



Guidelines for the  
development of

# **Alcohol Accords**

**Te Whatu Ora**  
Health New Zealand



# Three key messages

*If you are interested in a proven and practical way to make alcohol consumption safer for all, this booklet has **three key messages** for you to consider...*

## **1. Partnerships can help to reduce alcohol-related harm**

Where the suppliers of alcohol and the police and health, environmental and community agencies cooperate effectively, the consumption of alcohol can be made a safer experience for drinkers and for the community. Partnerships can be established through written or less formal agreements between parties – these agreements are called ‘Accords’. Accords are one strategy by which communities can work together to prevent or solve problems.

## **2. Practical advice for setting up Accords**

This booklet is based on practical experience of what works in New Zealand and gives advice on how to set up Accords to achieve and maintain effective working partnerships.

## **3. Ways of maintaining community support for Accords**

An Accord is just a bit of paper if agency and community buy-in is not maintained. This booklet gives you some practical suggestions on how to maintain community support for keeping Accords alive.

## Why an Alcohol Accord?

*Alcohol Accords are an initiative to make the streets and venues of New Zealand towns and cities safe and enjoyable places for people to be.*

The Alcohol Accords' key objectives are to promote safe alcohol use and minimise alcohol-related harm. They can result in:

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

Alcohol Accords have been implemented and maintained throughout New Zealand, from Kaitia to Dunedin, since 2001. Evaluations have shown that Accords have a positive effect on reducing alcohol-related harm in communities.

## What is an Alcohol Accord?

*An Alcohol Accord is a partnership between key stakeholders/partners in the Accord coverage area to promote community safety through safer alcohol consumption.*

Members can include the police, the local city or district council, public health units, representatives of both on and off-licensed premises, and other interested community organisations.

An Accord complements the regulatory environment that exists under New Zealand legislation. It is a proactive, non-regulatory way of bringing about safer streets, neighbourhoods and communities.



Alcohol Accords are an initiative to make the streets and venues of New Zealand towns and cities safe and enjoyable places for people to be.

## Why take part in an Alcohol Accord?

*Public safety is the big attraction.*

Accords embody a preventive approach to alcohol-related harm, which is more enduring and cost effective than a reactive, problem-solving approach. It shows a commitment to safer communities through the safer use of alcohol, which benefits everybody.

**Members of Alcohol Accords have the opportunity to:**

- network with other Accord members
- access enforcement and monitoring agency staff to work with on addressing safety concerns
- use online networking resources
- mentor or be mentored
- access training opportunities
- access resources/checklists
- be part of Accord communication opportunities
- influence harm reduction in a variety of settings – homes, public places and licensed premises.

## What can an Alcohol Accord achieve?

- Increased opportunities for responsible operators to learn and network.
- Improved community safety and the perception of safety in the Accord area.
- Improved compliance with alcohol laws.
- Reduced alcohol-related harm.
- Reduced anti-social behaviour.
- Improved image and reputation of the hospitality sector covered by the Accord.
- A positive marketing opportunity.
- Improved cooperation between the key groups concerned with community safety and alcohol licensing issues.
- Improved flow of information between key stakeholders.

## Who needs to support an Alcohol Accord?

*There are three core parties to an Accord – the community, the hospitality industry and a range of agencies.*

These parties may be made up from, but are not limited to, the following suggested groups:

- the local city or district council:
  - mayor or designated representative
  - alcohol licensing
  - environmental health
  - elected representative
- runanga, trust boards or urban authorities
- Māori Wardens' Association (at the local level)
- Safer Community Council
- police
- health agencies eg, public health units
- hospitality industry:
  - HNZ – Hospitality New Zealand
  - RANZ – Restaurant Association of New Zealand
  - restaurateurs
  - sports clubs/chartered clubs
  - bottle shops, supermarkets
  - any other alcohol licence holders
- Chamber of Commerce
- Retailers' Association
- taxi operators
- security firms
- residential representatives
- Pacific peoples' representatives
- iwi representatives.

