

Managing Alcohol in Our Communities

A Guide for Local Government

A focus on reducing alcohol-related harm



WALGA

WORKING FOR LOCAL GOVERNMENT

Acknowledgements:

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This resource is part of an ongoing collaborative Local Government Alcohol Project (LGAP) with the Mental Health Commission (formally Drug and Alcohol Office) since 2005. The project came about as a result of requests for information from Local Governments about evidence-based alcohol management options that could be considered for local use. This resource supersedes the Local Government Alcohol Management Package, 2007 and was developed by the Public Health Advocacy Institute of WA.

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Disclaimer:

This resource does not replace legal advice, and Local Governments developing any strategies suggested in this resource are encouraged to seek legal advice specific to their local circumstances.

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Contents

Executive Summary	2
Part One - Background and Evidence	5
Part Two - Role of Local Government	15
Part Three - Stages for Using MAIOC	19
Stage 1 - Investigate and Research	21
Stage 2 - Commit to Action	27
Stage 3 - Decide on Policy Scope and Priorities	31
Priority Area One - Preventing and Managing Alcohol-related Harm Regarding the Supply of Alcohol	33
Priority Area Two - Preventing and Managing Alcohol-related Harm By Reducing the Demand for Alcohol	41
Priority Area Three - Responding to Social Harms from Alcohol	61
Stage 4 - Integrate	79
Stage 5 - Monitoring and Review	85
Part Four - Support Sheets and Tools	87
Appendix A - Booze Ban for Exmouth Shire	88
Fact Sheet 1 - Evidence for Action: Supply of Alcohol	91
Fact Sheet 2 - Evidence for Action: Reducing the Demand for Alcohol	93
Tool 1 - Developing a Community Alcohol Profile	95
Tool 2 - Local Government Alcohol-related Data	99
Tool 3 - MHC Mapping Tool - Mapping Alcohol-related Priorities in a Community	102
Tool 3A - Facilitator Guidelines and Questions When Utilising Tool 3 - MHC Mapping Tool	103
Tool 4 - Local Government Alcohol-related Activity Mapping Tool	106
Tool 5 - Review of Existing Plans and Policies Relating to Alcohol Management	110
Tool 6 - Policy Planning Summary Template	111
Tool 7 - Examples of Local Government Policy Target, Objectives and Related Activity	112

EXECUTIVE SUMMARY

How to use this resource

Local Government alcohol management action occurs alongside a comprehensive range of targeted and whole-of-population approaches aimed at preventing and reducing alcohol-related problems in Western Australia.

What is Managing Alcohol in Our Communities: A Guide for Local Government?

Managing Alcohol in Our Communities: A Guide for Local Government (MAIOC) aims to support existing Local Government activities, responsibilities and processes to address alcohol-related issues within their communities. The information contained in this package promotes a prevention and risk management approach to reduce alcohol-related harm in the community and in turn, create a safe and healthy place for people to work, live and play.

Why is it needed?

The responsibility for reducing alcohol-related harm is a shared responsibility. However, Local Governments are well placed to enable communities to determine how best to reduce alcohol-related harm. This resource has been developed in response to requests from Local Government for information on evidence-based alcohol management options that could be applied based on local need and circumstances.

Who is the resource for?

This resource is for any Local Government that:

- Provides services that relate to, or are affected by, alcohol.
- Has an interest in preventing and minimising alcohol problems in their community.
- Is keen to build or promote their area as a safe and healthy place to live, work and play.

The MAIOC Guide promotes a whole-of-organisation approach to local alcohol issues. It is relevant to all tiers of a Local Government organisation including elected members, management, policy and operational officers. This resource acknowledges the efforts of all workers within Local Governments to prevent alcohol-related problems and recognises that every Local Government authority and its community are unique. Subsequently, the tools provided have been designed to allow them to be adapted to local circumstances.

How does this resource fit in with other alcohol management plans?

Local Governments may find the Local Government 2017 Town Planning Guideline for Alcohol Outlets useful, developed as part of the Local Government Alcohol Project which has been ongoing since 2005. This document provides advice on the potential use of town planning instruments and processes to help control and manage alcohol-related development through appropriate strategic planning processes and more specific development mechanisms.

The MAIOC is a document that uses a series of cascades to guide you through the process of developing a community based Alcohol Management Plan that will be tailored to your community.



The MAIOC is divided into four parts. They are:



Within Part Three, this resource is further divided into five Stages of Action to achieve alcohol-related harm minimisation objectives. These stages include:

1. Investigate and research: identifying alcohol-related issues in your community.
2. Commit to action: making the business case and aligning alcohol-related harm and community concerns with Local Government business.
3. Decide on policy scope and priorities: managing supply and harm reduction.
4. Integrate: a whole of Local Government approach.
5. Monitor and review: reporting progress and outcomes.

Within Stage of Action Three, a range of scenarios presented by Local Governments are presented under potential priority areas including:

- Prevent and manage alcohol-related harm by influencing the supply of alcohol (4 scenarios).
- Prevent and manage alcohol-related harm by reducing the demand for alcohol (6 scenarios).
- Responding to social harms from alcohol (6 scenarios).

Each scenario consists of the following components:

- Scenario – representing a commonly asked question.
- Factors to Consider – context and evidence to support a decision on how to manage the scenario.
- Possible Solutions - strategies for the prevention and management of alcohol-related issues.
- Case studies of Local Governments that have adopted innovative strategies to address key alcohol priorities are presented.
- Further information about key organisations involved in alcohol, links to resources for additional reading and support sheets, tools and templates for use.



TIPS

Throughout the MAIOC, tools are embedded to make the process of developing your Local Government's Alcohol Management Plan as streamlined and as user-friendly as possible.

PART ONE

1 BACKGROUND AND EVIDENCE

WHY FOCUS ON ALCOHOL-RELATED HARM?

“Implementing strategic approaches that change alcohol cultures by changing social norms, attitudes and beliefs about alcohol consumption and intoxication.



Alcohol management: Not just a Local Government responsibility

Reducing alcohol-related harm is a whole of community responsibility including all levels of government, law enforcement agencies, the health and welfare sector, local communities, families and individuals.

Local Government alcohol management action occurs alongside a comprehensive range of targeted and whole-of-population approaches aimed at preventing and reducing alcohol-related problems in Western Australia.

Alcohol-related issues and Local Government

Managing and reducing the harms generated by alcohol occurs in the context of a complex society with a range of competing demands.

- Alcohol is not an ordinary commodity.
- Demand and supply factors influence drinking choices and related harm and ill-health.
- Local Government has some sphere of influence over supply factors through existing legislative and policy functions.

Key alcohol-related harm strategies for Local Government

Local Governments aim to build strong, self-reliant communities through community capacity development, service provision and engagement with the community to ensure decisions, services and resources align with the community's needs and expectations.

Although major alcohol control policies are typically the responsibility of the state and federal governments, Local Governments can reduce residents' risk of harm from alcohol by:

- Developing strategic plans and policies that explicitly aim to reduce alcohol-related harm.
- Designing environments that reduce alcohol-related harm.
- Implementing strategic approaches that change alcohol cultures by changing social norms, attitudes and beliefs about alcohol consumption and intoxication.
- Building local partnerships that reduce alcohol-related harm.

There are many avenues that Local Governments can pursue when implementing strategies to reduce alcohol-related harm in their communities.

The following diagram, Stages to Developing a Locally Relevant Alcohol Management Plan¹ illustrates an example of the pathway described within the MAIOC.



¹ Planning Context, 2013

What is the scope of alcohol-related harm in Australia and Western Australia?

Key Facts:

- In 2016, 6.4% of Western Australians aged 14 years and over were daily drinkers, 36.8% drank weekly and 31.8% drank less than weekly.²
- In 2016, nearly one-fifth of Western Australians aged 14 years and over drank at a level placing them at risk of lifetime harm (18.4%).³
- In 2016, more than one-third of Western Australians aged 14 years and over drank (at least once in the previous 12 months) at a level placing them at risk of harm from a single occasion of drinking (37.3%).⁴
- The direct cost of alcohol-related problems to Australian society in 2010 was conservatively estimated at \$14.352 billion (not including the cost of harms to others) – double the tax revenue generated from alcohol sales (\$7.075 billion).¹ The costs of alcohol misuse are substantially greater when harms caused by others’ drinking are accounted for, and have been estimated to be as high as \$36 billion.⁵
- The per capita consumption (PCC) of alcohol in WA is higher than the national average. In 20011/12, PCC of alcohol in WA (for people aged 15 years and older) was 11.94 litres, compared to 10.04 litres for Australia.⁶
- The Aboriginal population is more likely than the non-Aboriginal population to abstain from alcohol. However, for those that drink, the prevalence of harmful alcohol use in the Aboriginal population is about twice as great as that in the non-Aboriginal population.⁷
- Risky drinkers (lifetime and single occasion risk) aged 14 years and over in Australia were more likely, compared to both low-risk drinkers and abstainers to have experienced verbal or physical abuse by someone under the influence of alcohol.⁸
- Harmful alcohol use is associated with a range of chronic diseases including cardiovascular disease, some cancers, liver diseases and cognitive impairment.⁹



“For healthy men and women, drinking no more than two standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury. 19.5% of WA adults (18+ yrs) in 2016 consumed alcohol that put them at risk of alcohol-related harm over a lifetime.”¹¹

² 2016 National Drug Strategy Household Survey (NDSHS) State and territory chapter. Supplementary data tables. Table 7.6. The Australian Institute of Health and Welfare. September 2017. Last updated 15/01/2018. Available at <https://www.aihw.gov.au/reports/illegal-use-of-drugs/ndshs-2016-detailed/data>

³ 2016 National Drug Strategy Household Survey (NDSHS) State and territory chapter. Supplementary data tables. Table 7.8. The Australian Institute of Health and Welfare. September 2017. Last updated 15/01/2018. Available at <https://www.aihw.gov.au/reports/illegal-use-of-drugs/ndshs-2016-detailed/data>

⁴ 2016 National Drug Strategy Household Survey (NDSHS) State and territory chapter. Supplementary data tables. Table 7.10. The Australian Institute of Health and Welfare. September 2017. Last updated 15/01/2018. Available at <https://www.aihw.gov.au/reports/illegal-use-of-drugs/ndshs-2016-detailed/data>

⁵ Laslett A-M, Catalano P, Chikritzhs T, et al (2010). The Range and Magnitude of Alcohol's Harm to Others. Fitzroy, Victoria: AER Centre for Alcohol Policy Research, Turning Point Alcohol and Drug Centre, Eastern Health.

⁶ Loxley W, Gilmore W, Catalano P and Chikritzhs, T. (2016). National Alcohol Sales Data Project (NASDP) Stage 5 Report. National Drug Research Institute, Curtin University, Perth, Western Australia. Available at <http://ndri.curtin.edu.au/local/docs/pdf/nasdp/nasdp005.pdf>

⁷ Wilson M, Stearne A, Gray D, et al (2010). The harmful use of alcohol amongst Indigenous Australians. Australian Indigenous HealthInfoNet.

⁸ Australian Institute of Health and Welfare 2017. National Drug Strategy Household Survey 2016: detailed findings. Drug Statistics series no. 31. Cat. no. PHE 214. Canberra: AIHW. Available from <https://www.aihw.gov.au/getmedia/15db8c15-7062-4cde-bfa4-3c2079f30af3/21028a.pdf.aspx?inline=true>

⁹ Winstanley MH, Pratt IS, Chapman K, et al (2011). Alcohol and cancer: a position statement from Cancer Council Australia. MJA; 194(9):479-482.

The prevalence of alcohol consumption in WA

The National Health and Medical Research Council's Australian Guidelines to Reduce Health Risks from Drinking Alcohol (NHMRC Alcohol Guidelines) establishes clear advice on how to avoid or minimise the harmful health consequences of drinking alcohol in the short and long term.¹⁰



Guideline 1

For healthy men and women, drinking no more than two standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury.

19.5%

of WA adults (18+ yrs) in 2016 consumed alcohol that put them at risk of alcohol-related harm over a lifetime.¹¹



Guideline 2

For healthy men and women, drinking no more than four standard drinks on a single occasion reduces the risk of alcohol-related injury arising from that occasion.

37.3%

of WA people aged 14 years or older in 2016 drank at risky levels on a single occasion.¹²



Guideline 3

For young people aged 15-17 years, the safest option is to delay the initiation of drinking for as long as possible.

31.5%

of WA students surveyed aged 12-17 years reporting never drinking alcohol.¹³



Guideline 4


For women who are pregnant or planning a pregnancy, not drinking is the safest option.

59.0%


of pregnant women in WA reported drinking during pregnancy.¹⁴

Alcohol-related short term and long term harm in WA


Evidence of the harmful use of alcohol and the subsequent economic, social and health burden within the community is well documented. Alcohol is a cause of injury, transport accidents and violence, and is a major cause of preventable diseases.




In 2016, an average of 14 ambulances a day were called to attend to alcohol intoxication.¹⁵ Alcohol is involved in 45% of hospitalisations and deaths caused by violence injuries in WA.¹⁶



During high alcohol hours on Friday and Saturday nights the number of calls for police assistance doubles compared to the same hours the rest of the week.¹⁷



Alcohol-related crashes accounted for 25% of all deaths on WA roads in 2015.¹⁸



In 2010, just over 40% of Australian adults reported severe harm such as property damage, and physical or sexual abuse.¹⁹ Just over half of those who experienced face-to-face threatened assault believed that alcohol contributed to their most recent incident.²⁰

The infographics above and on the following pages provide a snapshot of the key data messages listed on the previous page. The use of these infographics may assist to persuade decision makers that the issues are serious and require support from West Australian Local Governments to participate in alcohol-related harm reduction strategies alongside other key stakeholders.

¹⁰ National Health and Medical Research Council (2009). *Australian Guidelines to reduce health risks from drinking alcohol*. Canberra: Commonwealth of Australia.

