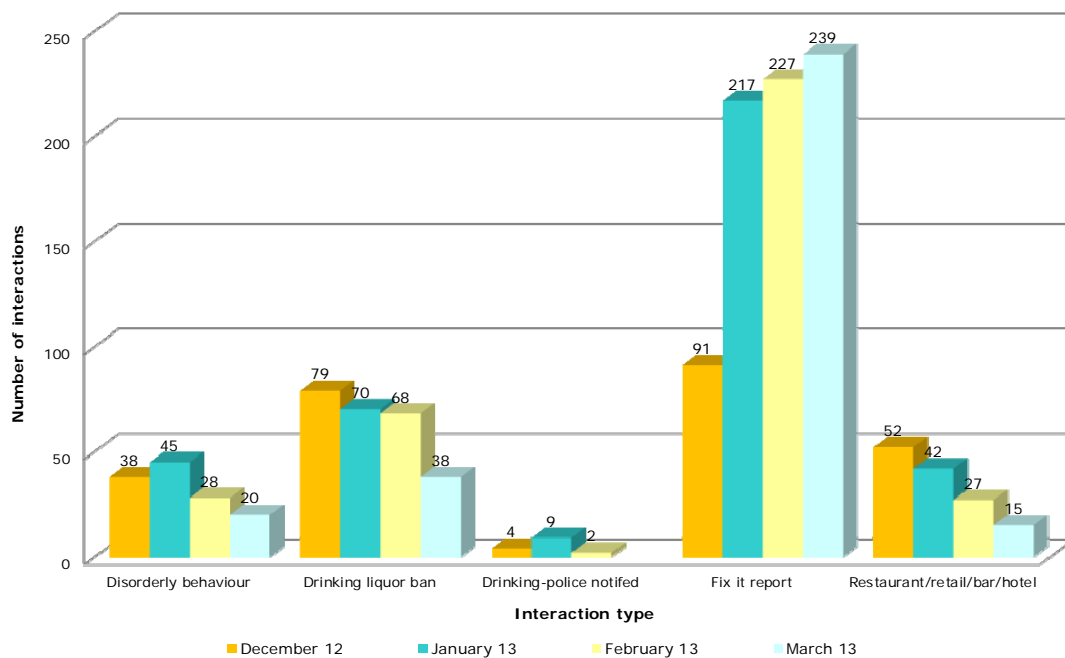
Wellington city's Local Host service aims to:

- assist the public and visitors to the city
- support the Police presence on the street, particularly at night
- liaise with bar and restaurant staff, and retailers
- keep an eye out for what's going on
- report safety hazards, graffiti or issues with city infrastructure

Local hosts are based in the Lambton and Southern wards, so this data is all related to this geographic area. Local hosts log interactions they have with the public whilst walking in the central city – this allows us to look at the number of interactions they have that are related to alcohol. There are limitations to the logs and some interactions can be missed during particularly busy periods, however, the logs give a good indication of the type of work Local Hosts carry out.

Below shows that a lot of interactions that Local Hosts have involve creating a Fix It report – this is when hosts log a report for cleaning services or other council work that they observe whilst walking. It can include graffiti, but also alcohol-related issues such as vomit, blood, broken glass. In March 2013, vomit, urine and blood cleanup calls were re-classified in the system and are separate to the Fix it reports. The category “Restaurant/retail/bar/hotel” refers to interactions the hosts have with local businesses. This can include working with local bar owners on queues and people too intoxicated to enter venues.

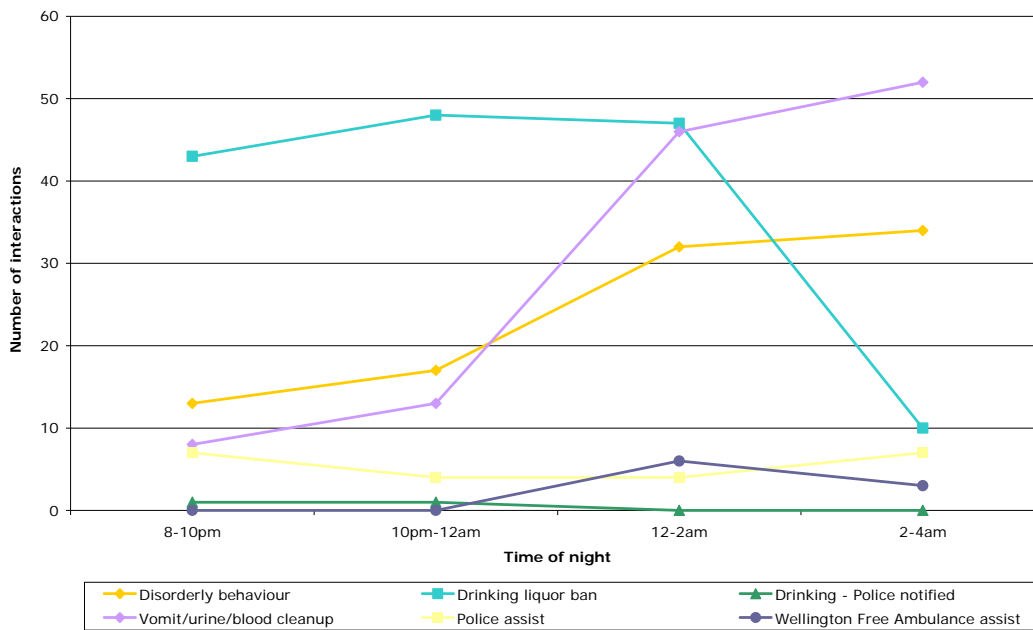
**Figure 24: Local host interactions (December 2012-March 2013)**



Source: Local Host administrative data

Data from February to May 2013 shows that Local Host work stemming from alcohol-related harm increases as the night progresses. In particular, interactions related to disorderly behaviour increase from 13 interactions between 8 and 10pm across the period to 34 interactions between 2 and 4am. Interactions related to vomit/urine/blood cleanups increase from 8 interactions between 8 and 10pm across the period to 52 interactions between 2 and 4am (see Figure 25).

**Figure 25: Local host interactions by time of night (February-May 2013)**

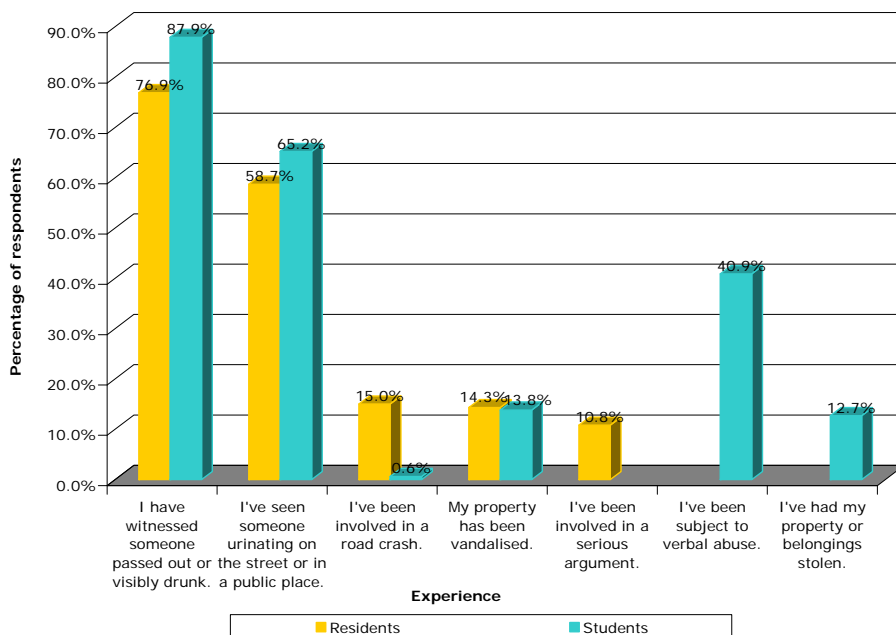


Source: Local Host administrative data

## Public views

Respondents to the 2012 Role of Alcohol survey and 2013 Survey of Students on Alcohol in Wellington city reported experiencing a number of negative effects in the last 12 months because of either theirs or someone else's excessive drinking. In particular, a considerable number of respondents observed public disorder offences, such as public urination (58.7-65.2 percent) and vandalism (13.8-14.3 percent) (see Figure 26).