## Putting an Accord in place

### First steps

- Agree on the need for an Accord. You don't need to wait for a crisis. Preferably the motivation will be the desire to improve public safety through the prevention of alcohol-related harm. It might need one person to start the ball rolling by talking to people and calling a meeting. That could be you. Form a steering group, the nucleus of which could comprise representatives of the community, the hospitality industry and local government and regulatory agencies.
- Shoulder-tap as many others as are needed to represent stakeholders in the local environment (actually speak to them all – letters of invitation tend to be ignored – requesting involvement either in person or by telephone).
- Seek a commitment to collaborate from all interested parties. Even if some are not keen, don't give up. Work with those who are. The others may come on board later.

### Key elements of an Accord

- Establish the aims – including a purpose or mission statement – for the Accord. Aims may include to:
  - identify and prevent practices that lead to the rapid and excessive consumption of alcohol
  - stop under-age purchasing, supply and consumption of alcohol
  - eliminate promotions and practices that encourage excessive consumption of alcohol
  - ensure the continued proper management and conduct of licensed premises within the area
  - maintain and enforce the standards of the Accord with all licensed premises
  - evaluate and discuss external issues, promotions and practices that may either help or hinder the maintenance of the Accord
  - promote the Accord as self-regulatory.

- Establish a code of acceptable practices.  
The code could include:
  - identification will be asked for where relevant. Clearly display the forms of identification that are accepted under the Sale and Supply of Alcohol Act 2012 ie, New Zealand driver's licence, the 18+ card or a passport
  - clearly displayed signage will inform patrons that minors or intoxicated people will not be served
  - food and non-alcoholic beverages will be promoted
  - Host Responsibility practices will be observed
  - promotions will adhere to the National Protocol on Alcohol Promotions available from [alcohol.org.nz](http://alcohol.org.nz)

## Implementation of an Accord

Here are some suggestions for implementing an Accord:

- Establish a purpose and agree how the Accord will work.
- Review the purpose on an ongoing basis.
- Establish everyone's roles and responsibilities.
- Establish ground rules and timeframes for implementation.
- Agree to meet regularly to make sure the Accord stays relevant and responsive. Meetings have the following functions:
  - Management of the Accord – involves a discussion of the agreed practices and any issues relating to the operation of the Accord and decisions regarding its implementation.



- Information exchange – includes the exchange of ideas and information to reinforce awareness of and compliance with the Accord, informs licensees of their responsibilities and rights under the Act and identifies persons banned from premises.
- Monitoring and evaluation – evaluate the effectiveness of the Accord. Include a discussion of industry ethics and the practices of licensees, patrons and agencies involved in Accord management, including emerging problems.
- Decision-making processes – formal and informal processes should operate to ensure most decisions are made by consensus. When consensus cannot be achieved, a directive approach is used to determine the outcome, with the chair of the committee taking the primary responsibility.
- Establish a marketing strategy to promote the Accord.
- Prepare a document that all parties to the Accord can sign.
- Promote in local media.
- Promote to the community and community organisations.
- Celebrate the signing of the Accord in an appropriate way. Consider involving local media and prominent members of the community.
- Prepare copies for all parties.
- Give Accord members copies of the Accord so it may be displayed in licensed premises if so desired.



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## What an Alcohol Accord looks like

*Each community or group putting an Accord in place can design the document to suit their community.*

It should set out the purpose or mission statement of the Accord and the code of acceptable practices that the parties to it have agreed to follow.

As with the example adapted from the Southland District, parties can sign up to the Accord – literally – by putting their signatures to the statement of Accord principles and practices.