¹¹ 2016 National Drug Strategy Household Survey (NDSHS) State and territory chapter. Supplementary data tables. Table 7.12. The Australian Institute of Health and Welfare. September 2017. Last updated 15/01/2018. Available at <https://www.aihw.gov.au/reports/illegal-use-of-drugs/ndshs-2016-detailed/data>

¹² 2016 National Drug Strategy Household Survey (NDSHS) State and territory chapter. Supplementary data tables. Table 7.10. The Australian Institute of Health and Welfare. September 2017. Last updated 15/01/2018. Available at <https://www.aihw.gov.au/reports/illegal-use-of-drugs/ndshs-2016-detailed/data>

¹³ Mental Health Commission (2016). Alcohol trends in Western Australia: Australian school students alcohol and drug survey 2014 Bulletin. Government of Western Australia. Available at <https://www.mhc.wa.gov.au/media/1601/2014-assad-alcohol-bulletin.pdf>

¹⁴ National Health and Medical Research Council (2009). *Australian Guidelines to reduce health risks from drinking alcohol*. Canberra: Commonwealth of Australia. <https://www.nhmrc.gov.au/files/nhmrc/publications/attachments/ds10-alcohol.pdf> pg 69

¹⁵ Curtin University (2017). <http://news.curtin.edu.au/media-releases/new-figures-show-14-ambulances-day-called-excess-alcohol/>

¹⁶ Ballester T, Xiao, J, McEvoy, S, et al (2011). The Epidemiology of Injury in Western Australia, 2000 - 2008. Perth: Department of Health WA, p115.

¹⁷ Personal communication from WA Police, 10 November 2017: Analysis of calls of police assistance data, 1 Jan - 31 Dec 2012. Time period examined is 10pm to 2am





¹⁸ Road Safety Commission (2015). Reported road crashes in Western Australia 2015. Available at: <https://www.rsc.wa.gov.au/RSC/media/Documents/Road%20Data/Statistics/Annual%20crash%20statistics/annual-crash-statistics-2015.pdf>

¹⁹ Laslett A-M, Catalano P, Chikritzhs T, et al (2010). The Range and Magnitude of Alcohol's Harm to Others. Fitzroy/Victoria: AER Centre for Alcohol Policy Research, Turning Point Alcohol & Drug Centre, Eastern Health.

²⁰ ABS (2017) 4350.0 Crime Victimisation Australia, 2015-16. Available at http://www.abs.gov.au/ausstats/abs@_nsf/Lookup/by%20Subject/4530.0-2015-16-Main%20Features-Contribution%20of%20alcohol%20and%20other%20substances%20to%20assault-30

The cost of harmful alcohol consumption in Australia

Alcohol misuse leads to substantial societal costs to the criminal justice system, the health system, worker productivity and transport crashes.²¹

Type of Cost	Cost to Society
<div>Criminal Justice System Police costs to attend and investigate alcohol-related incidents, child protection and support services, prisons, insurance administration, courts, other organisations associated with addressing violence.</div>	<div>\$2.958b (21% of total costs)</div>
<div>Health System Hospital costs, nursing home costs, pharmaceutical expenses and ambulance costs.</div>	<div>\$1.686b (12% of total costs)</div>
<div>Worker Productivity Reduced workforce participation and household labour due to premature mortality, sickness and absenteeism.</div>	<div>\$6.046b (42% of total costs)</div>
<div>Traffic Crashes Human costs from fatalities and serious injuries, vehicle damage and other property damage related to traffic crashes.</div>	<div>\$3.662b (25% of total costs)</div>

²¹ Manning M, Smith C, Mazerolle P (2013). The societal costs of alcohol misuse in Australia. Canberra: Australian Institute of Criminology.

The impact of harmful alcohol consumption to Local Government

The problems associated with harmful alcohol use impact both directly and indirectly on Local Government operations in Western Australia. As the level of government that is closest to the community, Local Government sees a number of impacts from alcohol-related harm. Some of these impacts include:

<div><div>Nuisance, including noise and anti-social behaviour from intoxicated persons.</div></div>	<div><div>Negative impacts to community health and wellbeing.</div></div>
<div><div>Infrastructure capacity problems including limited availability of transport and car parking.</div></div>	<div><div>Alcohol-related litter.</div></div>
<div><div>Violence and perceived threats to safety.</div></div>	<div><div>Waste management and cleaning costs in public places and entertainment precincts.</div></div>
<div><div>Crime including vandalism, trespass and property damage.</div></div>	<div><div>Alcohol-related crashes.</div></div>



“In 2016, 6.4% of Western Australians aged 14 years and over were daily drinkers, 36.8% drank weekly and 31.8% drank less than weekly.²

PART TWO

2 ROLE OF LOCAL GOVERNMENT

HOW ALCOHOL IMPACTS ON YOUR COMMUNITY AND OPTIONS TO REDUCE ALCOHOL-RELATED PROBLEMS.

HOW ALCOHOL IMPACTS ON YOUR COMMUNITY AND OPTIONS TO REDUCE ALCOHOL-RELATED PROBLEMS.

How can Local Government influence alcohol-related harm?

To guide a comprehensive whole-of-Council and area approach to reduce the harms from alcohol, Local Governments might wish to consider designing and implementing an alcohol management plan in partnership with representatives from the local community, including groups who are affected.

Local Government has varying degrees of influence on supply management roles, demand management roles and responding to social and individual harms from alcohol. Figure 1 shows examples of the areas of general responsibility for alcohol management for the three levels of government.

Figure 1: Examples of Alcohol Management responsibilities in the three layers of Government

	National	State	Local
Supply management roles	<ul style="list-style-type: none">• Taxation.• Competition Policy.• Advertising controls.• Pricing.	<ul style="list-style-type: none">• Liquor licensing structures and processes including trading hours, licensing requirements and fees.• Banning of specific alcohol products.• Planning zones and legislation.	<ul style="list-style-type: none">• Development Approvals, planning of outlet density and hours of operation.• Community amenity.• Ensuring community safety, health and wellbeing through facilitating access to services.
Demand management roles	<ul style="list-style-type: none">• Minimum drinking age.• Some cultural leadership on low risk alcohol consumption.	<ul style="list-style-type: none">• Population based education.	<ul style="list-style-type: none">• Community lease management and participation with sporting clubs.• Work with local agencies to address drinking cultures.
Responding to social and individual harm is from alcohol	<ul style="list-style-type: none">• Providing resources to individuals, communities, states and agencies aimed at education and capacity to respond effectively.• Health and housing agreements.• Some cultural leadership on acceptance of alcohol.	<ul style="list-style-type: none">• Police responses to alcohol-related assaults and crime.• Health responses to acute and chronic alcohol-related harm.• Some leadership on addressing drinking cultures, attitudes and values.	<ul style="list-style-type: none">• Offering alternatives to alcohol events.• Facilitating local community responses to health needs.• Enforcement of local laws.

Figure 1 Source: Adapted from National Local Government Drug and Alcohol Advisory Committee, 2008.

What benefits will flow to Local Governments if they implement effective Alcohol Management Plans?

Addressing alcohol concerns provides many benefits for Local Governments and their communities.

These are illustrated in the infographic below:



Promotes positive community health and wellbeing.



Enhances community safety and reduces alcohol-related anti-social behaviour, noise and litter.



Reduces short term injury, relating to alcohol-related assaults and drink driving.



Facilitates an active, diverse and vibrant local economy.



Lowers costs associated with cleaning and repairing damage to Council property.

Developing an Alcohol Management Plan

Stage One

Make a start - Getting your own house in order.

As a key role model in local communities, it may be beneficial to review your own Council's policy relating to the availability and consumption of alcohol on Council property or at Council events. Australians think²¹ that Local Government is the closest sphere of government to make decisions about the local area and to be able to do that, it may be necessary to ensure your organisation does not face criticism in relation to the supply and availability of alcohol at staff and community events. The Shire of Exmouth and the Shire of Chittering are examples of Local Governments in WA that have adopted a policy to prevent the consumption of alcohol on Council property. To read the media article on the Shire of Exmouth's decision please turn to page 88, Appendix A.

A reduction in alcohol-related problems and long-term cost savings for Local Governments is possible by applying existing legislative and regulatory tools used by Local Governments in a way that works to prevent the issues from recurring.

For effective alcohol-related harm reduction at the Local Government level a number of objectives and actions need to be considered. The following objectives are discussed in greater depth throughout this resource but are presented here as an overall picture of the type of benefits a Local Government may achieve through a well-managed Alcohol Management Plan.

An Alcohol Management Plan can address²³ alcohol-related harm through^{14,24}:

- setting explicit goals and objectives in relation to reducing inequities in alcohol-related harm;
- Local Government’s role in assessing planning permits for licensed premises;
- Local Government’s role in strategic and statutory planning;
- Local Government advocacy around reform of the liquor licensing system;
- managing the environment and amenity around licensed premises (e.g. supervised taxi ranks, lighting, regulating venue queues);
- raising community awareness of alcohol-related harm through Council publications, events and networks;
- implementing workplace health programs within Council that aim to reduce alcohol consumption and harm for all staff and Elected Members;
- developing collaborative preventive local approaches to reducing alcohol-related harm by engaging with the public and licensees through forums and partnerships;
- strengthening the enforcement of local laws that prohibit alcohol consumption in public spaces such as shopping centres, parks and beaches;
- organising alcohol-free events and activities for residents and visitors;
- encouraging local sporting clubs and recreational facilities to limit alcohol advertising and sponsorship; and
- evaluating impacts and outcomes of local policies and programs for different social groups and vulnerable populations.



TIPS

Developing collaborative preventive local approaches to reducing alcohol-related harm by engaging with the public and licensees through forums and partnerships.

²³ Streker, P (2012). Under the influence: What Local Governments can do to reduce drug and alcohol-related harm in their communities, Prevention Research Quarterly; DrugInfo Newsletter; 10: 1–16.

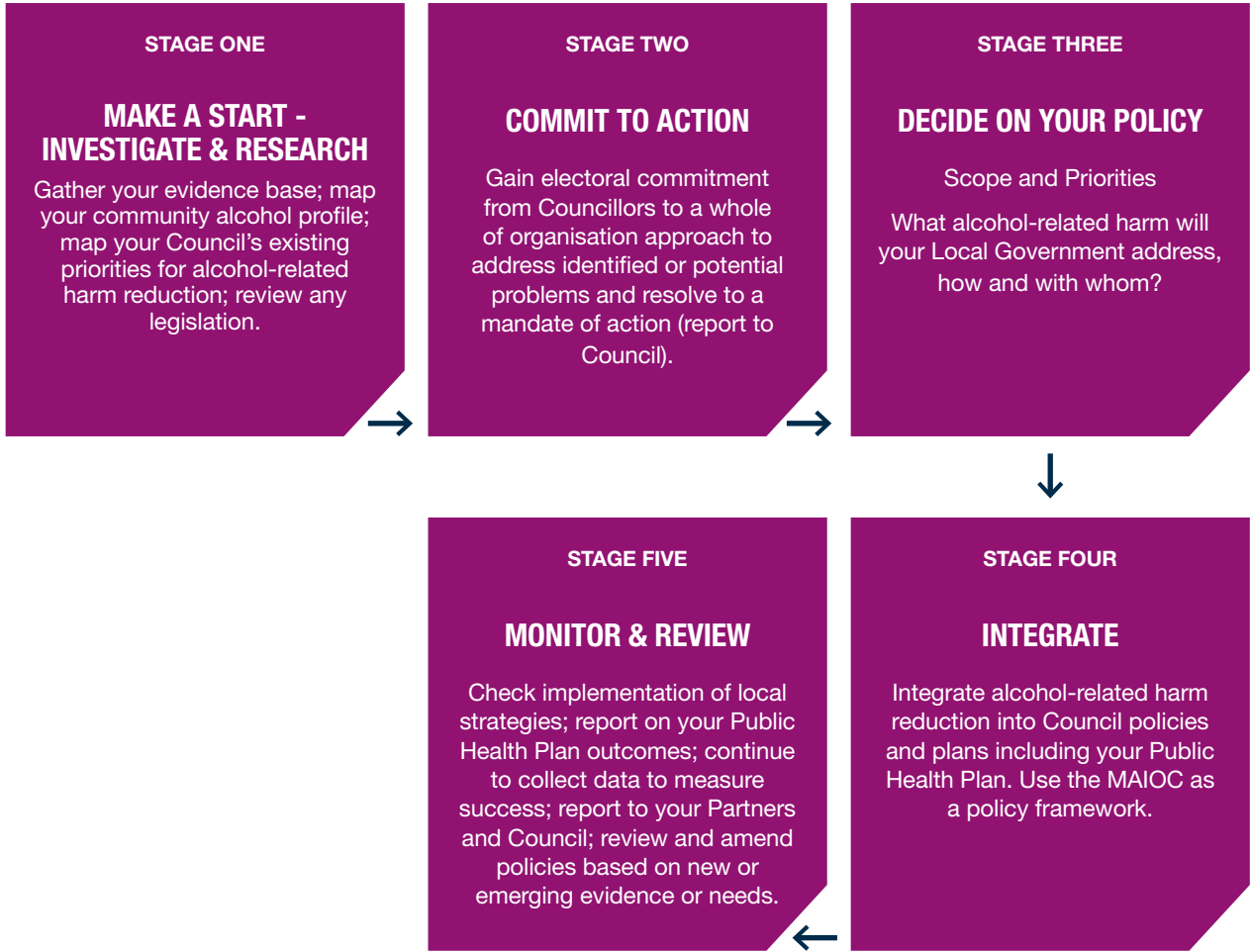
²⁴ Australian Drug Foundation (2007). Local Government reducing harm from alcohol consumption, Prevention Research Quarterly, DrugInfo Clearinghouse, Melbourne.

PART THREE

3 STAGES FOR USING MAIOC

STAGES OF ACTION TO GENERATE A LOCALLY RELEVANT ALCOHOL MANAGEMENT PLAN.

This section of the MAIOC describes the following five stages as a guide to developing an Alcohol Management Plan that will be relevant to your Local Government and community’s priorities.