**Figure 26: Negative effects of excessive drinking in the previous 12 months (2012)**



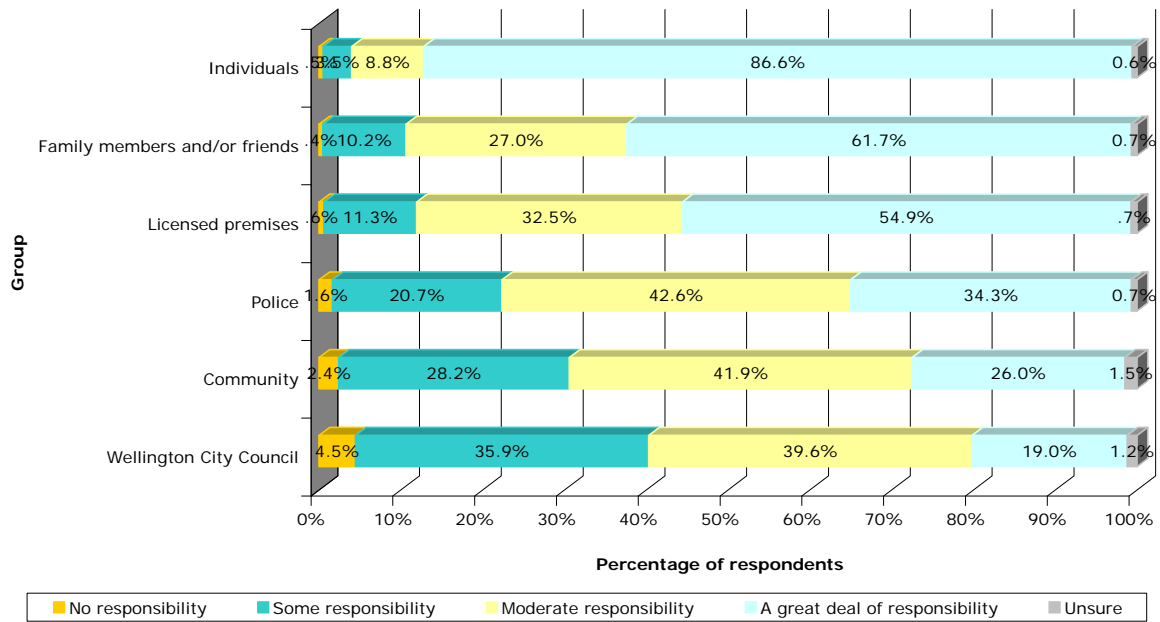
Source: 2012 Role of Alcohol survey of residents and 2013 Survey of Students on Alcohol in Wellington city

Note: Verbal abuse and stolen property questions were only asked of students. The question regarding being in a serious argument was only asked of Role of Alcohol respondents.

## Responsibility for addressing the harm associated with excessive alcohol consumption

When respondents to the 2012 Role of Alcohol survey were asked to rank which party should have the greater responsibility for addressing the harm associated with excessive alcohol consumption, the majority indicated that individuals (86.6 percent) and family members and/or friends (61.7 percent) have a great deal of responsibility for addressing these harms. Wellington City Council was viewed as having the least amount of responsibility by residents.

**Figure 27: Residents' views on responsibility for addressing harm related to excessive alcohol consumption**



Source: 2012 Role of Alcohol survey of residents



## Other Considerations

### *The benefits of alcohol*

#### Alcohol revenue

Every year, the alcohol industry generates a significant amount of revenue, at both the local and national level, and supports the employment of thousands of workers both for Wellington City, the Wellington region and New Zealand as a whole. For instance:

- In terms of excise duty, in 2011, excise duty on alcohol generated \$629 million in revenue alone, accounting for 2.5 percent of all government taxes<sup>33</sup>
- In 2010, the beverage industry (including soft drinks, juice and water) achieved a \$NZ4.24 billion dollar turnover, with \$971 million in exports, and 519 manufacturing enterprises<sup>34</sup>.
- In 2010, wine had an export value of US\$774 million, spirits US\$58 million and beer US\$26 million<sup>35</sup>
- The spirits industry generates over \$NZ800 million in wholesale turnover, with the drinks industry comprising around 1 percent of GDP<sup>36</sup>.
- The Wellington region has a high average hospitality spend per capita of \$1,724, which is 16 percent above the national average<sup>37</sup>
- Hospitality industry shows that between the hours of 4 and 7am, Wellington city makes up one-fifth of the electronic transactions during this time, whilst only being one-eighth of the population.<sup>38</sup>

#### Employment

Nationally, almost 136,000 people were employed in the hospitality industry in 2006, representing 6.4 percent of the approximately 2.1 million people employed in New Zealand in 2006<sup>39</sup>.

Within Wellington, employment in non-accommodation hospitality sub-industries is mostly in cafes, restaurants and commercial caterers (62.9 percent), followed by takeaway foods (17.9 percent) and then pubs, taverns and bars (15.7 percent).

**Table 8: Employment in hospitality in Wellington by sub-industry (2006)**

Sub-industry	Number of staff	Percentage
Pubs, taverns and bars	1,941	15.7
Cafes, restaurants and commercial caterers	7,784	62.9
Clubs (sports)	433	3.5
Takeaway foods	2,213	17.9
<b>TOTAL</b>	<b>12,371</b>	<b>100.0</b>

Source: Infometrics Ltd, 2007

<sup>33</sup> Statistics New Zealand, 'National Accounts for year ended March 2011.'

<sup>34</sup> Coriolis, 2011, Food and Beverage Information Project 2011 – Sector Stream Beverages, Final report

<sup>35</sup> *ibid*

<sup>36</sup> Distilled Spirits Association of New Zealand, 2013, The NZ distilled spirits industry briefing resource,

<sup>37</sup> Infometrics Ltd, 2007, An employment profile of the hospitality industry, Hospitality Standards Institute

<sup>38</sup> Hospitality NZ, 2013, 'Informing the debate on Local Alcohol Policies – fact v fiction', p12

<sup>39</sup> Infometrics Ltd, 2007, An employment profile of the hospitality industry, Hospitality Standards Institute

## Events

Alcohol consumption also generates significant revenue when associated with high profile public events.

- In Wellington City specifically, for instance, events such as the Hertz Rugby Sevens, the World of Wearable Arts, Visa Wellington on a Plate, and Beervana contribute to the Wellington City economy through increased activity in the hospitality industry. Domestic visitors contribute \$557 million to the Wellington regional economy<sup>40</sup>.
- For example, the Visa Wellington on Plate festival is estimated to generate \$5.5 million in expenditure for Wellington City, contributing \$655,000 to GDP and generating 14 full time equivalent jobs for the region.
- This compares favourably to the Sevens which generates around \$15.6 million.<sup>41</sup>
- The Hobbit premiere and associated activities (Hobbit Market and outdoor screenings of LOTR) contributed \$11.7 million into the Wellington economy during the week of the premiere. An estimated 60,000 people attended both the premiere and the market, with 34 percent being visitors to Wellington, and over 100 international media covered the event (broadcasting to over a million viewers). Visitors were generally satisfied with their experience in Wellington, with 80 percent rating their satisfaction as 8 out of 10 or more.<sup>42</sup>
- In 2009, 36,156 people attended the World of Wearable (WoW) Arts Awards show, and 69 percent of the audience were from outside the Wellington Region. The total spending by attendees and organisers was estimated to be \$15.1 million, and the total value to the Wellington economy was estimated to be \$7.9 million.<sup>43</sup> In 2012, the WoW Awards were attended by 47,000 people, with 30,000 coming from outside the region<sup>44</sup>.
- A study undertaken by Positively Wellington Venues (PWV) showed that smaller events were also making a significant contribution to the Wellington economy. It was estimated that the audiences for the "Mousetrap" shows contributed \$1.2 million into the Wellington economy, with 40 percent of the audience coming from out of town. Forty-three percent of the audience for the Ben Harper concert were from out of town, with visitor spending estimated at \$415,000. Forty-two percent of the audience at the Black Keys concert were from out of town, and their spending was estimated at \$600,000. Lastly, 32 percent of the audience at the Mumford & Sons concert were from out of town and their spending was estimated at over \$320,000<sup>45</sup>.

## Social benefits

A number of social benefits are also associated with alcohol consumption. For instance:

- 37.2 percent of the 2012 Role of Alcohol survey respondents agreed that alcohol availability is essential to the vibrancy of the city, with levels of agreement highest for more frequent alcohol consumers.
- 26.7 percent of the 2012 Role of Alcohol survey respondents believe that alcohol enhances the experience of attending public events, with 18-29 year olds more likely to believe this (40.8 percent - cf. 24.9 percent of 30-39 year olds). Men were more likely than women to agree with this statement (30.8 percent cf. 23.2 percent)

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<sup>40</sup> Grow Wellington, 2012, 'Economic impact of Visa Wellington on a Plate 2012,' Available: [http://www.growwellington.co.nz/document/6-21/VWOAP\\_EIA\\_2012\\_Executive\\_Summary.pdf](http://www.growwellington.co.nz/document/6-21/VWOAP_EIA_2012_Executive_Summary.pdf)

<sup>41</sup> ibid

<sup>42</sup> ibid

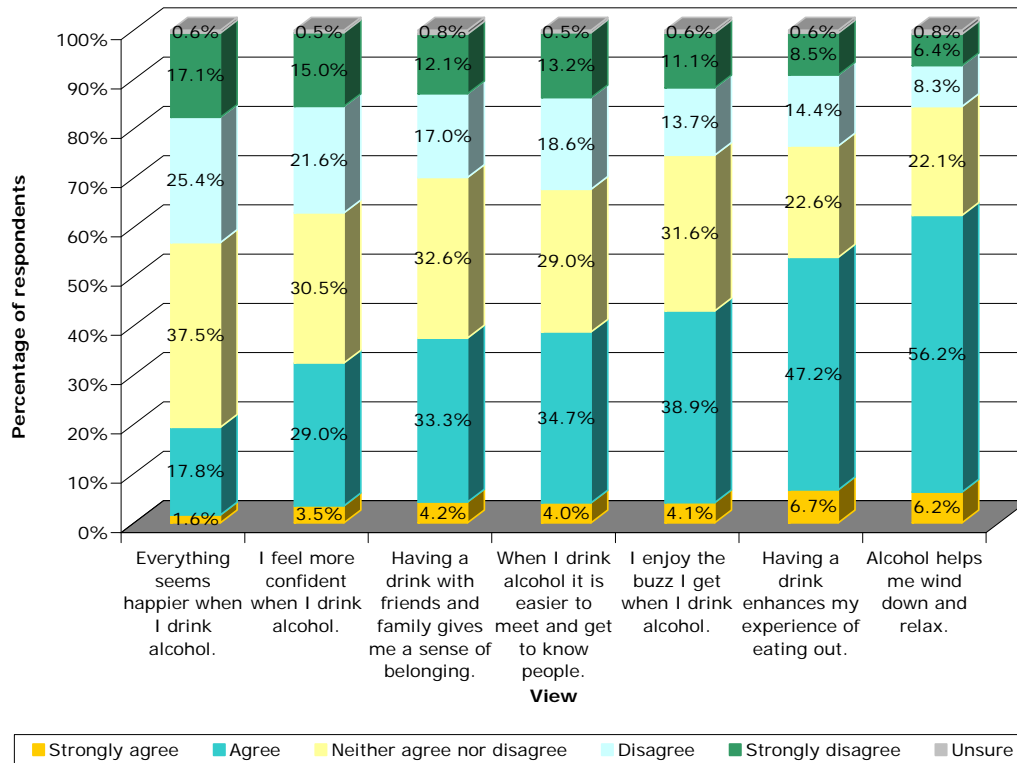
<sup>43</sup> Martin Jenkins, 2011, 'Economy of the Arts in Wellington,'