The National Alcohol Accords Stocktake published in 2011 collates information on known Accords across New Zealand, with details about location and service area, history and operational structure, resourcing/funding status, level of alcohol industry participation/ownership, interventions and initiatives, and other

relevant topics. It is a good idea to produce publicity material that tells the general public of the behaviour the Accord promotes for their safety and enjoyment and seeks their cooperation for the safety and enjoyment of others. The information should be freely available wherever alcohol can be purchased or consumed. It could also be part of any broader promotion of the area, as it publicises the whole community as a safer place through the safer use of alcohol.

Last but not least, establishing an Accord is an opportunity for community celebration – to proclaim the commitment the parties to it are making, and to publicise its existence to the community it wants to make safer.

### What are the potential benefits of an Alcohol Accord?

- Clear expectations of both the licensee(s) and other parties.
- Demonstration of positive benefits may encourage others to join.
- Involvement of groups like Māori and Pacific Wardens may increase the involvement of the wider community.
- Safer, more enjoyable premises – less violence, improved behaviour of patrons, responsible service by licensees.
- Safer community environment.
- Improved communication between the Accord members.
- Better planning for special events eg, New Year's Eve, or developing contingency plans eg, major sports matches.
- Collaborative approach to, and early identification of, potential problems/ issues of concern to harm reduction.
- Identifies other safety issues and information, including:
  - availability of toilets
  - improved street lighting
  - extra taxi ranks or marshals in entertainment areas.
- Greater awareness of community safety issues among licensees.
- Improved community image of hospitality industry.
- Licensee and community ownership and partnership in resolving problems and developing solutions.

## TAURANGA & WESTERN BAY OF PLENTY OFF-LICENCE ALCOHOL ACCORD

### MISSION STATEMENT & PRINCIPLES



#### MISSION STATEMENT/OBJECTIVE

"To adopt and promote the safe and responsible sale and supply of alcohol within the Tauranga/Mount Maunganui and Western Bay of Plenty areas, with the aim of reducing the incidence of alcohol related harm, through:

- Quality Business Practices; and
- Effective Discussion; and
- Positive Action -

by all parties to this Accord and the community in general

#### BUSINESS OPERATORS

##### Principles:

- Focus on 'the way we do business' (especially activities involving the promotion, sale and supply of alcohol) to influence and promote a safer community
- Improve compliance with liquor laws
- Being committed to ensuring that all staff participate in on-going training and are aware of their responsibilities under the Sale of Liquor Act 1989
- Assist, wherever possible, to reduce the incidence of alcohol related harm within the community

##### Methods:

- A commitment to ask for and verify identification from all customers appearing to be under the age of 25 years
- To only accept the 3 recognised forms of identification (New Zealand Drivers Licence or HANZ 18+ Evidence of Age Card or a valid Passport)
- Use all available mechanisms to prevent the supply of alcohol to minors
- Maintain an incident book that records relevant detail (where possible) of noteworthy incidents that may impact on the licensee, staff, customers and the community in general and have the contents made available to regulatory authorities on a regular basis
- Be responsible in the promotion of alcohol and associated products
- Ensure continued proper management of the premises and training of all staff

#### COMMUNITY AND THE COUNCILS

##### Principles:

- Improve community safety and the perception of safety
- Be committed to reducing the incidence of alcohol related harm in the community
- Assist to reduce the incidence of alcohol related harm by promoting and displaying responsible attitudes towards the supply and consumption of alcohol in all situations and by all members of the community

##### Methods:

- Utilising the resources of Safer Community groups
- Actively promoting the safe and responsible consumption of alcohol at public events
- Encouraging the promotion of alcohol awareness through participation in education programmes at schools and sports clubs

#### REGULATORY AUTHORITIES (DLA/POLICE/HEALTH & Others)

##### Principles:

- Be committed to the support and encouragement of the principles of this Accord
- Be committed to reducing alcohol related harm in the community
- Encourage new membership in and commitment to the principles of the Accord by Off Licence holders and their staff in the Accord area
- Support, communicate and co-operate with the key groups concerned with community safety and liquor licensing issues
- Ensure all Off Licence premises who commit to the Accord are dealt with fairly and consistently to ensure a 'level playing field'