STAGE 1 INVESTIGATE AND RESEARCH

Identifying alcohol-related issues in your local community

Developing a Community Alcohol Profile

Mapping alcohol-related harm in your Local Government area will assist to identify groups that experience inequities in alcohol consumption and related harms, and ensure Council resources, policies and programs prioritise the inclusion of these groups.

Mapping includes accessing data such as alcohol and other drug statistics, crime statistics and other data that may be relevant to your local community. It may be necessary to conduct a needs analysis and develop a community alcohol profile to identify the extent to which alcohol is an issue and a priority for Local Government. It must be recognised that different factors contribute to alcohol issues in each community, so a review of the current alcohol data is essential.

Data in the following areas is accessible in many cases, though availability can vary:

- Local Government Area population information.
- Alcohol availability.
- Alcohol prevalence.
- Alcohol-related harm.
- Burden of alcohol-related disease and injury.
- Alcohol-related crime and safety.

The following links will lead you directly to some of the data sources websites or supporting information:

- [Department of Health.](#)
- [Department of Health – Population Surveys.](#)
- [Mental Health Commission.](#)
- [Department of Health South Metropolitan Population Health Unit.](#)
- [National Drug Research Institute.](#)
- [WA Country Health Services.](#)
- [Racing, Gaming and Liquor.](#)
- [National Health and Medical Research Council.](#)
- [McCusker Centre for Action on Alcohol and Youth.](#)

TOOL

TOOL 1
DEVELOPING A COMMUNITY ALCOHOL PROFILE
[CLICK HERE](#) OR SEE PAGE 95

“It is important that community members have the opportunity to express their views to be able to identify the key issues of concern and possible solutions to manage alcohol-related problems.



Assessing and interpreting Local Government data

Alcohol-related data collated by Local Governments can ensure Council and Officers are always aware of current alcohol issues and trends that affect their services and business. Local Governments can use their alcohol-related data to plan and develop the appropriate strategies to address alcohol-related harm in their community.

Data from the following can provide insightful information for Local Government:

- Alcohol-related noise complaints.
- Alcohol-related litter.
- Community security patrol data.
- Alcohol outlet density GIS data (if you have the resources).
- Maintenance and management of public space.
- Community attitudes and concerns.

TOOL

TOOL 2

LOCAL GOVERNMENT ALCOHOL-RELATED DATA

[CLICK HERE](#) OR SEE PAGE 99

Consulting with community to identify concerns and their solutions

One of Local Governments' greatest assets is their capacity to bring local people together to share views, opinions and experiences with one another. It is important that community members have the opportunity to express their views on matters relating to alcohol to be able to identify the key issues of concern and possible solutions to manage alcohol-related harm.

The following steps provide some guidance for Local Governments to assist with this process.

- Identify local issues of concern to the community.
- Clarify the nature of the issues, when they occur, how often, who is involved, and who is affected.
- Identify the specific factors that contribute to the local problems occurring.
- Identify how the alcohol-related supply and demand factors could work to support problems occurring.
- Brainstorm potential solutions to reducing the problems occurring.

A framework is provided in **Tool 3**, with supporting facilitator guidelines and questions in **Tool 3A**, to assist mapping alcohol-related concerns in a community.

TOOL

TOOL 3

MHC MAPPING TOOL

[CLICK HERE](#) OR SEE PAGE 102

TOOL 3A

FACILITATOR GUIDELINES AND QUESTIONS WHEN UTILISING TOOL 3

[CLICK HERE](#) OR SEE PAGE 103



The following short case studies illustrate how a Local Government can address alcohol as a local issue using a number of models. The City of Belmont considered alcohol within a whole of Local Government model, whereas the Moora case study describes a strategic community wide partnership which included the local Shire and consultation that informed their Alcohol Management Plan.

Case Study: City of Belmont Alcohol Study²⁵

An example of consulting broadly with the community, industry and peers

The City of Belmont is in a unique situation for an inner city Local Government. It has no designated entertainment precinct but rather a number of potential hot spots for alcohol-related impacts. The City has a high density of permanent liquor licences within its 40km² area. With the increase in access and consumption of alcohol, the City of Belmont, like many other Local Governments is experiencing alcohol-related harm. The City is also vulnerable to increased alcohol-related harm due to the low Socio-Economic Indexes for Areas (SEIFA) index, which is the second lowest in metropolitan Perth. Research^{26,27} indicates that although people from high SEIFA areas tend to consume greater quantities of alcohol, those from lower SEIFA areas tend to drink less frequently but in higher quantities on each drinking occasion.

Because of these reasons and a willingness to go beyond that which is required in the legislation, the City of Belmont wanted to embrace a strategic position on how best to manage alcohol-related harm both within the City and through liquor licensing applications. Through an extensive process, the City identified a range of innovative opportunities to use its position as a community leader and to take a broader role in preventing alcohol-related incidents and addressing community concerns. A review of innovative practices by other Local Governments, locally, state-wide, nationally and internationally was developed. In addition, the City analysed its own demographics and related this to the risk around alcohol consumption and potential harm. The latest evidence on alcohol consumption, harm and programs was also reviewed and a range of myths were de-bunked.

The City also consulted with residents, business and stakeholders. A total of 190 community members completed a survey either online or face to face. In addition, 77 staff members completed a survey to identify their experiences dealing with alcohol-related incidents and possible solutions. A total of 14 businesses completed the survey and included alcohol premises, general retail, food premises and restaurants.

A number of recommendations were developed based on the evidence and consultation. The recommendations presented to the over-arching Steering Committee outlined a diverse range of strategies to manage alcohol-related incidents and included: developing an evidence based policy statement and framework to inform a consistent and whole of Council approach in response to liquor licence applications and alcohol signage; partnering with local Aboriginal and community stakeholders; working with local sporting clubs about alcohol harm and minimisation strategies; promoting alcohol education messages on social media; and, advocating on alcohol-related issues on behalf of the community.

Consulting with stakeholders to identify roles and responsibilities in alcohol management

Consulting with stakeholders to identify roles and responsibilities in alcohol management enables Local Government to identify any gaps in services and assists in developing plans that address community needs and concerns. Consultation with stakeholders also promotes collaborative and sustainable partnerships that reduces duplication of programs, improves access to planning and funding, and facilitates the sharing and delivery of strategies that contribute to a common purpose or goal.

Working in partnership allows access to a variety of knowledge, skills, expertise and resources that individuals or single organisations are usually not able to obtain on their own.

There are a number of key stakeholders that Local Government can partner with to implement alcohol management strategies in their community. These include government and non-government organisations, local businesses, private companies, community groups and volunteer agencies.

The following is a list of agencies that may be relevant to Local Government when considering alcohol management strategies:

- [Mental Health Commission.](#)
- [WA Local Government Association.](#)
- [Public Health Advocacy Institute of WA.](#)
- [WA Police.](#)
- [McCusker Centre for Action on Alcohol and Youth.](#)
- [School Drug Education Road Aware.](#)
- [Good Sports.](#)
- [Alcohol & Drug Foundation.](#)
- [The Aboriginal Health Council of Western Australia.](#)
- [WA Health \(and Population Health Units\).](#)
- [WA Network of Alcohol and other Drug Agencies.](#)
- Community Alcohol and Drug Services.
- Tertiary education and research institutions.
- Local businesses.
- Drop in and outreach services.
- Community groups.

²⁵ Credit: Sally De La Cruz, Samantha Bradder & Melissa Stoneham for providing the information for this case study

²⁶ Huckle T, You RQ, Casswell S. Socio-economic status predicts drinking patterns but not alcohol-related consequences independently. *Addiction*. 2010;105(7):1192–202

²⁷ Bowden, A., Delfabbro, P., Room, R., Miller, C., and Wilson, C. Prevalence, perceptions and predictors of alcohol consumption and abstinence among South Australian school students: a cross-sectional analysis. *BMC Public Health* (2017) 1:549. Available at <https://bmcpublihealth.biomedcentral.com/track/pdf/10.1186/s12889-017-4475-5?site=bmcpublihealth.biomedcentral.com>

Case Study: Moora Alcohol and Other Drug Management Committee²⁸

The Moora Alcohol and Other Drug Management Committee

The Moora Alcohol and Other Drug Management Committee was formed following an extensive consultation process with community members and local services about alcohol and other drug issues in their town and the surrounding district. Key priorities were mapped and refined by target group, and a broad range of actions to address each priority were identified.

These priorities and their actions formed the basis of the Moora Alcohol and Other Drug Management Plan (MAODMP). This plan seeks to reduce the level of harmful alcohol and other drug use within the community by actively supporting partnerships between community and service providers to identify and address local issues. The Plan provides a means to coordinate, implement and evaluate an evidence-based, whole of community approach in a timely and appropriate manner.

The key priorities of the Plan are delivered by a committee consisting of representatives including, but not limited to, the Shire of Moora, Holyoake, WA Country Health Service, Avon Youth, Department of Human Services, School Drug Education Road Aware, Department of Sport and Recreation, WA Police, Department of Child Protection and Family Support and Moora District High School. The committee also has a representative from the Aboriginal community to provide local context to current and emerging issues.

The plan lists the lead organisation for each action under the key priority areas, the organisations that will support or contribute to the action and a deadline by which the action needs to be completed. Allocating roles and responsibility to each organisation in this manner ensures the whole committee is working towards a common goal, and promotes a collaborative approach to addressing alcohol-related issues in the Shire of Moora. The committee meets every two months, where all members provide an update on the progress they have made to their allocated actions.

To date, the committee has made good progress in each of their key priority areas. There has been a consistent level of engagement from members of the committee, and this has enabled the group to organise local events in the Shire of Moora, engage with community members, and promote alcohol and other drug messages. Support from the Shire of Moora has been critical in supporting the formation of the committee and developing the Plan to address alcohol-related issues within the Moora community.

²⁸ Credit: Marissa Yeo, Chair of MAODMP for providing the information for this case study

Note: An Alcohol Management Plan noted here is different to an Alcohol Management Plan in Town Planning. See page 14 of Local Government Town Planning Guideline for Alcohol Outlets for more information on Alcohol Management Plans for Local Government Town Planning.

STAGE 2

COMMIT TO ACTION

Making the business case and aligning alcohol-related harm and community concerns with Local Government business

Mapping Local Government actions related to alcohol

Mapping Local Government actions that relates or aligns to alcohol shows the existing resources dedicated to prevention and management of alcohol-related issues and identifies opportunities for collaboration between departments.

The following steps provide some guidance for Local Government to assist with this process.

1. Align alcohol-related harm to any strategies included in your Council’s Strategic Community Plan and a Corporate Plan. This will provide an organisation-wide imperative to address the issue.
2. Identify all the activities that either indirectly or directly relate to alcohol, including liquor licensing, Council owned land, property and facilities, and responding to community.
3. Acknowledge that each department has speciality knowledge and experience and a particular role to undertake.
4. Identify departments within Local Government that respond to or manage local alcohol issues, even if the language used is different. For example, keeping the community safe or improving amenity.

5. Map the responses and identify common areas or issues addressed by different departments.
6. Develop a clear framework about key issues that need to be discussed between departments.
7. Determine areas of work that would benefit from more communication between departments.
8. Decide on communication methods to further these actions and agree on the most appropriate ways to keep each other informed about Local Government business relating to alcohol.

TOOL

TOOL 4
LOCAL GOVERNMENT ALCOHOL-RELATED ACTIVITY MAPPING TOOL
MAPPING LOCAL BUSINESS AND EXISTING MANAGEMENT MEASURES
This tool will assist Local Governments to map their own business that relates to alcohol and includes a Mapping Tool Template.

[CLICK HERE](#) OR SEE PAGE 106

“These plans and policies may reflect health and wellbeing, transport, tourism, planning, community development, youth services, public open spaces and disability access.



Identify existing legislation, policy and plans guiding your Local Government’s alcohol management

Identifying existing legislation, policy and plans to guide your Local Government alcohol management enables you to identify existing mechanisms for preventing alcohol problems in your community. It also identifies gaps in the local planning and policy framework to highlight what is needed to address community concerns and issues relating to alcohol more efficiently. Where possible, aligning all of the Local Government’s policies, schemes and plans that may directly and indirectly impact on alcohol management will result in a more consistent approach to alcohol issues, which is more likely to lead to positive outcomes.

In the context of the Integrated Planning and Reporting Framework and Guidelines, plans and policies become important informing documents for the Strategic Community Plan and Corporate Business Plan.

These plans and policies may reflect health and wellbeing, community safety, transport, tourism, planning, community development, youth services, public open space, disability access and inclusion and Reconciliation.

There is an opportunity under the Public Health Act 2016, to integrate alcohol into your Local Government strategic direction through the Public Health Plan. For more information on this process refer to [Stage Four](#) of the MAIOC.

The strength of policies and legislative instruments to manage availability of alcohol in both retail and entertainment contexts varies significantly between Local Governments. The better examples of Alcohol Management Planning mechanisms have often been developed in situations where a Local Government has considered the problem in a more holistic way and in the earlier stages of the preparation of a local planning scheme, rather than being reactive to individual situations.

Often the central issues of concern that emerge from community consultation relate to amenity (social, economic and physical environment), security and safety. In the absence of a robust Local Government policy position specifying Council’s and the community’s expectations for licensed premises, the position of Local Government in an appeal situation can be weak and ineffectual²⁹.

TOOL

TOOL 4
LOCAL GOVERNMENT
ALCOHOL-RELATED ACTIVITY
MAPPING TOOL
[CLICK HERE](#) OR SEE PAGE 106

Case Study: City of Perth Health and Wellbeing Plan

The City of Perth has shown how their Health and Wellbeing Plan aligns with the community aspirations and vision set out in the Council’s Strategic Community Plan. The following extract from their plan shows the actions related to alcohol are strategically linked to community aspirations relating to feeling safe and secure.