<sup>44</sup> Grow Wellington, 2012, 'Economic impact of Visa Wellington on a Plate 2012,' Available: [http://www.growwellington.co.nz/document/6-21/VWOAP\\_EIA\\_2012\\_Executive\\_Summary.pdf](http://www.growwellington.co.nz/document/6-21/VWOAP_EIA_2012_Executive_Summary.pdf)

<sup>45</sup> ibid

- 89 percent of the 2013 Hospitality NZ Survey on Wellington’s Hospitality and Entertainment Scene agreed or strongly agreed that the scene helps to define the city’s character.
- Alcohol is also perceived as a beneficial social lubricant, with a number of the 2012 Role of Alcohol survey respondents indicating that alcohol consumption has both individual and wider social benefits (see Figure 28).

**Figure 28: Residents’ positive views on alcohol consumption**



Source: 2012 Role of Alcohol survey of residents

There were some noticeable differences observed according to respondent demographics. For instance, respondents with more frequent consumption levels were more likely to agree that having a drink enhances their experience of eating out (74.4 percent of daily consumers and 69.7 percent of respondents who consume a few times a week – compared to 31.9 percent of monthly drinkers).

## Health benefits

Many health professionals acknowledge that for most moderate drinkers (no more than one drink per day for women, and no more than two drinks per day for men), alcohol can have overall health benefits<sup>46</sup> The most commonly acknowledged benefit is that moderate drinking can boost cardiovascular health (lower risk of coronary heart disease and ischemic stroke). Other potential benefits are more contested, with some studies showing a link between moderate drinking and a reduced risk of cancer<sup>47</sup>, while others show an increased risk.<sup>48</sup>

<sup>46</sup> Harvard School of Public Health, 2013, *Alcohol – the bottom line*, available:

<http://www.hsph.harvard.edu/nutritionsource/alcohol/>

<sup>47</sup> Ashley, MJ; Ferrence, R; Room, R; Rankin, J & Single, E, 1994, 'Moderate drinking and health: report of an international symposium', *Journal of Canadian Medical Association (Special Supplement)*, pp. 809-828

<sup>48</sup> Miller, T, 2013, 'Even moderate drinking may substantially raise risk of dying from cancer: study', *New York Daily News*, February 15, 2013,

## Alcohol consumption

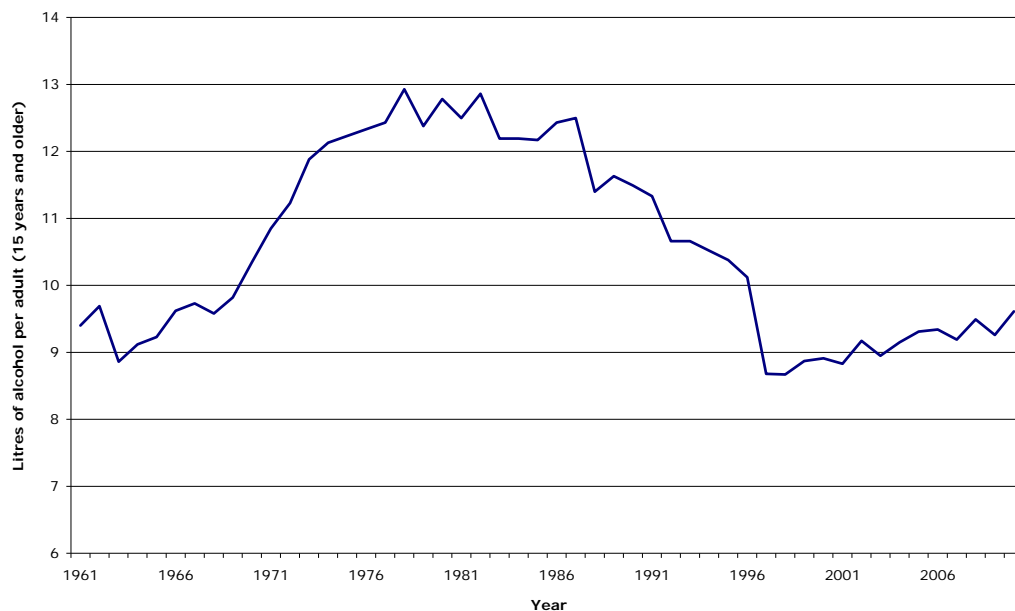
### Frequency

Alcohol consumption in New Zealand remains high, and alcohol continues to be the most widely used drug. According to a 2008 World Health Organisation study<sup>49</sup>, New Zealand ranked 24<sup>th</sup> out of 180 in alcohol consumption per capital.

In 2010, there were 10.16 litres of alcohol available per person over 18 years of age in New Zealand, which decreased slightly to 10.04 litres in 2011 and even further to 9.85 in 2012<sup>50</sup>. Furthermore, in 2009/10, the average household spent \$21.30 a week on alcohol, which represented a 9.2 percent increase from 2006/07<sup>51</sup>.

World Health Organisation data shows that the quantity of alcohol consumed in New Zealand was showing a decreasing trend until 1999 when the age of purchase was decreased from 20 to 18. Since then, an increase in consumption is evident which carries through until 2011, when the data set ends.

**Figure 29: Levels of consumption in New Zealand per adult (15 years and over) (1961-2011)**



Source: World Health Organisation

A number of national surveys have reported high levels of consumption amongst respondents. For instance:

- A 2004 survey<sup>52</sup> found that an estimated 81 percent of New Zealanders aged 12-65 years old had consumed alcohol in the last 12 months (78 percent females, 83 percent males) – in the 12 month period, approximately 15 percent had consumed alcohol more than seven times a week on average, roughly one-sixth consumed alcohol on average four to six times a week, and a further 38 percent consumed alcohol between one and three times per week (Ministry of Health (MoH), 2007).

<sup>49</sup> World Health Organisation, 2008, see: [http://www.who.int/substance\\_abuse/activities/gad/en/](http://www.who.int/substance_abuse/activities/gad/en/)

<sup>50</sup> Statistics New Zealand, 'Alcohol Availability,' Available:

<http://www.stats.govt.nz/infoshare/SelectVariables.aspx?pxID=d0d9545b-1b46-4be0-a676-892397cb1169>

<sup>51</sup> Statistics New Zealand, 2011, 'Average Weekly Expenditure'

<sup>52</sup> Ministry of Health, 2007, Alcohol use in New Zealand: analysis of the 2004 New Zealand health behaviours survey – alcohol use, Wellington: Ministry of Health

- A 2007/08 survey<sup>53</sup> found that 80 percent of adults aged 16-64 years old had had a drink containing alcohol in the past year – in the last 12 months on average, 7 percent had consumed alcohol daily, 22 percent 3-6 times a week and 32 percent 1-2 times a week (Ministry of Health, 2009).
- A 2010 Health and Lifestyles survey<sup>54</sup> found that more than 80 percent of respondents aged over 15 years reported having consumed a drink containing alcohol in the last year.

Similar consumption patterns were also observed through the 2012 Role of Alcohol survey; with 92.5 percent of all survey respondents reported having consumed a drink containing alcohol in the last year and 62.5 percent of respondents consuming alcohol on a weekly or more frequent basis.

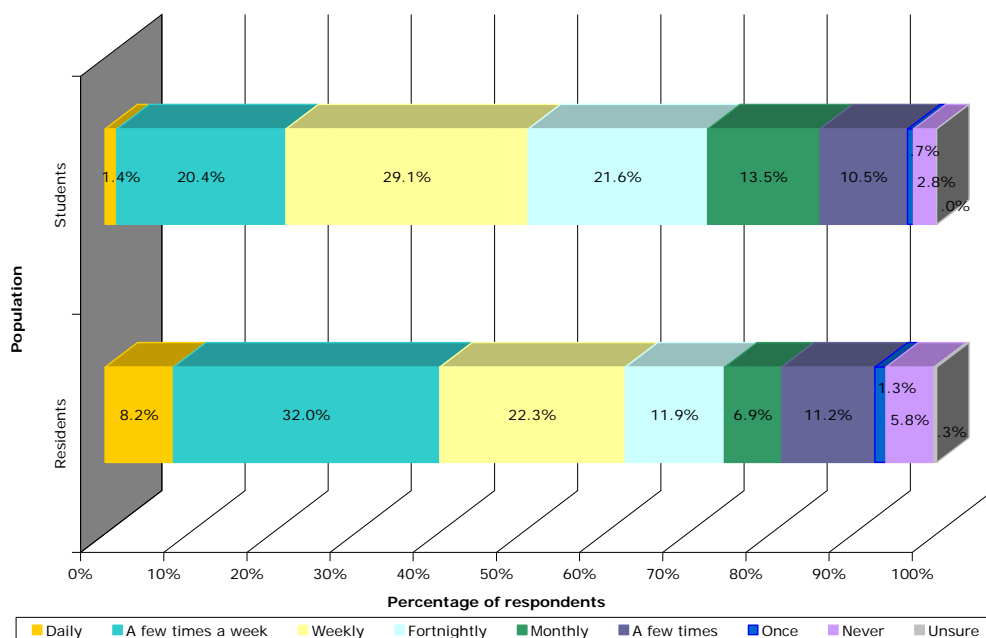
The 2012 Role of Alcohol survey also found that residents more likely than average (40 percent) to consume alcohol a few times per week or more include:

- those aged 50 years or over (55 percent)
- those living in high income households, with an annual income over \$120,000 (54 percent)
- older couples, with no children living at home (62 percent)

In addition, men are more likely than women to consume alcohol a few times per week or more (45 percent, compared with 36 percent of women).