##### Methods:

- Actively participate in the Accord on an on-going basis
- Monitoring and encouraging premises commitment to achieving their stated principles of the Accord
- Providing an effective and timely service to licensees and staff when called for assistance
- Taking appropriate action in a non-regulatory manner where possible and/or practicable, after having taken into account the particular circumstances and the needs of the community
- Identifying and encouraging new membership to the Accord through the monitoring of new licence and manager certificate applications
- Implementing forums and workshops for members of the Accord as required and/or requested by the Accord group
- Taking appropriate action, whether by prosecution or other means, to deal with recidivist offending by members of the community who commit or attempt to commit offences against the Sale of Liquor Act or other relevant enactment (e.g.: producing false identification, supplying alcohol to minors)
- Taking appropriate action, whether by prosecution or other means, to deal with recidivist offending by licensees or staff who commit offences against the Sale of Liquor Act, with the aim of sending a clear message to other licensees, their staff and the community that non-compliance does have consequences

## Southland District Liquor Licensing Accord Hours of Trading for Hotels and Taverns

### Objectives:

- To address the liquor reporting agencies concerns relating to 24 licensing in the interim, until the Southland District Licensing Agency revises the Southland District Sale of Liquor Policy after the Alcohol Reform Bill is passed by Parliament.
- To establish widely agreed hours of trading that apply consistently and fairly to all hotels and taverns in the District.
- To permit controlled trading past 3.00 am without licensees having to obtain special licences.

### The Agency, Police, and Public Health South undertake:

- To not seek the variation of On and Off Licence conditions relating to hours of any hotel or tavern in any case where the licensee is a signatory of this Accord, subject to other concerns that may be raised by the reporting agencies, e.g. the manner in which the premises is operated.
- To consult with HANZ prior to directing a HANZ member licensee to limit the number of extension requests, in any case where the reporting agencies consider the number of requests to be excessive.

### The Licensees undertake:

- To operate no later than:
  - Across the bar off-sales: 1.00 am
  - Last drinks: 2.30 am
  - Closing of premises: 3.00 am

And open no earlier than 5.00 am.

[These hours are not applicable to persons living on the premises or present for the purpose of dining; nor on Good Friday, Easter Sunday, Christmas Day, or before 1.00 pm on Anzac Day].

- To notify the nearest Police Station and the Officer in Charge of Liquor Licensing at the Winton Police Station, using the supplied standard form, at least 24 hours prior to any proposed operation after these hours, e.g. an international sporting event.
- To limit the number of extension requests in accordance with any written direction from a Police Officer.

### Start Date:

- This Accord shall take effect from **15 June 2011**. This Accord will cease to have effect should a further Accord be developed by the Stakeholders, or in accordance with the implementation of the replacement of the Southland District Sale of Liquor Policy.

Signed: .....

Dated: .....

Licensed Premises: .....

**Bruce Halligan**  
**Southland District**  
**Licensing Agency**



**Olaf Jensen**  
**New Zealand Police**



**Marion Poore**  
**Public Health South**



**Gus Dermody**  
**HANZ**



## How to keep an Alcohol Accord alive

*The critical factors in maintaining an Accord are ongoing commitment and communication.*

To ensure the ongoing success of an Accord there must be active and constant communication between the members. If an Accord is maintained through regular meetings, stakeholders have an opportunity to express their concerns and offer solutions. Meetings are also an opportunity to share success stories and evidence of the benefits for parties involved, and members can reaffirm their commitment.

Alcohol Accords are proactive and successful initiatives to prevent harm attributed to the excessive consumption of alcohol. A well designed and maintained Accord results in a win-win situation for all stakeholders by achieving safer communities through safer alcohol use.



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## **Te Whatu Ora – Health New Zealand**

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To order resources visit [\*\*resources.alcohol.org.nz\*\*](https://resources.alcohol.org.nz)