Strategy	Action
Educate the community about the negative impacts of alcohol misuse and play a key role in influencing the development of environments that encourage safe consumption levels of alcohol.	Consumption <ul style="list-style-type: none">Support federal and state initiatives aimed at addressing alcohol misuse and deliver locally relevant initiatives and programs.Continue to apply for grant funding to implement community based initiatives and programs addressing alcohol misuse.Continue to work in partnership with external stakeholders to address alcohol misuse in the community, particularly in high risk areas such as the Northbridge and Central Perth entertainment precincts.
	Environment <ul style="list-style-type: none">Continue to chair the Perth City Liquor Accord and play a pro-active role in influencing the decision making process relating to alcohol in the community.Undertake a coordinated approach to the development, delivery and promotion of ‘night time’ initiatives and activities ensuring diversification of the night time economy.

For a copy of the full plan, contact the City of Perth.

²⁹ WA Local Government Association, Mental Health Commission and Planning Context (2017).Local Government Town Planning Guideline for Alcohol Outlets, Perth, Western Australia.



“Continue to work in partnership with external stakeholders to address alcohol misuse in the community, particularly in high risk areas such as the Northbridge and Central Perth entertainment precincts.

STAGE 3 DECIDE ON POLICY SCOPE & PRIORITIES

Managing Supply and Harm Reduction

Identifying priority strategies to address alcohol-related harm in your Local Government

Stage two of this process will have identified how alcohol-related harm fits within your Local Government. It is now time to use this policy review and the evidence you identified when mapping alcohol-related harm in your community to identify which alcohol-related harm reduction strategies will be the priority within your Local Government.

Alcohol management strategies form part of the actions that Local Governments can adopt to meet the community aspirations and vision for the future as outlined in their Strategic Community Plan. It is important that Local Governments select strategies that are evidence based and reflect the needs and priorities of their community. It is useful to review what has been tried in the past and look at what others have done to identify strategies that are both achievable and measurable.



TIPS

- Engage with the community and key stakeholders, to identify and implement priority actions to prevent alcohol-related harm.
- Strengthen existing and develop new partnerships across all sectors.

Best practice strategies for alcohol management that are not specific to Local Government are listed below.

Healthy policies	<ul style="list-style-type: none">Support the development and implementation of policies that reduce or prevent alcohol-related harm, and encourage, create and support low-risk drinking settings, particularly where children and young people are present. For additional information on policies and whole of Local Government approaches refer to Stage Four of the MAIOC.
Legislation and regulation	<ul style="list-style-type: none">Support the development and implementation of legislative controls on the sale, supply and use of alcohol, and on reducing the exposure of children and adolescents to alcohol consumption and the promotion of alcohol.³⁰
Economic interventions	<ul style="list-style-type: none">Support reforms of alcohol taxation and pricing that will discourage harmful alcohol consumption.³¹
Supportive environments	<ul style="list-style-type: none">Support the development of settings that discourage harmful alcohol use and promote a lower risk drinking culture.²⁵
Public awareness and engagement	<ul style="list-style-type: none">Provide ongoing education regarding licensees’ and patrons’ responsibility to act in accordance with current legislation, including the responsible supply and service of alcohol.Increase access to reliable, practical, culturally-appropriate information about reducing harmful drinking.³²
Community development	<ul style="list-style-type: none">Engage with the community and key stakeholders, to identify and implement priority actions to prevent alcohol-related harm.²⁷
Targeted interventions	<ul style="list-style-type: none">Complement population approaches with targeted programs that are culturally-secure and/or meet the needs of people at greater risk of experiencing alcohol-related harm or who are particularly vulnerable to the harmful effects of alcohol use.³³
Strategic coordination, building partnerships and workforce development	<ul style="list-style-type: none">Strengthen existing and develop new partnerships across all sectors to ensure a comprehensive, consistent and effective approach to reducing alcohol-related harm.³⁴

The following priority areas outlines Local Government specific actions that could be considered for local communities where appropriate.

³⁰ Winter M, Donovan R, Fielder L (2008). Exposure of children and adolescent to alcohol advertising on television in Australia. *Jnl Studies Alcohol & Drugs*; 69 (5): 676-683.

³¹ World Health Organisation (2010). *Global strategy to reduce the harmful use of alcohol*. World Health Organisation, Geneva.

³² Homel R, Hauritz M, Wortley R, McIlwain G, Carvolth R(1997). Preventing alcohol-related crime through community action: the Surfers Paradise safety action project, *Policing for Prevention: Reducing Crime, Public Intoxication and Injury*.

³³ Toumbourou J, Stockwell T, Neighbors C, Marlatt G, Sturge J, Rehm J (2007). Interventions to reduce harm associated with adolescent substance use. *The Lancet*, 369:9570, 1391-1401.

³⁴ World Health Organisation (2010). *Global strategy to reduce the harmful use of alcohol*, World Health Organisation, Geneva.

PRIORITY AREA ONE

PREVENTING AND MANAGING ALCOHOL-RELATED HARM REGARDING THE SUPPLY OF ALCOHOL

For a précis of the research that could be used to inform a Local Government regarding the supply of alcohol and preventing and managing alcohol-related harm, get the facts by referring to page 91 or clicking on this link: [Evidence for action regarding the supply of alcohol](#).

THE AVAILABILITY OF ALCOHOL AND CREATING SAFER AND HEALTHIER ENVIRONMENTS

LOCAL GOVERNMENT SCENARIO ONE

“WHERE THERE IS CONCERN ABOUT LARGE, NEW PACKAGED LIQUOR OUTLETS WANTING TO TRADE IN OUR COMMUNITY, WHAT OPTIONS DO WE HAVE?”

FACTORS TO CONSIDER

Packaged liquor outlets

Large package liquor outlets, such as the ‘big box’ liquor stores are located in many Local Government areas and significantly influence the availability of alcohol. These outlets are often over 1000m² of floor space and set up in a supermarket-like format. The physical environment of a packaged liquor outlet can potentially impact on the amount of harm and ill-health within a community. Harm associated with packaged liquor outlets happens away from the point of sale, and often in private settings. The design of a packaged liquor outlet in terms of size, layout, location and other characteristics can influence drinking behaviour patterns and harm in the community.

Examples of harms related to packaged liquor include:

- Research has found a link between packaged liquor outlets, malicious damage to property and offensive behaviour incidents.³⁵
- Some studies have found that greater numbers of packaged liquor outlets are associated with increased liquor sales and rates of:
 - child maltreatment;
 - violence;
 - vehicle accidents;
 - pedestrian injuries; and
 - injuries amongst young adults.³⁶
- When numbers of packaged liquor outlets reduce, there is a decline in rates of particular sexually transmitted diseases and assault.³⁷
- There is a link between packaged liquor and domestic violence rates.³⁸

The following design features examples of risk elements which demonstrate the potential impact on the volume and frequency of alcohol consumed in the community and related harm.

Large size and layout	<ul style="list-style-type: none">• Greater capacity for large volume of alcohol to be purchased.• The internal layout gives the impression that the normal unit purchase is the larger amount and supports easy access and bulk buying.
Location	<ul style="list-style-type: none">• Locating a liquor outlet near at-risk groups such as schools or youth centres, or sensitive services, such as services for those with alcohol problems.• Outlets located near public transport or on main roads which have high traffic volume increases the convenience of purchasing alcohol. The high visibility may support impulse buying, or purchasing alcohol more frequently than normal.
Low prices	<ul style="list-style-type: none">• Low prices or promotions can influence the frequency and volume of alcohol purchased and consumed.• Studies show that alcohol prices have an effect on levels of consumption and related problems, including mortality and morbidity rates, crime and traffic accidents.³⁹
Ease of access and ability to purchase large quantities of alcohol	<ul style="list-style-type: none">• Trolley availability – ‘Big box’ liquor stores offer a large number of trolleys to encourage consumers to purchase large amounts of alcohol.• Supermarket style layout – most big box liquor shops provide wide aisles to fit shopping trolleys making it much easier to shop.• The carpark – big box liquor carparks are generally quite big and allow for many parking spaces. For example, the complex pictured below which includes a big box liquor outlet shares the space with a takeaway pizza company, a small deli and a fish and chip shop. There is a large amount of car parking for such a small selection of stores. This supports the convenience of driving, easy access to the outlet and allows for the purchase of larger quantities of alcohol.



³⁵ Briscoe, S. & Donnelly, 2001, Temporal and Regional Aspects of Alcohol-related Violence and Disorder. NSW Bureau of Crime Statistics and Research and the National Drug Research Institute, Sydney, pg 3.

³⁶ Evans, m., Chikritzhs, T., Allsop, S. & Rechichi, V (2010), Responsible Takeaway Alcohol Hours Bill 2010: A submission by the National Drug Research Institute, national drug Research institute, Perth.Pg 6.

³⁷ Cohen et al. 2006 Yu et al. 2008 cited in Evans, M., chikritzhs, T., Allsop, S. & Rechichi, V (2010), Responsible Takeaway Alcohol Hours Bill 2010: A submission by the National Drug Research Institute, National Drug Research Institute, Perth. Pg 6.

³⁸ Livingston M (2011), A longitudinal analysis of alcohol outlet density and domestic violence. Addiction: 106, 919-926. Pg 924.

³⁹ Babor, T., Caetano, R., Casswell, S., Edwards, G., Giesbrecht, N., Graham K., Grube, J Rossow, I. (2010). Alcohol, no ordinary commodity, research and public policy. New York.: Oxford University Press.pg 124

LOCAL GOVERNMENT SCENARIO TWO

“COUNCIL WANTS TO CREATE A MORE VIBRANT LATE NIGHT ENTERTAINMENT PRECINCT TO ATTRACT VISITORS. THEY HAVE SUGGESTED SMALL BARS MAY BE ONE ANSWER. WHAT ISSUES SHOULD WE CONSIDER?”

FACTORS TO CONSIDER

Small bars

In 2007, changes to the *Liquor Control Act (1988)* introduced a licence for ‘small bars’.

Small bars are designed to promote a lower risk drinking environment due to the nature of the venue, specifically limited patron numbers and the ability for bar staff to monitor the whole venue and interact with patrons easily.

If your Local Government wants to encourage smaller venues in the area, both flexibility for approving an application, but also the ability to respond to issues that may present in some cases, such as community concern, may be key considerations.

Issues may include:

- Cumulative impact of having multiple liquor outlets located nearby each other and impact on infrastructure, amenity and antisocial behaviour.
- Late night trading hours and potential related impacts at closing times when patrons leave related to public disturbance and property damage.
- The nature of the Small Bar in question.
- Location of the outlet in proximity to sensitive services such as alcohol treatment facilities, mental health services or schools.

Local Governments can consider amending land use definitions for small bars using the model scheme definitions within the Local Planning Scheme Regulations 2015. More information on this and Place Planning is outlined in the Local Government Town Planning Guideline for Alcohol Outlets.

When the Liquor Control Act (1988) was amended in 2007 to include small bars, there was no standard land use definition for small bars in the previous Model Scheme Text and subsequently in any local planning schemes at that time. In response to this, the Department of Planning issued *Planning Bulletin 85 Small Bar Licensed Premises*, setting out interim measures for Local Government to consider applications for the use of premises as a small bar. A definition for small bars is now included in the model scheme definitions within the *Local Planning Scheme Regulations 2015*.

LOCAL GOVERNMENT SCENARIO THREE

“WE HAVE HAD A NUMBER OF APPLICATIONS TO SELL ALCOHOL WITHIN SUPERMARKETS. ARE THERE ANY ISSUES WE SHOULD CONSIDER?”

FACTORS TO CONSIDER

Availability of alcohol in supermarkets

Some supermarkets are now applying for a liquor store licence to sell alcohol alongside general grocery items. Research shows that the sale of alcohol from within supermarkets can lead to increased consumption and harm.⁴⁰ The placement of alcohol alongside everyday grocery items:

- sends the message that alcohol is an ordinary product rather than a product that can cause significant harm;
- reinforces alcohol as a normal part of everyday life which reinforces the drinking culture, particularly for young people;
- poses difficulty for those trying to overcome alcohol problems or alcohol dependence.⁴¹

Unlike dedicated liquor outlets, supermarkets are generally frequented by a larger and broader proportion of the population (including children) because of the daily ‘need’ type products for sale. Supermarkets selling liquor therefore increase the potential reach of alcohol-related harm given the regularity of exposure to the sale and promotion of alcohol that can occur. Exposure to alcohol sale, promotion and use, can send the message that alcohol is an important, necessary part of everyday life.⁴²

A study examining the impact of introducing beer into Swedish supermarkets and the reversal of this decision eight years later found that harm increased and decreased respectively.

‘When permission was granted, total consumption increased by 15% and fell by about the same amount when the decision was reversed. There was also a drop in motor cycle accidents and a drop in hospital admissions for alcohol-related problems in those under 20’.⁴³

⁴⁰ Wagenaar, A. C. & Langley, J. D. 1995. Alcohol licensing system changes and alcohol consumption: Introduction of wine into New Zealand grocery stores. *Addiction*, 90, 773-783.

⁴¹ Dowling J (2007). Supermarkets ‘no place for alcohol’. *The Age*, December 30.

⁴² Babor T, Caetano R, Casswell S, Edwards G, Giesbrecht N, Graham K, Grube J, Gruenewald P, Hill L, Holder H, Homel R, Osterberg E, Rehm J, Room R, Rossow I (2010). *Alcohol: No ordinary commodity. Research and Public Policy*, Oxford:Oxford University Press.

⁴³ Ramsted M. The repeal of medium strength beer in grocery stores in Sweden: the impact on alcohol-related hospitalizations in different age groups. In Room R., (ed) *The effects of Nordicalcohol policies: what happens to drinking and harm when control systems change?* Publication No. 42, pp 117-31. Helsinki: Nordic Council for Alcohol & Drug Research as discussed by Hodgson, R (2012) *The Government’s Alcohol Strategy: A response from Alcohol Research UK* 30 March 2012. <http://alcoholresearchuk.org/2012/03/30/the-governments-alcohol-strategy/>.

LOCAL GOVERNMENT SCENARIO FOUR

“ARE THERE ISSUES WITH SUPPLYING AND PROMOTING ALCOHOL TO ADULTS AT VENUES WHERE THERE IS CHILD-FOCUSSED ACTIVITY HAPPENING?”