Students were less likely to drink daily or a few times a week, with a greater proportion saying they drank weekly or fortnightly than the wider residents group.

**Figure 30: Frequency of alcohol consumption by Wellington residents and Wellington university students**



Source: 2012 Role of Alcohol survey of residents and 2013 Survey of Students on Alcohol in Wellington city

<sup>53</sup> Ministry of Health, 2010, 'The 2007/08 New Zealand Alcohol and Drug Use Survey: Online Data tables, Available: <http://www.health.govt.nz/publication/2007-08-new-zealand-alcohol-and-drug-use-survey-online-data-tables>

<sup>54</sup> Health Sponsorship Council, 2011, *Health and lifestyles survey: alcohol related attitudes*, Wellington: Health Sponsorship Council

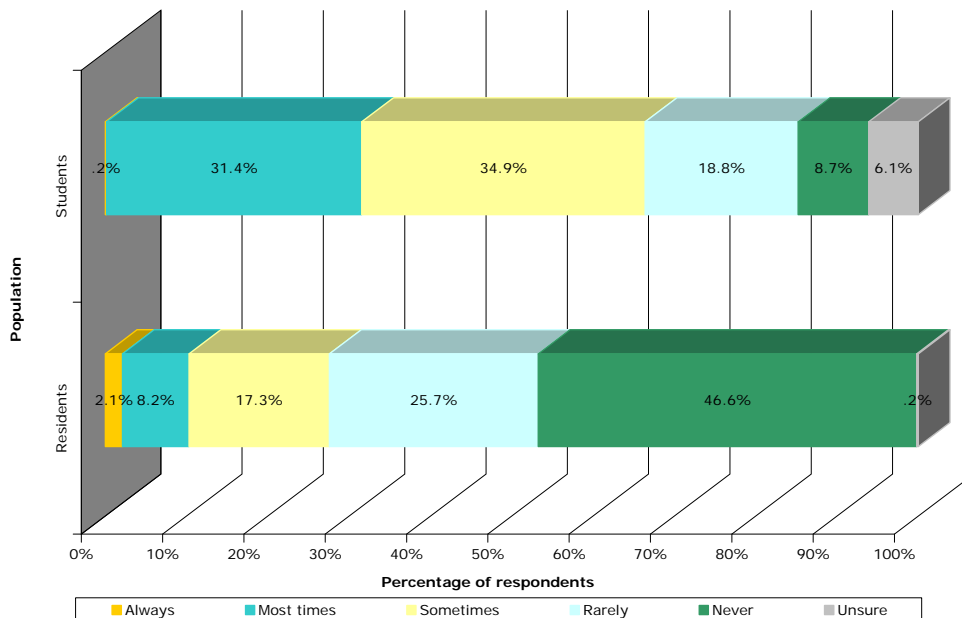
## Pre-loading and side-loading

Pre-loading refers to the practice of consuming alcohol before going to a licensed premise to drink. It is commonly undertaken as a patron cost saving measure, and while often takes place in private residences, also takes place in car parks and other public spaces in the central city. It is also more commonly associated with younger and price-sensitive drinkers.

Side-loading refers to drinking en-route to a venue or event and/or hiding alcohol in a public place or vehicle to avoid purchasing alcohol. Side-loaders exit venues or events to return to the location/vehicle to consume alcohol.

The difference in drinking patterns between students and the wider residents is evident here, though they are less likely to drink daily or a few times a week, they are more likely to pre-load when they do drink. 31.6 percent of students said they pre-loaded before heading to the city always or most times, compared to 10.3 percent of residents. The difference is also seen at the other end of the scale, where 46.6 percent of residents said they never pre-loaded compared to 8.7 percent of students (see Figure 31).

**Figure 31: Percentage of residents and students who pre-load before heading into the central city**



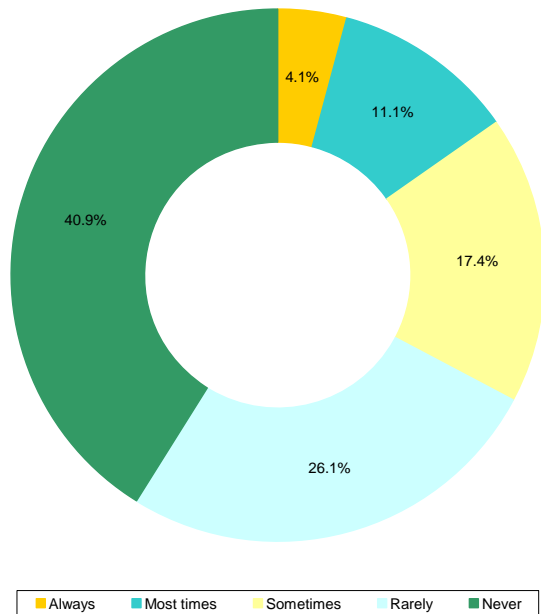
Source: 2012 Role of Alcohol survey of residents and 2013 Survey of Students on Alcohol in Wellington city

Hospitality NZ conducted an online survey during May 2013 to look at views on Wellington’s hospitality and entertainment scene. The survey involved a non-representative sample that included 16 percent being students, and 45 percent being under the age of 24. The survey asked participants if they had pre-loaded before heading to a bar, café or restaurant in Wellington city in the past three months. Of those that responded, 72 percent said they had pre-loaded. The survey also asked participants if they had ever had any drinks (e.g. in someone’s car) between visiting different bars and restaurants in the last 3 months. Of those that responded, 11 percent said yes.

The student survey asked participants about their drinking patterns whilst making their way into town and whilst in town. Almost one-third of student (32.5 percent) said they drank on their way at least sometimes, with a further 26.1 percent saying they rarely did it. In terms of drinking pre-purchased alcohol whilst in town, 18.5 percent of student respondents said they had left a bar, club or restaurant to consume alcohol bought

previously in a car or on the street. This question was not asked of residents; however, it gives an indication of the behaviour of younger residents of Wellington.

**Figure 32: Frequency of drinking whilst making way into town**

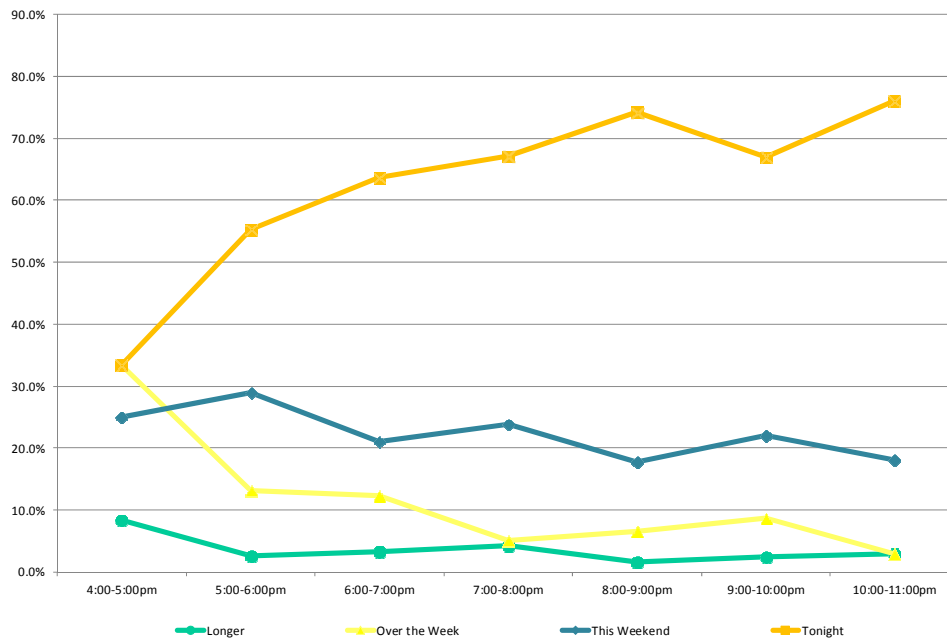


Source: 2013 Survey of Students on Alcohol in Wellington city

In the Wellington City Council Off-Licence consumption patterns research<sup>55</sup>, participants were asked when they planned to consume the alcohol they had purchased. 67.8 percent of supermarket shoppers and 64.7 percent of bottle store shoppers said they were going to consume the alcohol being bought that night. This was followed by 21.3 percent and 21.6 percent respectively who said they would consume the alcohol over the weekend. The distribution of when participants intended to drink the alcohol they were purchasing changed across the evening, particularly at supermarkets, with much more participants saying they intended to consume the alcohol that night as the evening progressed (see Figure 33).