FACTORS TO CONSIDER

Influences

Children are vulnerable to the influence of the environments to which they are exposed. Environments influence and shape a child’s interaction, development and experience of life into adulthood.

There are examples of child focused activities (e.g. organised games, play corners, cartoons, face painting) being offered at adult drinking venues and alcohol being supplied and promoted at venues that have periods of time that are dedicated primarily to child-related activity. There are examples of community concern regarding alcohol outlets located near schools where there are large numbers of children passing by each day.

Family friendly settings are generally lower risk in terms of alcohol-related violence. However, targeted child leisure activity in adult drinking environments presents other potential for harm to children regarding their attitudes and behaviours towards alcohol. This is because, where alcohol is a visible element in relation to child-focussed activity it helps to build a connection between the two, whereby a child’s positive feelings about the activity (e.g. sport) can become associated with alcohol.

A US study⁴⁴ showed children attending schools in neighbourhoods where alcohol advertisements were common, tended to want to drink more and, compared with other children, had more positive views of alcohol.

A positive view of alcohol can lead to earlier initiation to alcohol use and related harms.

There are options available to limit children’s exposure to adult alcohol consumption and alcohol promotion in relation to their learning, play and leisure activities.



TIPS

Designing environments that reduce alcohol-related harm may involve reviewing and improving the amenity of public areas around licensed venues to reduce the risks.

⁴⁴ Pasch, etal (2013). Outdoor alcohol advertising near schools: what does it advertise and how is it related to intentions and use of alcohol among young adolescents? Journal of Studies on Alcohol and Drugs, 68 (4) p 587-596.

POTENTIAL SOLUTIONS FOR THESE SCENARIOS

Creating safer and healthier environments and communities regarding the availability of alcohol

There are a number of avenues Local Governments can pursue with the aim of creating safer and healthier settings and communities in relation to the availability of alcohol. These include:

- The use of existing Town Planning mechanisms to create safer environments. Town Planning Scheme amendments and land use allowances play an integral role in managing alcohol availability. See the [Local Government Town Planning Guideline for Alcohol Outlets](#) resource for more information on how to do this effectively. For example, the City of Armadale (2013) adopted an “Alcohol Risk Minimisation Management Practice” to assist officers across the City when dealing with public health, safety and amenity resulting from the sale, supply and consumption of alcohol.
- Where new applications for sporting or community recreation venues are proposed, encouraging and sharing examples of other clubs that have committed not to sell, promote or supply alcohol during dedicated junior sport or leisure activity.
- Developing a policy statement that provides guidance to Council about issues and potential impacts of new high risk liquor outlets to the local community.
- Developing and enforcing alcohol policies, especially in relation to the use of Council-owned facilities.
- Creating alcohol-free local programs, activities and events as alternatives for community members.
- Review liquor licence applications based on trading hours, patron numbers, security arrangements, management and operation of the premises, noise levels and responsible service of alcohol.
- Actively consult with community to identify if there are concerns about existing or proposed licensed premises.
- Take action when a proposed licensed premise is expected to have an adverse impact on the local community.
- Build working relationship/partnerships with local health and community agencies.
- Consider what vision the Local Government has for this area/town and what type of venues/licences fit within this vision.
- Where appropriate, consider placing conditions on liquor licences at the development approval stage or recommend these conditions at the liquor licensing stage if the Local Government is intervening/objecting to the application. For example, restricting alcohol advertising on the outside of licensed premises within 400m of venues frequented by young people under the age of 18 years.
- Where there are concerns about harm, work with Planning to amend planning schemes to look at size limits for big box outlets and land use definitions. Set up policies to support this. A planning management solution includes the restriction of floor space for liquor outlet uses through scheme definitions. Various liquor store outlets can be differentiated by using size (in this case floorspace) as a factor, in much the same way as shop and showroom/warehouse uses are considered.^{45,46}

⁴⁵ WA Local Government Association, Mental Health Commission and Planning Context 2017 Local Government Town Planning Guideline for Alcohol Outlets, Perth, Western Australia, pg 32.

⁴⁶ Town Planning Scheme No.4 – See Amendment No.69 GG 23/12/14 https://www.armadale.wa.gov.au/sites/default/files/assets/documents/docs/Planning_and_Land_Use/Town_Planning_Scheme_No4.pdf

The role of Planners within Local Government

Local Governments are able to shape a community’s liquor environment through their local planning strategy.

The four major components of planning which provide focus areas for actions regarding alcohol use include:

- Strategic land use planning – the development of an integrated strategic plan to identify the community’s vision for the future, including reference to alcohol management and informs the local planning strategy.
- Place Planning and Management – becoming more common for a Local Government to specify how to integrate and coordinate a range of economic, social, environmental and physical initiatives to achieve the vision of an ‘Activity Centre’ (existing or proposed town centres).
- Statutory planning and policy development – planning systems that provide clear scope to control the number, type and density of licensed premises and hours of operation, through zoning and development standards.
- Development control – imposing specific application requirements for liquor related development to maintain community amenity and reduce potential social and health impacts on the community.

Designing environments that reduce alcohol-related harm may involve reviewing and improving the amenity of public areas around licensed venues to reduce the risk of alcohol-related harm (e.g. landscape and urban design, lighting, bins, safe road crossings, taxi ranks, public transport and security). In other cases Local Governments may consider amending their Planning

Scheme to introduce measures to control the size limits and land use definitions.

The WA Local Government Association has developed the [Local Government Town Planning Guideline for Alcohol Outlets](#) to provide Local Government with guidance on the potential use of existing town planning instruments and processes to help manage alcohol-related harm through strategic planning processes and more specific development mechanisms. Many case studies within this Planning resource may be useful.

Further information

[Racing, Gaming and Liquor \(RGL\)](#) is responsible for promoting and maintaining the integrity of lawful racing, gaming and liquor activities for Western Australians to participate in.

Resources

Go to the RGL website for the following resources:

- Racing, Gaming and Liquor Guide for Local Government.
- Racing, Gaming and Liquor Fact sheets.
- Racing, Gaming and Liquor licence application process.



“Development of an integrated strategic plan to identify the community’s vision for the future, including reference to alcohol management and informs the local planning strategy.

PRIORITY AREA TWO

**PREVENTING AND
MANAGING ALCOHOL-
RELATED HARM BY
REDUCING THE DEMAND
FOR ALCOHOL**

For a précis of the research that could be used to support a Local Government to prevent and manage alcohol-related harm, get the facts by referring to [page 93](#) or clicking on this link: [Evidence for action to reduce the demand.](#)

LOCAL GOVERNMENT SCENARIO ONE

“HOW CAN WE MANAGE ALCOHOL AT STAFF FUNCTIONS AND WORKPLACE BASED EVENTS?”

FACTORS TO CONSIDER

Role modelling a culture of low risk drinking

It is important that Local Governments set the right example for their community and consider whether or not alcohol is appropriate for particular workplace events and functions and where it is made available, that strategies are in place to support low risk drinking.

Employers and employees have a legal duty-of-care to ensure a safe and healthy workplace. The use of alcohol becomes an occupational health and safety issue if a person’s ability to exercise judgment, coordination, motor control and alertness is affected, leading to an increased risk of injury and illness. The alcohol-affected person may not be able to make an accurate assessment of their fitness for work. A person might be alcohol affected due to intoxication or due to hangover effects.

Western Australian workplaces are well placed to respond to and create supportive and healthy workplace environments and safe workplace culture aimed at preventing and managing alcohol-related harm which benefits both the workplace and individual employees.

For additional information on this refer to:

- Alcohol in the Workplace - [Alcohol Think Again](#).
- Department of Commence - [Guidance Note](#) - Alcohol and Other Drugs at the Workplace.
- Healthier WA - [Alcohol in the Workplace](#).

POTENTIAL SOLUTIONS FOR THIS SCENARIO

How can Local Government contribute to a culture of low risk drinking?

- Develop and promote a workplace alcohol policy for Local Government staff and Councillors that supports a safer drinking culture and environment. For additional information on this refer to the [NHMRC Australian Guidelines to Reduce Health Risks from Drinking Alcohol](#).
 - Plan active social activities that provide alternatives to after work drinks.
 - Develop fundraising and gift giving guidelines that offer alternative ideas to alcohol.
 - Adopt a risk management approach to the availability and use of alcohol for workplace functions and events.
 - Ensure water, non-alcohol and low strength alcohol options are available at all work related functions where alcohol is served.
 - Adopt responsible service of alcohol practices at Council events by catering for no more than two standard drinks per staff member.
 - Share resources and information about the [NHMRC Australian Guidelines to Reduce Health Risks from Drinking Alcohol](#) and the health and social harms of alcohol with staff and Councillors.
 - Identify and promote free, independent and confidential treatment and counselling services for staff requiring support with alcohol-related issues.
- Messages concerning alcohol and drug harm prevention and minimisation delivered in the workplace are likely to influence the wider community via employees’ interaction with family, friends, and other social networks.

“Ensure water, non-alcohol and low strength alcohol options are available at all work related functions where alcohol is served.



Case Study: Shire of Murray

The Shire of Murray's Health and Wellbeing program

The Shire of Murray has around 125 employees working across several disciplines including governance, administration and customer service to asset management and town planning. Shire of Murray employees work diligently to provide services to almost 16 000 residents guided by the organisation values of leadership, integrity, motivation, team work and service excellence.

The Shire of Murray's Health and Wellbeing program was established in 2008 and aims to educate and encourage employees and their families to adopt healthy living practices, by raising awareness and promoting the benefits of a healthy and active lifestyle. Each year the Shire of Murray undertakes an internal staff survey which helps guide the future direction of their Health and Wellbeing program and the type of initiatives that are implemented.

As part of their Health and Wellbeing program, the Shire of Murray supports alcohol consumption in line with the NHMRC Australian Guidelines to Reduce Health Risks from Drinking Alcohol at work events and social functions, by providing non-alcoholic beverages, and ensuring social activities are not centered around alcohol.



“Aims to educate and encourage employees and their families to adopt healthy living practices, by raising awareness, promoting the benefits of a healthy and active lifestyle.

Case Study: City of Subiaco⁴⁷

The City of Subiaco has over 200 staff which are spread over five different physical locations, each providing a specific service. The services that the City of Subiaco provide includes but is not limited to parks maintenance, recycling and waste, recreation services, library and museum, building and planning approvals and more. The City encourages employees through its Staff Wellness Program to undertake activities to assist in their own general health, fitness and wellbeing.

The City of Subiaco has received Gold recognition from the Healthier Workplace WA initiative for achieving a number of health and wellbeing initiatives. These include:

- A detailed Wellness Framework, Action Plan and Calendar which clearly outlines strategies to be implemented over the next 12 months.
- A dedicated team and budget to implement the program.
- Inclusion of “Health and Wellness” as a standing agenda item at their Social Club Committee meetings.

In regard to alcohol, the City of Subiaco provides low alcohol and non-alcoholic beverages at work functions where alcohol is served. In addition, staff are provided with only one standard drink per hour.

Further information

The [Healthier Workplace WA website](#) offers free services to all workplaces across WA to help them support and encourage their workers to make positive lifestyle changes that benefit everyone.

Western Australian based information and tools are also available online, including a [Fitness for Work Policy](#) and [Risk Assessment Tool](#).

Additional Resources

- Healthy Choices Healthier Futures [A guide to healthier fundraising.](#)
- National Health and Medical Research Council [Australian Guidelines to Reduce Health Risks from Drinking Alcohol.](#)

⁴⁷ Healthier Workplace WA provided the information for this case study

LOCAL GOVERNMENT SCENARIO TWO

“WHEN ALCOHOL IS CONSUMED ON PRIVATE PREMISES, HOW CAN THE LOCAL GOVERNMENT HAVE AN IMPACT?”

FACTORS TO CONSIDER

Implementing public education programs

Alcohol public education programs play an important role to increase knowledge of the harmful effects of alcohol on short-term and long-term health outcomes and raise awareness of the NHMRC Australian Guidelines to Reduce Health Risks from Drinking Alcohol to reduce alcohol-related harm. There are several public alcohol education campaigns with targeted messages for specific population groups within the community, providing Local Government with the opportunity to implement alcohol campaigns locally based on their identified needs and issues.



“ There are several public alcohol education campaigns with targeted messages for specific population groups within the community.

POTENTIAL SOLUTIONS FOR THIS SCENARIO

What role can Local Government play in implementing public education and awareness raising strategies?

- Become familiar with the goals and target groups of state government alcohol campaigns.
- Request community kits from Mental Health Commission when new *Alcohol. Think Again* campaigns are released.
- Make available resources and information at events, workshops, forums and meetings to increase awareness about NHMRC Australian alcohol guidelines and the health and social harms of alcohol.
- Display and maintain current and culturally appropriate information at local libraries, community centres and other Council owned buildings.
- Promote existing alcohol legislation, such as the Secondary Supply Laws, in community newsletters, on the Council website or in the local newspaper.
- Support local agencies to deliver education programs for targeted populations.
- Provide ongoing education regarding licensees and patrons responsibilities to act in accordance with current legislation.
- Distribute responsible supply and service of alcohol information to community groups, sporting clubs and other licensed premises.
- Use the NHMRC Australian alcohol guidelines as key performance indicators in Council plans to evaluate change in community health outcomes from the implementation of alcohol management strategies.
- Support local community events (especially school and family events) to be alcohol-free.

Further information

The [Mental Health Commission \(MHC\)](#) is responsible for the network of drug and alcohol prevention and treatments services and programs. The Alcohol, Other Drugs and Prevention Services Directorate of the MHC runs the [Alcohol Think Again](#) Public Education Program which aims to reduce the level of alcohol-related harm and ill-health in Western Australia.

Resources

- Alcohol Think Again [Secondary Supply Laws](#).
- National Health and Medical Research Council [Australian Guidelines to Reduce Health Risks from Drinking Alcohol](#).
- Alcohol Think Again [Standard Drink Tool](#).
- Responsible Service of Alcohol [Registered Training Organisations](#).
- Racing, Gaming and Liquor [Information for Licensees](#).

LOCAL GOVERNMENT SCENARIO THREE “FESTIVAL ORGANISERS WANT TO BRING AN EVENT TO OUR TOWN, BUT THE EVENT IS SPONSORED BY AN ALCOHOL COMPANY. HOW DO WE DEAL WITH THIS?”

FACTORS TO CONSIDER

Alcohol sponsorship of events, activities and awards

Alcohol sponsorship raises brand awareness, creates positive brand attitudes and builds emotional connections with consumers to promote alcohol to it's audience.⁴⁸

As a land owner of recreational facilities and public places, Local Governments are responsible for low-risk provision of alcohol on their own facilities. Some Local Governments may organise and coordinate enforcement and health services at festivals and public events by considering increasing the presence of rangers or security personnel if they perceive that there may be issues around consumption of alcohol.

Some Local Governments are receiving sponsorship requests from organisations that have alcohol as a sponsor. The following potential solutions may be useful to consider.



“Local Governments may organise and coordinate enforcement and health services at festivals and public events.

POTENTIAL SOLUTIONS FOR THIS SCENARIO

What role can Local Government play in restricting alcohol sponsorship?

Adopting strategies that reduce or eliminates alcohol sponsorship can contribute to modifying the drinking context in local communities.

- Develop a sponsorship policy that provides the Local Government's position on acquiring sponsorship funds from alcohol companies.
- Ensure that sponsorship agreements with Local Government align with their commitment to reduce alcohol-related harm in their community.
- Role model healthy sponsorship agreements through internal policies that restrict alcohol sponsorship at community activities and at premises owned or leased by Local Government.
- Identify alternatives to alcohol as prizes for awards that community groups can use.
- Avoid having alcohol sponsored events and programs for families, children and young people.

Develop a policy within your Council that aims to restrict the sponsorship of sporting and cultural events, organisations or participants (such as sports teams or athletes), by alcohol companies, where:

- 10% or more of the attendees at the event are under the age of 25; or
- a reasonable person would consider that an event appeals to people aged under 25.⁴⁹

A policy that determines conditions applicable to sponsorship received by a Local Government for events, organisations or participants by alcohol companies can take an incremental approach, permitting existing sponsorship agreements to run their course and allowing sufficient time for event organisers and sporting teams to seek alternative sources of sponsorship.



TIPS

Identify alternatives to alcohol such as prizes for awards that community groups can use. Avoid having alcohol sponsored events and programs for families, children and young people.

⁴⁸ Pettigrew S, Rosenberg M, Ferguson R, et al. (2013). Game on: do children absorb sports sponsorship messages? Public Health Nutrition, 1, 1-8.

⁴⁹ Cancer Council NSW (2015). Marketing and Promotion of Alcohol – Position Statement. Approved by the Public Health Committee September 2010. Accessed February 2018. Available from <https://www.cancerCouncil.com.au/82343/cancer-prevention/alcohol-reduce-risks/position-statements-alcohol/marketing-and-promotion-of-alcohol-position-statement/>

Case Study: City of Fremantle Festival sponsorship policy⁵⁰

Various Festival Sponsorship

The local economies of the host cities benefit greatly from festivals as they are infused with millions of dollars in additional tourism-related revenue. Fans come for the music and the unique experience, and sponsors and advertisers have a captive audience, not just for a few minutes but often for multiple days.

In January 2016, the City of Fremantle hosted one of the world’s biggest beach parties, the Corona Sunset Music Festival. Corona’s beach festivals have been held at some of the world’s most iconic beaches in Mexico, Spain, Italy, Brazil and the UK. The potential for this event to attract many tourists to Fremantle was considerable. The event planners suggested that around 5000 music lovers would rock up to South Fremantle to see international musicians and DJs.

The City of Fremantle has a track record of hosting major music festivals such as the Blues and Roots, the Winter Music Festival and the Fremantle Festival. The venues for these events take place across the City. The difference with the Corona Sunset Music Festival, was the primary sponsor.

The City decided to allow this festival and provided a permit for a one-off event that will be an 18+, licensed, fenced and ticketed for up to 5 000 people. However, after reviewing this festival and based on the following evidence, the City decided to develop a policy that prevents any future music festivals being granted permission if they have a major alcohol sponsor. The decision was based on the tenet that having an alcohol sponsor as the primary branding at an event where many young people will congregate is seemingly sending out the wrong signals to the community.

The evidence around this shows that:

- the way in which people drink at festivals can lead to high rates of alcohol harm;
- at festivals, young people tend not to monitor their alcohol as they would on a night and are more likely to drink at risk of harm;
- sponsorship of events influences young people by initiating them to drinking and influences what they drink, how much they drink, where and with whom they drink, and also the way they think and feel about alcohol; and
- young people are considered to be more susceptible to advertising messages and more likely to experience harm as an immediate result of risky drinking behaviour.⁵¹

⁵⁰ Thanks to Joseph Zappavigna for providing the information for this case study

⁵¹ Smith L, Foxcroft D (2009). The effect of alcohol advertising, marketing and portrayal on drinking behaviour in young people: systematic review of prospective cohort studies. BMC Public Health 9:51.

In February 2017, the City of Fremantle voted to adopt the following revised Alcohol Management Policy:

SG50 Alcohol Management Policy Statement

To foster a healthy and responsible drinking culture and minimise the incidence of alcohol-related harm in the community, the City of Fremantle (the City) will:

1. Implement a firm, proactive, adaptable and well-targeted approach to anti-social behaviour, including behaviour influenced by excessive alcohol consumption, utilising CCTV infrastructure and community safety and ranger patrols.
2. Promote and support a variety of events and activities where alcohol consumption is not the primary focus of activity including art and cultural programs, retail trading and recreational infrastructure.
3. Promote an appropriate mix of land use consistent with the objectives of the City’s strategic plan and Local Planning Scheme No. 4 and to minimise the impacts of the operation of licensed venues on surrounding areas.
4. Ensure thorough and integrated determination of liquor licence applications through the application of appropriate criteria having regard to the objectives of the City’s Strategic Plan, Local Planning Scheme No. 4, other relevant City policies and applicable statutory requirements.
5. Provide appropriate comment to the Director of Liquor Licensing in regard to liquor licence applications as per the provisions of the Liquor Control Act 1988.
6. Develop a responsible approach to alcohol consumption, sponsorship and signage at all externally run events approved by the city exceeding Racing, Gaming and Liquor RSA guidelines.
7. Deliver the Fremantle Liquor Accord, establish and expand partnerships with the WA Police, Department of Racing, Gaming and Liquor, Department of Health and other stakeholders including community groups to improve attitudes toward alcohol consumption and reduce the prevalence of alcohol-related harm within the community.
8. Consult and engage with the community regarding alcohol-related issues and investigate and respond to alcohol-related complaints.
9. Prevent alcohol naming rights sponsorship of music events or other cultural events that have a youth-audience focus.

Policy scope:

The City of Fremantle considers that an integrated and population wide approach is necessary to improve attitudes toward alcohol consumption. The City also recognises its capacity as a Local Government to foster a healthy and responsible drinking culture and to implement a range of strategies to minimise the incidence of alcohol-related harm in the community.

LOCAL GOVERNMENT SCENARIO FOUR

“WE WANT TO PLAN MORE ALCOHOL FREE EVENTS AND ACTIVITIES. WHAT IS THE BEST WAY TO ENGAGE WITH YOUNG PEOPLE AND MAKE OUR EVENTS SUCCESSFUL?”

FACTORS TO CONSIDER

Engage young people in alcohol free events and activities

Most young people choose not to drink. The Australian Institute of Health and Welfare⁵² identified that fewer 12 to 17 year olds are making the decision to consume alcohol, and those who do are waiting until they are 16 to have their first drink.

The National Drug Strategy Household Survey⁵³ shows the number of Australian teens abstaining from alcohol has increased from 72 per cent to 82 per cent over the past three years of 2013-2016.

Yet, some young people choose to drink at risky levels and people aged as young as 12 have tried alcohol.⁵⁴ Whilst there are a number of factors influencing young people to drink alcohol, many do so because they are bored or want to connect with friends.

Alcohol free events and activities provide opportunities for young people to have fun, socialise with friends and try new things. This contributes to building a strong support network and creates a sense of belonging, which can play a protective role against early alcohol initiation and associated harm.

POTENTIAL SOLUTIONS FOR THIS SCENARIO

What is the role of Local Government to organise alcohol free events and activities?

- Identify what is already happening in your area by talking with local community groups and organisations that run youth activities.
- Identify the gaps in activities or events in different areas of interest, including sport, film, photography, art or music.
- Consider what has been done in the past and what made the event or activity successful or unsuccessful.
- Talk to young people about their interests and what activities they would like to see happen in the area.
- Involve young people in the planning of events to foster mutual respect, ownership and leadership, which will significantly contribute to making them successful.
- Show rather than tell young people that you don't need alcohol to have fun. Events and activities that match the interests of young people and are interactive, fun and engaging provides alternatives to activities where alcohol is available.



TIPS

Involve young people in the planning of events to foster mutual respect, ownership and leadership, which will significantly contribute to making them successful.

⁵² Australian Institute of Health and Welfare 2017. National Drug Strategy Household Survey 2016: detailed findings. Drug Statistics series no. 31. Cat. no. PHE 214. Canberra: AIHW. Available at <https://www.aihw.gov.au/reports/illegal-use-of-drugs/ndshs-2016-detailed/data>

⁵³ Australian Institute of Health and Welfare 2017. National Drug Strategy Household Survey 2016: detailed findings. Drug Statistics series no. 31. Cat. no. PHE 214. Canberra: AIHW. Available at <https://www.aihw.gov.au/reports/illegal-use-of-drugs/ndshs-2016-detailed/data>

⁵⁴ Mental Health Commission (2016). Alcohol trends in Western Australia: Australian school students alcohol and drug survey 2014 Bulletin. Government of Western Australia. Available at <https://www.mhc.wa.gov.au/media/1601/2014-assad-alcohol-bulletin.pdf>

Case Study: Golden Bay Street Fest⁵⁵

Development of local community event

Golden Bay was identified as a developing suburb within the City of Rockingham, in need of activities to connect community members with one another. On behalf of Peet (the Golden Bay land developer), and the City in partnership with Creating Communities, developed and provided a community event that would cater for a large range of ages. It was seen as beneficial to base the event near the skate park, in order to create some positive perceptions of this youth space within the local community.

The event was promoted as part of the newly branded City of Rockingham Summer Series, based on the family friendly foreshore and parks approach, which has a strong focus on promoting events as alcohol free. Through the associated summer series marketing, the event was advertised as a general community event highlighting the youth activities available on the poster. This worked well to attract young people who don't generally feel catered for at community events. The majority of marketing for this event occurred on Facebook, attracting an event reach of 163 000 Facebook users.

The City developed the necessary risk management plans and procedures for the event and ensured that security and road closure staff were onsite during the event to monitor behaviour and traffic. Due to the variety of activities available for all ages, and the laid back inclusive community atmosphere, there were no reported or observed incidents of misconduct due to influence of alcohol during the street festival.

The Rockingham Youth Advisory Council was consulted about the event, and suggested utilising a Giant Maze as an attraction. As well as the Giant Maze, the event had several activities that catered for the 12-24 age bracket, including a skate skills competition, Game Vault, several beanbag chill out areas and a stage with young musicians performing. The Street Festival also included general community attractions such as market stalls organised and managed by Creating Communities, a range of food trucks and a Snow Room for younger children. All of the attractions were filled to capacity during the event.

Community feedback was extremely positive following the event, despite the high temperatures reached during the day. Community members stated they were happy to see so many activities for teenagers; that they enjoyed watching the tricks performed during the skate competition. headspace Rockingham mentioned they had more young people attend their information stall than they normally do at a community event.

This event was highly successful due to the inclusive elements for young people, with a welcoming atmosphere that encouraged participation for the entire community. Some of the key lessons learned regarding the holding of an alcohol free event for young people included keeping events community inclusive with a large youth focus, ensuring there are plenty of food and drink options including cold water and making sure all key suppliers and facilitators support and promote the same community messages.

⁵⁵ Credit: Ellie Cooksley from the City of Rockingham for providing the information for this case study

LOCAL GOVERNMENT SCENARIO FIVE

“OUR SPORTING CLUB HAS CHEAP DRINKS AND THEY MAKE A LOT OF PROFIT FROM THE BAR. WHAT OTHER INCOME OPPORTUNITIES CAN WE USE TO GENERATE A PROFIT?”

FACTORS TO CONSIDER

Reduce risky alcohol consumption in sports clubs

Some practices greatly increase the risk of alcohol-related harm and contribute to the normalisation of drunken behaviour. Examples of modifiable practices observed at sporting clubs include alcohol sales promotion, discounted drinks or drinking games, acceptance of alcohol sponsorship and alcohol used as rewards, prizes or awards. Given the high participation of the community in community sporting clubs, there are opportunities to reduce alcohol-related harm amongst players and spectators by implementing effective alcohol management strategies.

With most Australian families connected to local sports clubs at some stage through spectating, playing, coaching, umpiring or providing transport⁵⁶, it is important to consider how the consumption of alcohol within the sporting club environment is influencing young people. Having alcohol at sporting clubs where there is junior participation can give young people a mixed message supporting attitudes and beliefs that alcohol and sport are a good mix.⁵⁷

Studies have shown that sport as a leisure activity, has clear links with risky drinking behaviours (both among players and spectators) and alcohol in sporting environments has a strong influence on how young people view alcohol and the development of risky drinking behaviours.⁵⁸

⁵⁶ Munro G, Scott J, Angelis G (1999). Creating a New Culture The Sporting Clubs Alcohol Project – Public Report, Australian Drug Foundation & Centre for Youth Drug Studies, p.6.

⁵⁷ Black D, Lawson J, Fleishman S (1999). Excessive alcohol use by non-elite sportsmen. Drug and Alcohol Review, 18:2, 201 – 205.