<sup>55</sup> Wellington City Council, 2013, Off-licence consumptions patterns in Wellington city (forthcoming)

**Figure 33: Consumption timing at supermarkets by time of night (2013)**



Source: Wellington City Council Off-Licence consumption patterns research (2013)

## Location of alcohol consumption

Private residences remain the most popular location for consuming alcohol for New Zealanders, with licensed premises featuring less prominently:

- A 2004 survey<sup>56</sup> found that 92 percent had consumed alcohol in their own home in the last 12 months, while 85 percent had consumed alcohol at someone else's home. When it came to consuming large amounts of alcohol in the last 12 months, 47 percent did so in their own home, 42 percent at someone else's home, and a further 16 percent at pubs/hotels/taverns.
- A 2007/08 survey<sup>57</sup> found that large amounts of alcohol were consumed in the last 12 months at respondents' own home (42 percent), someone else's home (36 percent), followed by pubs, hotels, restaurants and cafes (19 percent). In terms of licensed premises, pubs, hotels, restaurants or cafes were the most frequently visited (65 percent), followed by nightclubs or bars (28 percent), groups, workplaces or meetings (25 percent) or sports clubs or events (19 percent).
- Research from the Ministry of Justice<sup>58</sup> found that, where an alcohol-related offence had occurred, 45 percent of offenders had drunk their last drink at home, followed by 15 percent at a licensed premise and 14 percent in a public place.

The 2012 residents' survey indicated that the most popular locations for consuming alcohol in the last 12 months were respondents' own home (92.0 percent), restaurant/café (81.5 percent) other private residence (77.7 percent) or a pub, bar or club (71.2 percent). Comparatively, the 2013 students' survey found that own home was also the most popular location for students (80.4 percent), but this was followed by

<sup>56</sup> Ministry of Health, 2007, Alcohol use in New Zealand: analysis of the 2004 New Zealand health behaviours survey – alcohol use, Wellington: Ministry of Health

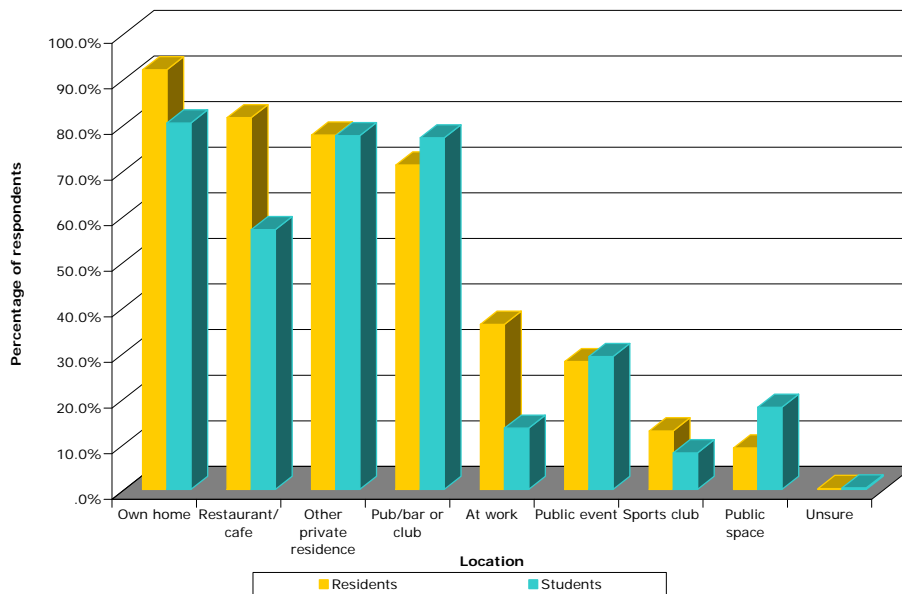
<sup>57</sup> Ministry of Health, 2010, 'The 2007/08 New Zealand Alcohol and Drug Use Survey: Online Data tables, Available: <http://www.health.govt.nz/publication/2007-08-new-zealand-alcohol-and-drug-use-survey-online-data-tables>

<sup>58</sup> Ministry of Justice, 2013, Risk based licensing fees – Identifying risk factors for the New Zealand context, Wellington: 143pp



other private residence (77.6 percent) then pub/bar or club (77.1 percent) and restaurant/café was at a much lower level of 57.0 percent (see Figure 34).

**Figure 34: Location of alcohol consumption**



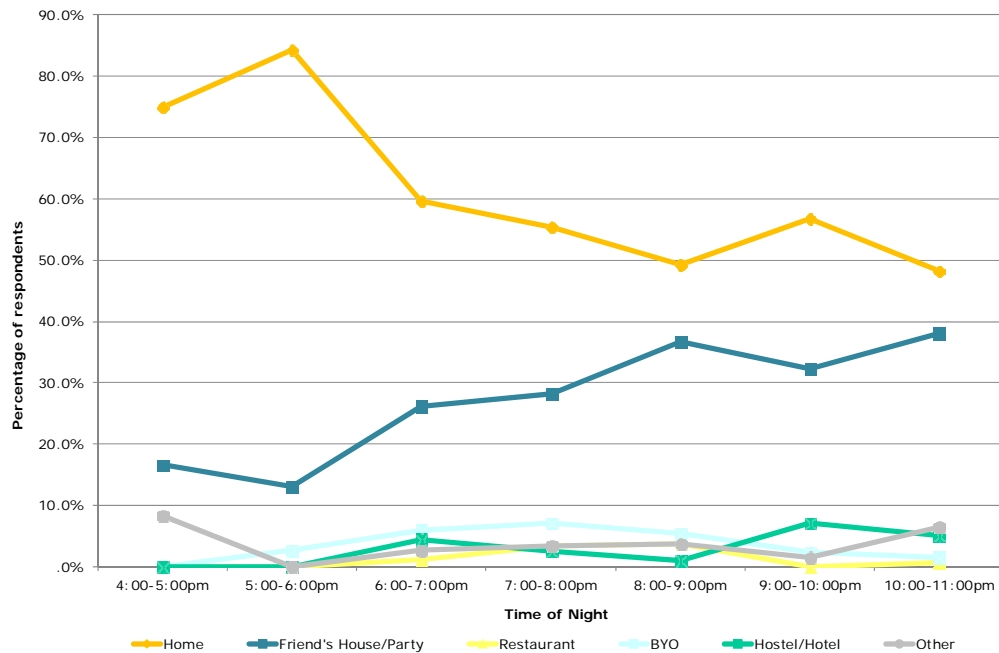
Source: 2012 Role of Alcohol survey of residents and 2013 Survey of Students on Alcohol in Wellington city

By way of comparison, a Auckland Council survey<sup>59</sup> found that 83 percent of respondents had consumed alcohol in their own home, 53 percent at their friends' and family's houses, 40 percent at cafes and restaurants, and 28 percent at night clubs and bars.

The Wellington City Council off-licence consumption research asked participants where they planned to consume the alcohol they were purchasing. 55.6 percent of supermarket shoppers and 55.1 percent of bottle store shoppers said they were going to consume the alcohol at home. This was followed by 30.0 percent and 37.2 percent respectively who said they were going to consume the alcohol at a friend's house or party. As with the timing of consumption, the place of consumption changed as the evening progressed, with participants becoming more likely to say they will be consuming their purchases at a friend's house or party and less likely to say they would consume at home (see Figure 35).

<sup>59</sup> Auckland Council, 2012, 'Local Alcohol Policy Research Report: Information to support the development of a local alcohol policy,' Auckland: 94pp

**Figure 35: Locations that alcohol purchased at supermarkets will be drunk by time of night**

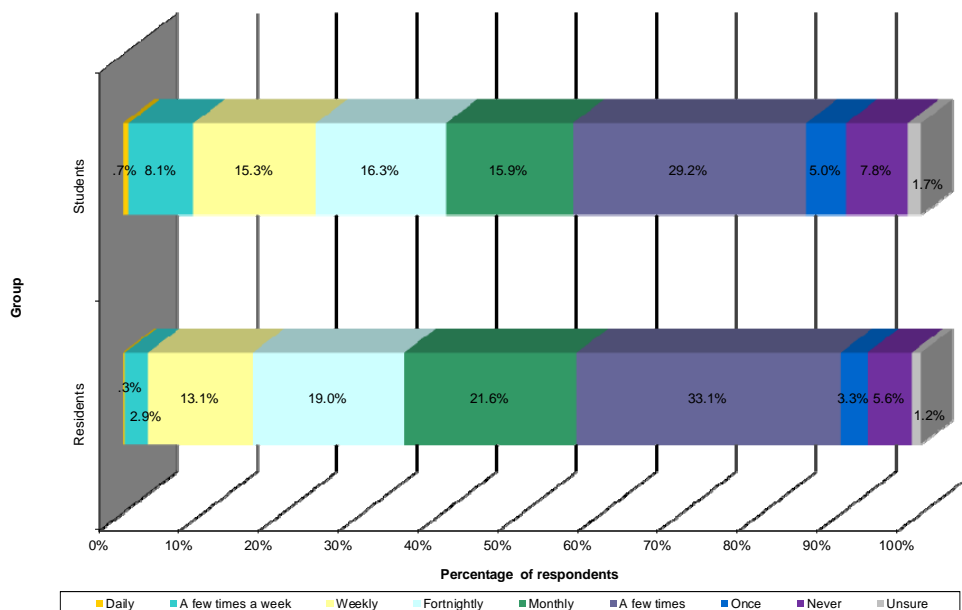


Source: Wellington City Council Off-Licence consumption patterns research (2013)

## Alcohol consumption in the central city

Overall, most respondents to the 2012 Role of Alcohol survey had consumed alcohol in a public place or licensed premise in the Wellington city centre at least once in the last 12 months (93.3 percent). Students were only slightly less likely with 90.2 percent saying they had consumed alcohol in a public place at least once. Of those who do consume in the city centre, it is the students who are more likely to consume alcohol in a public **more regularly** with 8.1 percent of students saying they do a few times a week, compared to 2.9 percent of residents (see Figure 36).