⁵⁸ Kingsland M, Wolfenden L, Rowland BC, et al. Alcohol consumption and sport: a cross-sectional study of alcohol management practices associated with at-risk alcohol consumption at community football clubs. BMC Public Health. 2013;13:762. doi:10.1186/1471-2458-13-762. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3751764/>

POTENTIAL SOLUTIONS FOR THIS SCENARIO

The role of Local Government to influence alcohol management in sports clubs

- Include alcohol management strategies as part of use agreements for clubs that lease Council owned buildings.
- Work with community groups and sporting clubs to establish sponsorships with businesses that promote positive health messages.
- Encourage sporting clubs to participate in the Good Sports Program which supports alcohol management strategies to reduce harmful alcohol consumption.
- Identify alternatives to alcohol as prizes for awards that sporting clubs can use to recognise success and achievements.
- Identify opportunities for fundraising alternatives to alcohol.
- Work with sports clubs to create a policy that ensures no alcohol is supplied or consumed during junior sporting activity (i.e. training, games, social events for juveniles etc.).

Further information

The Alcohol and Drug Foundation delivers the [Good Sports Program](#) which works with local sport clubs to create a safe, inclusive environment for members, players and spectators.

The WA Sports Federation coordinates the [Top Club Changing Attitudes](#) through Sport project which works with club committees and their members to develop club values, vision and identify appropriate and inappropriate behaviour.

Resources

- The Good Sports Program [Fundraising alternatives to alcohol.](#)
- The Good Sports Program [Alternatives to alcohol for prizes and awards.](#)
- The Changing Attitudes Through Sport [Alcohol Policy Template.](#)
- The Mental Health Commission [Responsible Service of Alcohol posters.](#)
- Racing, Gaming and Liquor [Information for Clubs.](#)
- Racing, Gaming and Liquor [Registered Training Organisations.](#)

LOCAL GOVERNMENT SCENARIO SIX

“PARENTS AND PLAYERS OFTEN SUGGEST THAT THE ALCOHOL ADVERTISING AT THE LOCAL OVAL WHERE CHILDREN PLAY WEEKEND SPORT IS DETRIMENTAL. WHAT CAN WE DO TO REDUCE THIS?”

FACTORS TO CONSIDER

Prevent and reduce children and young people’s exposure to alcohol advertising and promotion

There has been a reported growth of outdoor advertising on billboards, posters, public transit stops, public transport, in shopping centres and airports,⁵⁹ due to its high visibility, effectiveness and ability to deliver messages 24 hours a day 7 days a week.⁶⁰

In a recent audit of advertising on bus stops located within a 15km radius of Perth, 1 in 7 bus stops ads were for alcohol.⁶¹ Research shows the more young people are exposed to alcohol advertising, the more they are likely to start drinking alcohol at an earlier age, and to drink at risky levels.⁶²



TIPS

Develop a policy stating your Local Government’s position on alcohol advertising. Consider limits on external alcohol advertising as part of conditions on facility lease agreements.

⁵⁹ Outdoor Media Association (2014). 3.6% Audience Growth for Outdoor [media release], May 19.

⁶⁰ Outdoor Media Association (2015). Annual Report 2014. Sydney (Australia): Outdoor Media Association.

⁶¹ Pierce H, Stafford J, Daube M (2013). The extent of alcohol advertising in Australia: an audit of bus stop advertisements. The Medical Journal of Australia; 198(9): 478-9.

⁶² Jernigan D, Noel J, Landon J, Thornton N, Lobstein M (2016). Alcohol marketing and youth alcohol consumption: a systematic review of longitudinal studies published since 2008. Addiction; 112 (51):7-20.

POTENTIAL SOLUTIONS FOR THIS SCENARIO

What role can Local Government play in reducing young people’s exposure to alcohol advertising and promotion?

- Consider the established link between exposure to alcohol advertising and young people’s drinking behaviours and attitudes.
- Review existing Council owned property where advertising can be placed, including buildings, billboards, bins, bus stops and footpaths, and determine if alcohol advertising can be restricted in these locations.
- Conduct an audit of bus stop advertisements to determine the volume of alcohol advertising in your Local Government area and compare the number of alcohol advertisements with the number of health promotion advertisements. It is suggested that a number of audits at different points of time are conducted to factor in the changes in ads and seasonal differences.
- Map the location of these bus stops and review them based on their proximity to schools and community facilities.
- Review existing contracts with advertising agencies to consider opportunities to restrict alcohol advertising on Council owned property; for example, including a clause restricting alcohol advertising on bus stops can be included.
- Develop a policy stating your Local Government’s position on alcohol advertising.
- Consider limits on external alcohol advertising as part of conditions on facility lease agreements.
- Raise awareness within Local Government of how community members can submit complaints about concerning alcohol advertising.
- Promote the ability to make complaints about alcohol advertising to community members, local clubs and schools through Council run newsletters, websites and social media.

Case Study: City of Kwinana

The City of Kwinana adopted an *Advertising and Directional Signage in Thoroughfares and on Local Government Property Policy* to establish uniformity in the design, installation and control of illuminated, advertising and directional street signs located in thoroughfares and on Local Government property within the City.

The Policy has a list of prohibited advertising and states the following:

- ‘The City will not approve any signage or advertising that in the opinion of the Chief Executive Officer: Promotes alcohol or the consumption of alcohol.’

You can access this policy on the [City of Kwinana’s website](#) as it may be one avenue to reduce alcohol-related signage.



“Review existing Council owned property where advertising can be placed, including buildings, billboards, bins, bus stops and footpaths.

Case Study: Alcohol Programs Team at the Public Health Advocacy Institute of WA (PHAIWA)

Alcohol advertising in Australia is largely self-regulated by the alcohol and advertising industries. Reports have identified flaws in the self-regulatory system, including that the placement of alcohol advertising is not adequately covered.⁶³ The PHAIWA Alcohol Programs Team and Cancer Council WA developed the Alcohol Advertising Review Board (AARB) to provide an avenue for the community to voice their concerns about alcohol advertising. The AARB accepts and reviews complaints from the Australian community about alcohol advertisements and advocates for effective regulation of alcohol advertising, with a focus on protecting children and young people. In its first six years of operation, the AARB has received a substantial number of complaints from concerned community members regarding alcohol advertising on public transport. In March 2016, the AARB released the report “No way to ignore it: The case for removing alcohol ads from public transport.” The report noted that while the AARB continues to advocate for effective regulation of alcohol advertising at a federal level, with high levels of concern about alcohol and young people it is appropriate for local action to reduce young people’s exposure. Local Governments can do this by introducing policies to prohibit alcohol advertising on transit stops in their communities. Through working with WA Local Governments on this issue, the Alcohol Programs Team has found that bus stop advertising is typically the responsibility of Local Government. This means Local Governments have the ability to restrict the type of advertising that is placed on the bus stops they own.

To achieve this, Local Governments can review existing advertising contracts that cover the placement of advertising on bus stops to consider whether a clause restricting alcohol advertising can be included. Developing a policy that states the Local Government’s position on outdoor alcohol advertising will support the case for restricting the placement of alcohol advertising in the local community.

There is strong public support for Local Governments to take action. Market research surveys show 77% of WA adults support removing alcohol advertising from buses and bus stops to reduce young people’s exposure, with only 8% opposed.⁶⁴ It has been suggested that restricting alcohol advertising may impact on advertising revenue.

However, outdoor advertising, including on bus stops, is a major marketing channel for many different advertisers, so any space made available by controls on alcohol advertising can be expected to be filled by advertising for many other products.

For those Local Governments who wish to investigate this further, the [AARB public transport report](#) summarises key information and research on young people and alcohol advertising, outdoor alcohol advertising and related action. PHAIWA would be pleased to provide support and guidance to Local Governments wishing to take action in this area.

Further information

The Alcohol Programs Team at PHAIWA can provide support and guidance on taking action on alcohol advertising in your area.

Resources

- [AARB report – “No way to ignore it: The case for removing alcohol ads from public transport”](#)
- [Alcohol Advertising Factsheet](#)

⁶³ Australian National Preventive Health Agency. Alcohol advertising: the effectiveness of current regulatory codes in addressing community concern. Canberra: Commonwealth of Australia; 2014. Available from: www.fare.org.au/wp-content/uploads/Alcohol-Advertising-Final-Report-30-April-2014.pdf

⁶⁴ Independent research commissioned by the McCusker Centre for Action on Alcohol and Youth, August 2016. Available from <http://mcaay.org.au>

PRIORITY AREA THREE

RESPONDING TO SOCIAL HARMS FROM ALCOHOL

LOCAL GOVERNMENT SCENARIO ONE

“THE MOST COMMON SCENARIO’S WE EXPERIENCE AT THE COMMUNITY LEVEL ARE PUBLIC DRINKING, PUBLIC INTOXICATION AND ANTISOCIAL BEHAVIOUR. IT COSTS US A LOT OF MONEY TO CLEAN UP THE MESS LEFT BEHIND. WHAT CAN WE DO TO REDUCE THESE COSTS?”

FACTORS TO CONSIDER

Drinking in public places

Before considering strategies to address the issues of drinking in public places, it is important to acknowledge that equity of access to public places by all is paramount.

People drinking in public places (e.g. on the streets in night-time entertainment precincts or parks, reserves, beaches) can cause problems such as noise and antisocial behaviour. Harmful effects of alcohol-related litter can include glass alcohol containers being used as weapons or injury to the public caused by broken glass. For many Local Governments, alcohol-related waste in public places are the source of significant clean-up costs. Public drinking can sometimes escalate to alcohol-related violence, verbal abuse, property damage, and can lead to community fears and influence public perceptions of safety.

The costs to manage the impact of alcohol-related harm can be expensive for Local Government, local businesses and the community, and can increase the demand on community resources such as police and hospital services.

Any approaches by Local Governments to move groups of people from public places (especially young people, Aboriginal people and homeless people) should be done in consultation with relevant stakeholder agencies and community groups.

Any approach to move groups of people from public places must balance the rights of people to feel safe and secure with the rights of groups who legitimately use these public places.

POTENTIAL SOLUTIONS FOR THIS SCENARIO

What role can Local Government play in regarding drinking in public places?

- Strategies regarding drinking in public places can help to reduce public intoxication and improve community safety by ensuring environments are safe, vibrant and connected.
- Raise concerns with relevant stakeholders about problem areas for anti-social behaviour and work together to prevent it from occurring on an ongoing basis.
- Engage communities to understand the needs and issues.
- Where undue noise, disorderly behaviour or disturbance is coming from licensed premises, and causing nuisance to local community members, approach the licensee to seek a solution. If change does not occur, use available mechanisms to lodge a complaint.
- Restrict and regulate alcohol consumption in public places such as parks, streets, beaches and footpaths through local laws.
- Ensure there are adequate numbers of waste disposal bins in public spaces and nearby licensed premises to collect alcohol-related litter.
- Develop and install signage to educate the public that areas are alcohol free zones, particularly around children’s playgrounds and parks.
- Inform the community about how to report and record disturbances relating to people drinking in public places.
- Conduct regular safety audits to assess and monitor degree of alcohol-related risk in problem areas in public spaces, parks and shopping centres.
- Increase Ranger and security patrols, and additional Crime Prevention through Environmental Design strategies in locations identified as alcohol hot spots.



TIPS

Strategies regarding drinking in public places can help to reduce public intoxication, and improve community safety by ensuring environments are safe, vibrant and connected.

Case Study: City of Mandurah Family Friendly Foreshore Project⁶⁵

“Safer Streets” program, to deliver the Family Friendly Foreshore project on Mandurah’s Western Foreshore

In 2014 - 2016 the City of Mandurah received funding from the Federal Attorney-General’s Department, through the “Safer Streets” program, to deliver the Family Friendly Foreshore project on Mandurah’s Western Foreshore. This project was developed in response to business owners and local residents voicing concerns about the regular anti-social and alcohol-related issues affecting the Western Foreshore. The area was recognised as having a high perception of poor safety amongst residents, especially during the night time.

With a vision to reduce and deter street drinking, anti-social behaviour, graffiti and vandalism in the area, the Family Friendly Foreshore project aimed to improve community perceptions of safety and security on the Western Foreshore. The project was designed to activate the Western Foreshore, enabling local residents to regain ownership of the space and enjoy the area without fear of being a victim of crime. Delivered over an eighteen month period, the project included a number of legitimate ‘family friendly’ activities designed to generate interest in the location to break down the stereotypes and perceptions of the locality as being unsafe.

Community consultation was an important aspect of the project and as such, a reference group was formed. Western Foreshore business owners, as well as representatives from Local Policing Teams gave input and guidance at regular meetings throughout the project. This ensured that the project direction was informed by local perspectives and that those business owners who work in the space on a daily basis could have some input to the solutions to the problem. Members of the reference group also contributed to the Crime Prevention through Environmental Design (CPTED) audit which was conducted early in the project period.

With a concerted effort to market and promote the Western Foreshore as a family friendly destination, successes of the project included the addition of new pathways, bench seating, lighting and CCTV cameras in the space, as well as a striking urban art installation on the ablutions block, to beautify the area and deter graffiti. Alcohol and smoke-free events such as the Summa Beatz youth event series and Mandurah’s new Disc Golf Course were developed as the space activation components of the project.

According to reference group members, the lighting improvements have altered the feel of the space in the evenings. Members commented that since lights were installed along the pathways, they have observed local residents walking their dogs once again in the evening and a reduction in the occurrence of unwanted visitors to their business at night.

Family Friendly Foreshore signage, including a no alcohol message, was installed during the summer. Pre- and post-project surveys helped to measure public perceptions of the Western Foreshore as a family destination. Pre and post surveys along with WIFI data indicated activation of the space is considerably greater than prior to the project period.

The City of Mandurah celebrates the Family Friendly Foreshore project as a multi-strategy community and social development approach to anti-social behaviour and crime. Stage two of the project is now underway, with a federal grant received from the Department of Infrastructure and Regional Development. This funding will be directed to the War Memorial end of the Western Foreshore, which has been the target of vandalism and theft of plaques and memorial lettering. Through improved lighting and CCTV surveillance, stage two seeks to address these issues. With a place activation component included in the project, the City of Mandurah will continue to promote the Western Foreshore as an alcohol-free family friendly destination.