**Figure 36: Residents' and students' alcohol consumption in a public place in Wellington city**

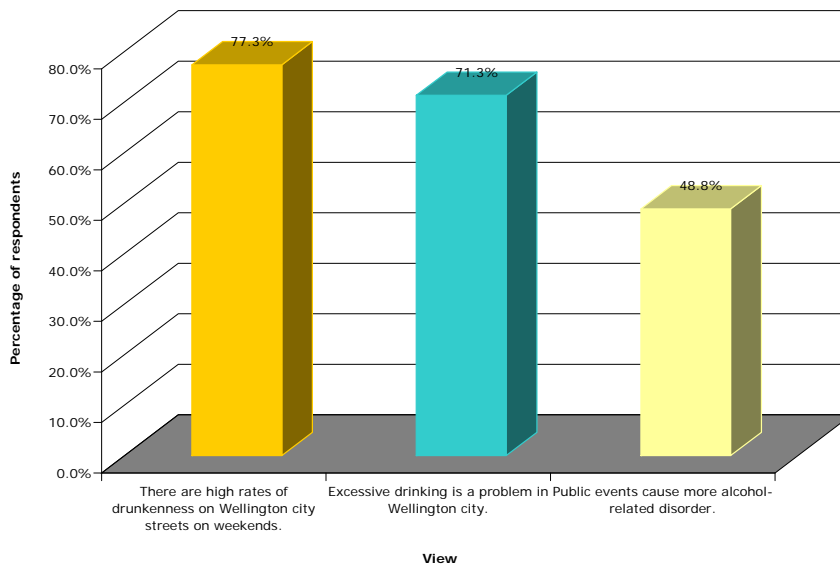


Source: 2012 Role of Alcohol survey of residents and 2013 Survey of Students on Alcohol in Wellington city

## Perceptions of alcohol consumption in Wellington

Over three quarters of respondents indicated that there are high rates of drunkenness on Wellington City streets on weekends (77.3 percent) and that excessive drinking is a major problem in the central city (71.3 percent). Interestingly, there was a positive relationship between frequency of alcohol consumption and agreement with these statements, with less frequent drinkers more likely to agree.

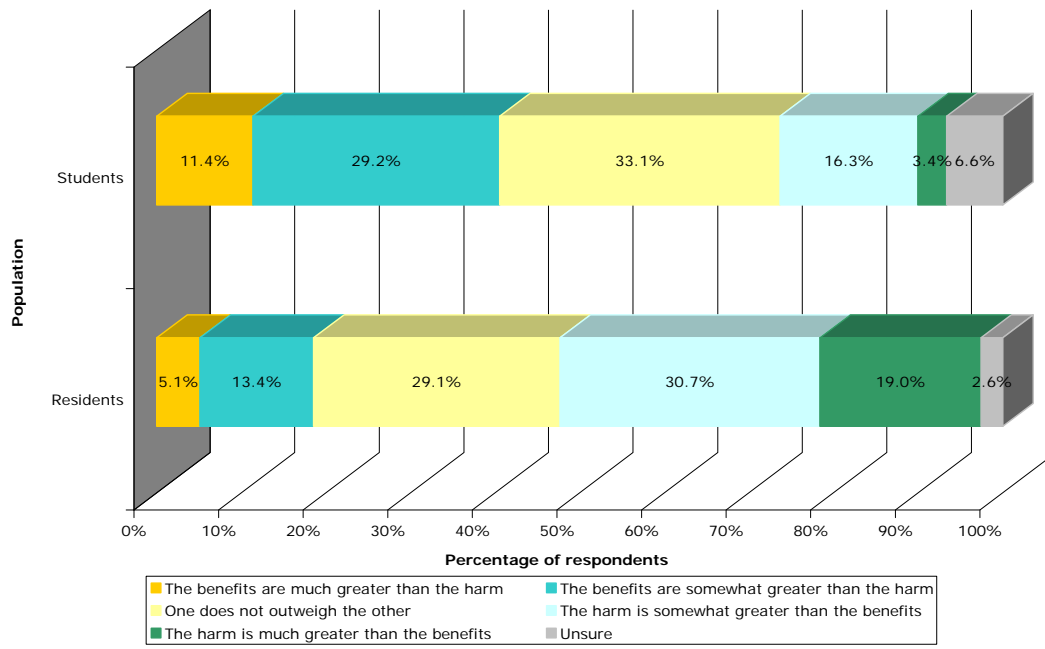
**Figure 37: Residents' views on negative effects of alcohol consumption in the city**



Source: 2012 Role of Alcohol survey of residents

While 19 percent of survey respondents indicated that they thought the benefits of alcohol to the wider Wellington City are greater than the harms caused by alcohol, nearly half (49 percent) of all respondents believe that the harms are greater than the benefits.

**Figure 38: Public views on the benefits and harm of alcohol**



Source: 2012 Role of Alcohol survey of residents and 2013 Survey of Students on Alcohol in Wellington city

## Appendix A: Ward profiles from survey

### NORTHERN WARD PROFILE

We recently commissioned an online survey of 1000 Wellington City residents to find out their views on a range of issues relating to alcohol in Wellington. These include the impact of alcohol consumption, the role of alcohol in the wider Wellington City area, and the number of places selling alcohol.

#### Overview

The 2006 Census tells us that:

- The Northern Ward population was 43,100 (44,700 by 2011).
- More people in the 5–17 and 35–49 age groups (20% and 26% respectively) live in the Northern Ward (Wellington City average 15% and 24%).
- 69% identified themselves as European (Wellington City average 77%).
- 45% earned more than \$70,000 (Wellington City average 46%).

#### Liquor licences

In January 2013, the Northern Ward had 41 liquor licences:

- 23 on-licences (eg pubs, bars and restaurants)
- 9 off-licences (eg supermarkets and liquor stores)
- 9 club licences (eg sports clubs).

The map shows the distribution and types of liquor licences between Wellington City wards.



**Northern Ward – 6% of all city liquor licences**  
(56% on-licence, 22% off-licence, 22% club licence)

**Onslow-Western Ward – 4%**  
(46% on-licence, 36% off-licence, 18% club licence)

**Lambton Ward – 71%**  
(79% on-licence, 18% off-licence, 3% club licence)

**Southern Ward – 8%**  
(54% on-licence, 31% off-licence, 15% club licence)

**Eastern Ward – 11%**  
(56% on-licence, 25% off-licence, 19% club licence)

For more information, go to [Wellington.govt.nz](http://Wellington.govt.nz), email [alcoholstrategy@wcc.govt.nz](mailto:alcoholstrategy@wcc.govt.nz) or phone 803 8756.



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## SURVEY RESULTS

### Alcohol consumption

Northern Ward respondents are:

- less likely to drink at a pub, bar or club – 65% (Wellington City average 71%)
- less likely to drink in a restaurant or café – 78% (Wellington City average 82%)
- more likely to never or rarely preload – 78% (Wellington City average 72%).

### The availability of alcohol

Northern Ward respondents are:

- less likely to agree that the number of supermarkets and liquor stores in their suburb is about right – 67% (Wellington City average 70%)
- less likely to believe that the number of pubs, bars and restaurants in their suburb is about right – 62% (Wellington City average 70%)
- less likely to agree that the number of supermarkets and liquor stores in the central city is about right – 46% (Wellington City average 52%)
- less likely to believe that the number of pubs, bars and restaurants in the central city is about right – 58% (Wellington City average 64%).

### Benefits of alcohol

Northern Ward respondents are:

- less likely to identify alcohol as providing significant employment opportunities – 57% (Wellington City average 63%)
- less likely to agree that the availability of alcohol is essential to the vibrancy of the city – 27% (Wellington City average 37%).

### Negative impacts of alcohol

Northern Ward respondents are:

- slightly less likely to believe that there are high rates of drunkenness on Wellington City streets during weekends – 75% (Wellington City average 77%)
- slightly more likely to believe excessive drinking is a major problem in the central city – 73% (Wellington City average 71%).

### Finding the right mix

Northern Ward respondents are:

- less likely to say the harm caused by alcohol outweighs the benefits – 46% (Wellington City average 50%).

## ONslow-WESTERN WARD PROFILE

We recently commissioned an online survey of 1000 Wellington City residents to find out their views on a range of issues relating to alcohol in Wellington. These include the impact of alcohol consumption, the role of alcohol in the wider Wellington City area, and the number of places selling alcohol.

### Overview

The 2006 Census tells us that:

- The Onslow-Western Ward population was 40,600 (42,100 by 2011).
- More people in the 35–49 and 50–59 age groups (26% and 13% respectively) are likely to live in the Onslow-Western Ward (Wellington City average 24% and 11%).
- 80% identified themselves as European (Wellington City average 77%).
- 57% earned more than \$70,000 (Wellington City average 46%).

### Liquor licences

In January 2013, the Onslow-Western Ward had 28 liquor licences:

- 13 on-licences (eg pubs, bars and restaurants)
- 10 off-licences (eg supermarkets and liquor stores)
- 5 club licences (eg sports clubs).

The map shows the distribution and types of liquor licences between Wellington City wards.



**Northern Ward – 6% of all city liquor licences**  
(56% on-licence, 22% off-licence, 22% club licence)

**Onslow-Western Ward – 4%**  
(46% on-licence, 36% off-licence, 18% club licence)

**Lambton Ward – 71%**  
(79% on-licence, 18% off-licence, 3% club licence)

**Southern Ward – 8%**  
(54% on-licence, 31% off-licence, 15% club licence)

**Eastern Ward – 11%**  
(56% on-licence, 25% off-licence, 19% club licence)

For more information, go to [Wellington.govt.nz](http://Wellington.govt.nz), email [alcoholstrategy@wcc.govt.nz](mailto:alcoholstrategy@wcc.govt.nz) or phone 803 8756.



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## SURVEY RESULTS

### Alcohol consumption

Onslow-Western Ward respondents are:

- slightly more likely to drink at their own home – 94% (Wellington City average 92%)
- more likely to drink in a restaurant or café – 85% (Wellington City average 82%)
- more likely to never or rarely preload – 83% (Wellington City average 72%).

### The availability of alcohol

Onslow-Western Ward respondents are:

- equal with the Wellington City average view that the number of supermarkets and liquor stores in their suburb is about right – 70% (Wellington City average 70%)
- slightly more likely to believe that the number of pubs, bars and restaurants in their suburb is about right – 72% (Wellington City average 70%)
- slightly less likely to agree that the number of supermarkets and liquor stores in the central city is about right – 50% (Wellington City average 52%)
- equal with the Wellington City average view that the number of pubs, bars and restaurants in the central city is about right – 64% (Wellington City average 64%).

### Benefits of alcohol

Onslow-Western Ward respondents are:

- slightly more likely to identify alcohol as providing significant employment opportunities – 65% (Wellington City average 63%)
- slightly less likely to agree that the availability of alcohol is essential to the vibrancy of the city – 35% (Wellington City average 37%).

### Negative impacts of alcohol

Onslow-Western Ward respondents are:

- slightly less likely to believe that there are high rates of drunkenness on Wellington City streets during weekends – 76% (Wellington City average 77%)
- more likely to believe excessive drinking is a major problem in the central city – 74% (Wellington City average 71%).

### Finding the right mix

Onslow-Western Ward respondents are:

- less likely to say the harm caused by alcohol outweighs the benefits – 46% (Wellington City average 50%).



## LAMBTON WARD PROFILE

We recently commissioned an online survey of 1000 Wellington City residents to find out their views on a range of issues relating to alcohol in Wellington. These include the impact of alcohol consumption, the role of alcohol in the wider Wellington City area, and the number of places selling alcohol.

### Overview

The 2006 Census tells us that:

- The Lambton Ward population was 43,000 (49,200 by 2011).
- More people in the 18–24 and 25–34 age groups (29% and 25% respectively) live in the Lambton Ward (Wellington City average 14% and 18%).
- 73% identified themselves as European (Wellington City average 77%).
- 45% earned more than \$70,000 (Wellington City average 46%).

### Liquor licences

- In January 2013, the Lambton Ward had 463 liquor licences:
- 366 on-licences (eg pubs, bars and restaurants)
- 83 off-licences (eg supermarkets and liquor stores)
- 14 club licences (eg sports clubs).

The map shows the distribution and types of liquor licences between Wellington City wards.



**Northern Ward – 6% of all city liquor licences**  
(56% on-licence, 22% off-licence, 22% club licence)

**Onslow-Western Ward – 4%**  
(46% on-licence, 36% off-licence, 18% club licence)

**Lambton Ward – 71%**  
(79% on-licence, 18% off-licence, 3% club licence)

**Southern Ward – 8%**  
(54% on-licence, 31% off-licence, 15% club licence)

**Eastern Ward – 11%**  
(56% on-licence, 25% off-licence, 19% club licence)

For more information, go to [Wellington.govt.nz](http://Wellington.govt.nz), email [alcoholstrategy@wcc.govt.nz](mailto:alcoholstrategy@wcc.govt.nz) or phone 803 8756.



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## SURVEY RESULTS

### Alcohol consumption

Lambton Ward respondents are:

- more likely to drink at a pub, bar or club – 80% (Wellington City average 71%)
- more likely to drink in a restaurant or café – 84% (Wellington City average 82%)
- much less likely to never or rarely preload – 54% (Wellington City average 72%).

### The availability of alcohol

Lambton Ward respondents are:

- more likely to agree that the number of supermarkets and liquor stores in their suburb is about right – 74% (Wellington City average 70%)
- slightly more likely to believe that the number of pubs, bars and restaurants in their suburb is about right – 72% (Wellington City average 70%)
- more likely to agree that the number of supermarkets and liquor stores in the central city is about right – 59% (Wellington City average 52%)
- more likely to believe that the number of pubs, bars and restaurants in the central city is about right – 73% (Wellington City average 64%).

### Benefits of alcohol

Lambton Ward respondents are:

- more likely to identify alcohol as providing significant employment opportunities – 68% (Wellington City average 63%)
- more likely to agree that the availability of alcohol is essential to the vibrancy of the city – 51% (Wellington City average 37%).

### Negative impacts of alcohol

Lambton Ward respondents are:

- slightly more likely to believe that there are high rates of drunkenness on Wellington City streets during weekends – 78% (Wellington City average 77%)
- less likely to believe excessive drinking is a major problem in the central city – 67% (Wellington City average 71%).

### Finding the right mix

Lambton Ward respondents are:

- more likely to say the harm caused by alcohol outweighs the benefits – 53% (Wellington City average 50%).

## SOUTHERN WARD PROFILE

We recently commissioned an online survey of 1000 Wellington City residents to find out their views on a range of issues relating to alcohol in Wellington. These include the impact of alcohol consumption, the role of alcohol in the wider Wellington City area, and the number of places selling alcohol.

### Overview

The 2006 Census tells us that:

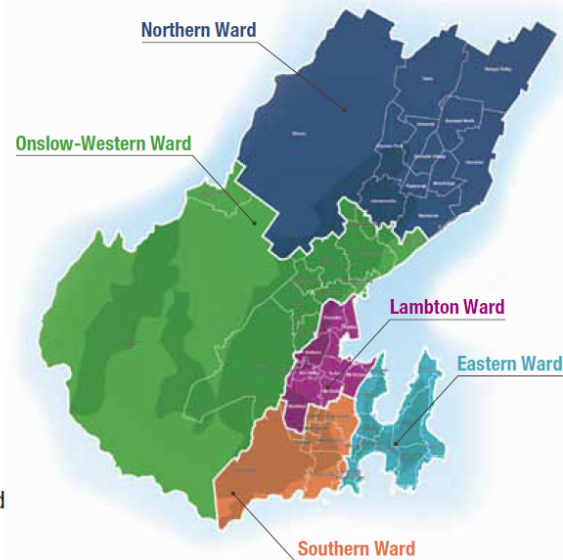
- The Southern Ward population was 27,500 (28,500 by 2011).
- More people in the 25–34 and 35–49 age groups (20% and 25% respectively) live in the Southern Ward (Wellington City average 18% and 24%).
- 66% identified themselves as European (Wellington City average 77%).
- 38% earned more than \$70,000 (Wellington City average 46%).

### Liquor licences

In January 2013, the Southern Ward had 54 liquor licences:

- 29 on-licences (eg pubs, bars and restaurants)
- 17 off-licences (eg supermarkets and liquor stores)
- 8 club licences (eg sports clubs).

For more information, go to [Wellington.govt.nz](http://Wellington.govt.nz), email [alcoholstrategy@wcc.govt.nz](mailto:alcoholstrategy@wcc.govt.nz) or phone 803 8756.



**Northern Ward – 6% of all city liquor licences**  
(56% on-licence, 22% off-licence, 22% club licence)

**Onslow-Western Ward – 4%**  
(46% on-licence, 36% off-licence, 18% club licence)

**Lambton Ward – 71%**  
(79% on-licence, 18% off-licence, 3% club licence)

**Southern Ward – 8%**  
(54% on-licence, 31% off-licence, 15% club licence)

**Eastern Ward – 11%**  
(56% on-licence, 25% off-licence, 19% club licence)



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## SURVEY RESULTS

### Alcohol consumption

Southern Ward respondents are:

- more likely to drink at a pub, bar or club – 79% (Wellington City average 71%)
- more likely to drink in a restaurant or café – 84% (Wellington City average 82%)
- less likely to never or rarely preload – 69% (Wellington City average 72%).

### The availability of alcohol

Southern Ward respondents are:

- slightly less likely to agree that the number of supermarkets and liquor stores in their suburb is about right – 69% (Wellington City average 70%)
- equal with the Wellington City average view that the number of pubs, bars and restaurants in their suburb is about right – 70% (Wellington City average 70%)
- more likely to agree that the number of supermarkets and liquor stores in the central city is about right – 60% (Wellington City average 52%)
- slightly more likely to believe that the number of pubs, bars and restaurants in the central city is about right – 66% (Wellington City average 64%).

### Benefits of alcohol

Southern Ward respondents are:

- more likely to identify alcohol as providing significant employment opportunities – 66% (Wellington City average 63%)
- more likely to agree that the availability of alcohol is essential to the vibrancy of the city – 43% (Wellington City average 37%).

### Negative impacts of alcohol

Southern Ward respondents are:

- slightly more likely to believe that there are high rates of drunkenness on Wellington City streets during weekends – 78% (Wellington City average 77%)
- slightly less likely to believe excessive drinking is a major problem in the central city – 69% (Wellington City average 71%).

### Finding the right mix

Southern Ward respondents are:

- slightly more likely to say the harm caused by alcohol outweighs the benefits – 52% (Wellington City average 50%).

## EASTERN WARD PROFILE



We recently commissioned an online survey of 1000 Wellington City residents to find out their views on a range of issues relating to alcohol in Wellington. These include the impact of alcohol consumption, the role of alcohol in the wider Wellington City area, and the number of places selling alcohol.

### Overview

The 2006 Census tells us that:

- The Eastern Ward population was 33,400 (44,600 by 2011).
- More people in the 5–17 and 35–49 age groups (17% and 25% respectively) live in the Eastern Ward (Wellington City average 15% and 24%).
- 68% identified themselves as European (Wellington City average 77%).
- 41% earned more than \$70,000 (Wellington City average 46%).

### Liquor licences

In January 2013, the Eastern Ward had 69 liquor licences:

- 39 on-licences (eg pubs, bars and restaurants)
- 17 off-licences (eg supermarkets and liquor stores)
- 13 club licences (eg sports clubs).

The map shows the distribution and types of liquor licences between Wellington City wards.



**Northern Ward – 6% of all city liquor licences**  
(56% on-licence, 22% off-licence, 22% club licence)

**Onslow-Western Ward – 4%**  
(46% on-licence, 36% off-licence, 18% club licence)

**Lambton Ward – 71%**  
(79% on-licence, 18% off-licence, 3% club licence)

**Southern Ward – 8%**  
(54% on-licence, 31% off-licence, 15% club licence)

**Eastern Ward – 11%**  
(56% on-licence, 25% off-licence, 19% club licence)

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## SURVEY RESULTS

### Alcohol consumption

Eastern Ward respondents are:

- slightly more likely to drink at a sports club – 18% (Wellington City average 15%)
- less likely to drink in a restaurant or cafe – 75% (Wellington City average 82%)
- more likely to never or rarely preload – 80% (Wellington City average 72%).

### The availability of alcohol

Eastern Ward respondents are:

- slightly more likely to agree that the number of supermarkets and liquor stores in their suburb is about right – 71% (Wellington City average 70%)
- more likely to believe that the number of pubs, bars and restaurants in their suburb is about right – 76% (Wellington City average 70%)
- less likely to agree that the number of supermarkets and liquor stores in the central city is about right – 47% (Wellington City average 52%)
- less likely to believe that the number of pubs, bars and restaurants in the central city is about right – 57% (Wellington City average 64%).

### Benefits of alcohol

Eastern Ward respondents are:

- less likely to identify alcohol as providing significant employment opportunities – 58% (Wellington City average 63%)
- less likely to agree that the availability of alcohol is essential to the vibrancy of the city – 31% (Wellington City average 37%).

### Negative impacts of alcohol

Eastern Ward respondents are:

- more likely to believe that there are high rates of drunkenness on Wellington City streets during weekends – 82% (Wellington City average 77%)
- slightly more likely to believe excessive drinking is a major problem in the central city – 72% (Wellington City average 71%).

### Finding the right mix

Eastern Ward respondents are:

- more likely to say the harm caused by alcohol outweighs the benefits – 54% (Wellington City average 50%).

# APPENDIX 5

## APPENDIX B: ON-LICENSED PREMISES HOURS

	Restaurant	Tavern	Hotel	Brothel/ Strip Club	Theatre	Nightclub	Sports Indoor/ Outdoor	Function centre	BYO- endorsed	Complem entary	TOTAL
Midnight	51.0%	32.2%	7.7%	2.0%	2.3%	1.0%	1.7%	1.3%	0.3%	0.3%	298
12:30am	48.4%	34.4%	8.2%	2.2%	2.5%	1.1%	1.8%	1.1%	0.4%	0.0%	279
1:00am	48.2%	34.5%	8.3%	2.2%	2.5%	1.1%	1.8%	1.1%	0.4%	0.0%	278
1:30am	44.9%	37.1%	8.6%	2.3%	2.7%	1.2%	1.6%	1.2%	0.4%	0.0%	256
2:00am	44.9%	37.1%	8.6%	2.3%	2.7%	1.2%	1.6%	1.2%	0.4%	0.0%	256
2:30am	41.2%	40.3%	9.4%	2.6%	2.1%	1.3%	1.7%	0.9%	0.4%	0.0%	233
3:00am	41.2%	40.3%	9.4%	2.6%	2.1%	1.3%	1.7%	0.9%	0.4%	0.0%	233
3:30am	3.1%	62.5%	6.3%	15.6%	0.0%	9.4%	3.1%	0.0%	0.0%	0.0%	32
4:00am	3.1%	62.5%	6.3%	15.6%	0.0%	9.4%	3.1%	0.0%	0.0%	0.0%	32
4:30am	0.0%	64.5%	6.5%	16.1%	0.0%	9.7%	3.2%	0.0%	0.0%	0.0%	31
5:00am	0.0%	64.5%	6.5%	16.1%	0.0%	9.7%	3.2%	0.0%	0.0%	0.0%	31
5:30am	0.0%	56.0%	8.0%	20.0%	0.0%	12.0%	4.0%	0.0%	0.0%	0.0%	25
6:00am	0.0%	56.0%	8.0%	20.0%	0.0%	12.0%	4.0%	0.0%	0.0%	0.0%	25
6:30am	0.0%	50.0%	14.3%	28.6%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	14
7:00am	0.0%	50.0%	14.3%	28.6%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	14
7:30am	48.8%	33.8%	9.7%	1.9%	2.4%	0.5%	1.4%	1.0%	0.5%	0.0%	207
8:00am	49.3%	33.5%	9.6%	1.9%	2.4%	0.5%	1.4%	1.0%	0.5%	0.0%	209
8:30am	50.2%	33.0%	9.0%	1.8%	2.3%	0.5%	1.4%	1.4%	0.5%	0.0%	221
9:00am	50.2%	33.0%	9.0%	1.8%	2.3%	0.5%	1.4%	1.4%	0.5%	0.0%	221
9:30am	49.6%	33.2%	9.3%	1.8%	2.2%	0.4%	1.3%	1.3%	0.4%	0.4%	226
10:00am	50.0%	32.9%	9.2%	1.8%	2.2%	0.4%	1.3%	1.3%	0.4%	0.4%	228
10:30am	52.1%	32.3%	8.2%	1.6%	2.7%	0.0%	1.2%	1.2%	0.4%	0.4%	257
11:00am	52.1%	32.3%	8.2%	1.6%	2.7%	0.0%	1.2%	1.2%	0.4%	0.4%	257
11:30am	53.6%	31.3%	7.6%	1.4%	2.4%	0.3%	1.7%	1.0%	0.3%	0.3%	291
Midday	54.5%	30.6%	7.4%	1.3%	2.4%	0.3%	1.7%	1.0%	0.3%	0.3%	297
12:30pm	53.2%	30.5%	7.8%	1.9%	2.3%	0.6%	1.6%	1.3%	0.3%	0.3%	308
1:00pm	53.2%	30.5%	7.8%	1.9%	2.3%	0.6%	1.6%	1.3%	0.3%	0.3%	308
1:30pm	53.2%	30.5%	7.8%	1.9%	2.3%	0.6%	1.6%	1.3%	0.3%	0.3%	308

## APPENDIX 5

2:00pm	53.1%	30.6%	7.8%	2.0%	2.3%	0.7%	1.6%	1.3%	0.3%	0.3%	307
2:30pm	52.9%	30.8%	7.8%	1.9%	2.3%	0.6%	1.6%	1.3%	0.3%	0.3%	308
3:00pm	52.9%	30.8%	7.8%	1.9%	2.3%	0.6%	1.6%	1.3%	0.3%	0.3%	308
3:30pm	52.9%	30.8%	7.8%	1.9%	2.3%	0.6%	1.6%	1.3%	0.3%	0.3%	308
4:00pm	52.9%	30.8%	7.8%	1.9%	2.3%	0.6%	1.6%	1.3%	0.3%	0.3%	308
4:30pm	52.8%	31.1%	7.8%	1.9%	2.3%	0.6%	1.6%	1.3%	0.3%	0.3%	309
5:00pm	52.6%	31.2%	7.8%	1.9%	2.3%	0.6%	1.6%	1.3%	0.3%	0.3%	308
5:30pm	52.4%	31.1%	7.8%	1.9%	2.3%	1.0%	1.6%	1.3%	0.3%	0.3%	309
6:00pm	52.4%	31.1%	7.8%	1.9%	2.3%	1.0%	1.6%	1.3%	0.3%	0.3%	309
6:30pm	52.4%	31.1%	7.8%	1.9%	2.3%	1.0%	1.6%	1.3%	0.3%	0.3%	309
7:00pm	52.4%	31.1%	7.8%	1.9%	2.3%	1.0%	1.6%	1.3%	0.3%	0.3%	309
7:30pm	52.3%	31.2%	7.8%	1.9%	2.3%	1.0%	1.6%	1.3%	0.3%	0.3%	308
8:00pm	52.3%	31.2%	7.8%	1.9%	2.3%	1.0%	1.6%	1.3%	0.3%	0.3%	308
8:30pm	52.3%	31.2%	7.8%	1.9%	2.3%	1.0%	1.6%	1.3%	0.3%	0.3%	308
9:00pm	52.3%	31.2%	7.8%	1.9%	2.3%	1.0%	1.6%	1.3%	0.3%	0.3%	308
9:30pm	52.3%	31.2%	7.8%	1.9%	2.3%	1.0%	1.6%	1.3%	0.3%	0.3%	308
10:00pm	52.3%	31.2%	7.8%	1.9%	2.3%	1.0%	1.6%	1.3%	0.3%	0.3%	308
10:30pm	52.3%	31.4%	7.5%	2.0%	2.3%	1.0%	1.6%	1.3%	0.3%	0.3%	306
11:00pm	52.3%	31.4%	7.5%	2.0%	2.3%	1.0%	1.6%	1.3%	0.3%	0.3%	306
11:30pm	51.0%	32.2%	7.7%	2.0%	2.3%	1.0%	1.7%	1.3%	0.3%	0.3%	298



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