Further information

The [Department of Local Government and Communities](#) provides regulation and support to Local Governments to ensure compliance with the *Local Government Act 1995*, which enables Local Governments to make local laws considered necessary for the good governance of their district. More information about Local Laws can be found [here](#).

The [Municipal Waste Advisory Council](#) is a standing committee of WALGA. The Council is responsible for the statewide coordination of recycling issues, the review of waste management legislation, waste management publications and integrated resource recovery techniques promotion.

⁶⁵ Credit: Wendy Kennewell from the City of Mandurah for providing the information for this case study

LOCAL GOVERNMENT SCENARIO TWO

“WE RUN EVENTS THAT ARE ALCOHOL FREE BUT HOW DO WE ENFORCE THIS OR MANAGE IT EFFECTIVELY?”

FACTORS TO CONSIDER

Managing risks at events

A well organised and efficiently managed public event or festival can offer the community a range of social, economic and cultural benefits. The sale and supply of alcohol at an event significantly increases the risk rating of an event, so this must be managed appropriately. Having event policies and procedures that consider preventing drunkenness through alcohol control and responsible service strategies ensures there are clear guidelines about patron safety and the prevention of alcohol-related harm and other problems.

POTENTIAL SOLUTIONS FOR THIS SCENARIO

What role can Local Government play in managing risks at events?

- Identify an event coordinator for all event applications to be submitted to. This person could be responsible for ensuring that all of the relevant sections of the Local Government have been consulted about the event in question.
- Clearly define what an ‘event’ is in any policy relating to events. This is important when considering liquor licences that seek events provisions within their liquor licence application.
- Set a limit on the number of large events your Local Government will approve each year.
- Identify acceptable buildings or public places where events can be conducted to suit the requirements of the community.
- Stipulate in event applications that the prevention of alcohol-related problems must be considered as part of the risk management and approval processes.
- Ensure all relevant business units and officers are consulted on event applications as well as outside stakeholders such as police, local health and relevant community groups.
- Consider the type of alcohol, the supply of alcohol and the drink setting in all approvals for events involving alcohol.

Further information

The Department of Health has produced Guidelines for concerts, events and organised gatherings that identifies basic standards and safety measures for event organisers. For a copy of the Guidelines, contact the Department of Health.



TIPS

Set a limit on the number of large events your Local Government will approve each year. Identify acceptable buildings or public places where events can be conducted to suit the requirements of the community.

LOCAL GOVERNMENT SCENARIO THREE

“MANY OF OUR TOWNS ARE QUITE SPREAD-OUT AND THE WEATHER IS NOT ALWAYS CONDUCTIVE TO PEOPLE WALKING TO AND FROM EVENTS. IN SOME OF OUR REGIONAL LOCAL GOVERNMENTS, THE TAXI SERVICES ARE EXPENSIVE OR NON-EXISTENT. THIS RESULTS IN DRINK DRIVING. WHAT STRATEGIES CAN WE PUT IN PLACE TO REDUCE THE RISK?”

FACTORS TO CONSIDER

Adopting drink driving countermeasures

Drink driving is a major concern for the WA community. Alcohol is a significant contributor to road crashes, resulting in fatalities and critical injuries to drivers, motorcyclists, cyclists and pedestrians.

Alcohol affects decision-making, reaction times, speed and distance judgments, concentration and perception, balance and alertness. It can also give a driver a false sense of confidence, which may encourage risk taking. Alcohol-related fatal crashes cost the Western Australian community in excess of \$235 million each year. The hospital and rehabilitation costs of alcohol-related crashes where people are seriously injured are even higher.⁶⁶

Availability of alcohol influences drink driving

Towards Zero, the Road Safety Strategy for WA 2008-2020⁶⁷ acknowledges one of the factors which will affect road safety outcomes for WA is the overall level of alcohol consumption per capita. Reducing high risk alcohol availability can have a supportive effect for drinkers and protect road users and prevent crashes that result in death and serious injury.

POTENTIAL SOLUTIONS FOR THIS SCENARIO

What role can Local Government play in reducing drink driving?

- Support the ‘Towards Zero, the Road Safety Strategy for WA 2008-2020’ by implementing strategies within this resource.
- Consider the potential for drink driving and associated harm in relation to new liquor licence applications.
- Consider harm minimisation conditions on new high risk applications as part of the liquor licence application process. This may include provision of food, adequate seating, availability of non and low-alcohol products, restricting high risk products that encourage rapid intoxication (e.g. shots) and promoting the use of public transport.
- Engage with community and local stakeholders to identify issues of concern and work collaboratively to implement local actions to address the causes of road safety issues.
- Support and promote state wide road safety campaigns to educate and encourage road users to understand the risks and potential consequences of drink-driving.
- Reduce speed limits, develop dedicated bike and walking paths and introduce traffic calming methods in areas of high pedestrian density where licensed premises are prominent.



TIPS

Support and promote state wide road safety campaigns to educate and encourage road users to understand the risks and potential consequences of drink-driving.

⁶⁶ Drink Driving (2013). Road Safety for Life. <http://www.roadsafetyforlife.com/index.php/2013-09-17-10-12-13/drink-driving>

⁶⁷ Road Safety Council (2009) Towards Zero Road Safety Strategy 2008-2020. Perth

Case Study: WALGA RoadWise Program⁶⁸

The WALGA RoadWise Program aims to engage Local Governments in locally driven, community actions that support road safety outcomes. The RoadWise Program aims to build the capacity of Local Government and other stakeholders to prevent or reduce death or serious injury in Western Australia. Below are examples of how RoadWise Committees have contributed to addressing drink driving concerns within their communities.

Northam RoadWise Committee

WALGA Roadwise Officers in the Wheatbelt, have been working with Local Government and sporting clubs and associations to reduce the incidence of drink driving in the region. They are supporting the Avon and Mortlock Football Associations to seek small grants that fund a dedicated ‘Drink Driving is Never OK’ football round in different towns across the Wheatbelt. As part of this, players sign a pledge not to drink and drive, and a policy is adopted that no alcohol is consumed by players within the first hour of finishing the game. Management support is critical and over the years, the support for drink driving strategies within the sporting club setting has received an increasing amount of traction.

Swan RoadWise Committee

The Swan RoadWise Committee partnered with WA Police to conduct a Blow zero and win campaign, an initiative usually repeated each Christmas and New Year period. This initiative is about responsible alcohol consumption behaviours and driving. The Committee provided local police stations with forms to be distributed to those motorists who blew zero (BAC 0.00) during a random breath test. Completed forms were returned to City of Swan and three winners were drawn receiving a prize to positively reinforce the road safety message.

Armadale and Gosnells RoadWise Committee

In a joint venture to raise awareness and educate the broader community on the dangers of drink driving and ways to reduce the incidence of drink driving, the members of the Armadale and Gosnells RoadWise Committees attended a WA Police Random Breath Testing operation. Whilst police tested drivers and checked licences and vehicle registrations, Committee members handed out educational information to drivers who tested positive, though within legal limits, to drive. This was to remind them of the dangers of drinking and driving and to encourage them to remain alcohol free next time they drive. Those drivers who blew 0.00 were, as positive reinforcement, entered in the chance to win a gift voucher.

Further information

The [Road Safety Commission](#) seeks to improve coordination and community awareness of road safety to reduce injury and trauma on WA roads. The Road Safety Commission prioritises the four cornerstones of the [Towards Zero – Road Safety Strategy for WA 2008-2020](#) which includes Safe Road Use, Safe Road and Roadsides, Safe Speeds and Safe Vehicles.

Resources

- [WALGA RoadWise initiatives and resources.](#)

⁶⁸ Credit: Karen White, Cliff Simpson and Rodney Thornton from WALGA-Roadwise for providing the information for this case study

LOCAL GOVERNMENT SCENARIO FOUR

“THERE ARE SO MANY NEW RISKS RELATED TO ALCOHOL THAT WE ARE BEING ASKED TO DEAL WITH – LIKE FASD. WHAT CAN LOCAL GOVERNMENTS DO IN THIS SPACE?”

FACTORS TO CONSIDER

Fetal Alcohol Spectrum Disorder (FASD)

FASD is an umbrella term for the range of physical, cognitive, behavioural and neurodevelopmental abnormalities that result from the exposure of a foetus to maternal alcohol consumption during pregnancy.

FASD is a whole of community issue and is not unique to Aboriginal communities. A broad population approach should consider how the message ‘no alcohol during pregnancy is the safest choice’ is delivered. Where appropriate, ensure culturally secure prevention strategies are developed in consultation with the Aboriginal Community.



“FASD is a whole of community issue and is not unique to Aboriginal communities.

POTENTIAL SOLUTIONS FOR THIS SCENARIO

Local Government cannot work on these emerging issues alone. The first step is to find out what is already being done in this space by other agencies such as your local Public Health Unit, the Telethon Kids Institute or by contacting the Mental Health Commission.

If FASD has been identified as an issue, the solution for Councils is to work in partnership with other agencies. For example, Local Governments could:

- Support the Alcohol.Think Again campaign message ‘No alcohol is the safest choice for pregnant and breast feeding women. This is because it can affect the development of the baby’.
- Support Strong Spirit Strong Future which is a Western Australian Aboriginal-specific education campaign to increase awareness of the recommendation of the National Health and Medical Research Council to abstain from drinking alcohol during pregnancy.
- Disseminate existing campaign resources from the Strong Spirit Strong Future media campaign such as the popular Mary G Healthy Pregnancy advertisement which is available at www.youtube.com/watch?v=Muvo88a7rhA
- Work with local community groups such as Local Drug Action Groups.
- Promote International FASD awareness day on 9th September each year or host an event. See www.nofasd.org.au/community/international-fasd-awareness-day
- Encourage male staff within your Local Government to support the pregnant women in their lives by not drinking alcohol. See www.pregnantpause.com.au/
- Support NOFASD Australia – National Organisation for Fetal Alcohol Spectrum Disorders at www.nofasd.org.au/
- Visit FASD Hub Australia for more information, tools and resources that are current and evidence-based at www.fasdhub.org.au/
- Consult with local community regarding local FASD events, involving Aboriginal Elders and encouraging male involvement.
- Work with others to investigate whether supply-reduction strategies and (including culturally appropriate) enforcement of existing laws would work in your community.
- Work with local health professionals and GPs to encourage appropriate alcohol and pregnancy brief intervention screening for all women of childbearing age and provide advice on alcohol use in pregnancy and referral and information on where to go for treatment and support to stop use.

LOCAL GOVERNMENT SCENARIO FIVE

“WE USED TO HAVE AN ALCOHOL ACCORD. DO WE STILL NEED ONE?”

FACTORS TO CONSIDER

Liquor Accords agreement and purpose

Liquor Accords are voluntary agreements entered into by licensees in a local community and relevant government agencies, Local Government and other stakeholders. The purpose of an Accord is to collectively minimise and prevent alcohol-related harm and promote responsible practices in the sale, supply and service of liquor in the local community.

Accords are often coordinated by police or Local Government. Problems with anti-social behaviour, misuse of alcohol, crime and alcohol-related violence and safety concerns are often the key reasons for starting an Accord.

Evaluations of Liquor Accords around Australia have produced mixed results. Some [show](#) no significant improvements in any of their intended outcomes, including assaults and server practices, where others suggest that benefits other than reducing harm have been shown. Such benefits include facilitating positive working relationships and networking opportunities with other local stakeholders, sharing knowledge and tips about making venues feel welcoming, assisting to develop strategies for managing difficult patrons, providing information and updates about changes to liquor laws, providing information about licence conditions and how to improve compliance with liquor laws, implementing improvements to business standards and making entertainment districts a more enjoyable place for residents and visitors.^{69,70}



TIPS

Work with local community groups such as Local Drug Action Groups. Work with others to investigate whether supply-reduction strategies would work in your community.

⁶⁹ Manton E 2014, ‘Liquor accords: do they work?’ in E. Manton, R. Room, C. Giorgi & M. Thorn (eds) Stemming the tide of alcohol: liquor licensing and the public interest, Foundation for Alcohol Research and Education in collaboration with The University of Melbourne, Canberra.

⁷⁰ Graham K, Homel R (2009) Raising the Bar – Preventing Aggression in and around Bars, Pubs and Clubs. Alcohol and Alcoholism Jnl; 44(6):638.

POTENTIAL SOLUTIONS FOR THIS SCENARIO

It is up to individual Local Governments to decide if an Accord will work for them

It may be useful to:

- Develop up the Terms of Reference for an Accord and monitor how it functions over a 12 month period to assess whether it is worth continuing.
- Ensure any Accord is realistic and achievable in its aims and objectives.
- Remember that Accords do not replace enforcement of the Liquor Control Act.
- Consider alternate strategies alongside Accords including a whole of Council alcohol policy or the inclusion of alcohol in your Public Health Plan.



“Such benefits include facilitating positive working relationships and networking opportunities with other local stakeholders, sharing knowledge and tips about making venues feel welcoming, assisting to develop strategies

Case Study: The Norseman Accord

The Norseman Voluntary Alcohol Agreement

In the early 2000s, members of the Aboriginal community in Norseman, in the Goldfields region, became increasingly concerned that heavy alcohol consumption was the main cause of chronic health problems in their community.

Reviews of alcohol prevention measures have consistently identified supply restrictions as highly effective. The Aboriginal community in Norseman is distributed throughout the township, so the option of declaring themselves dry was not available. However, recognition that certain beverages were particularly associated with heavy drinking led the Aboriginal community to propose restricting the sale of these products. The Norseman Hotel is the only outlet in town with a licence to sell packaged liquor to the general public, and at a meeting on 13 November 2007 with local community and service agency representatives, the local Licensee agreed to voluntarily restrict the hours of sale and quantities sold to any one individual of products nominated by the Aboriginal community.

The Norseman Voluntary Alcohol Agreement was developed and restricted sales on certain items between midday and 6pm, Monday to Friday. At all other times the sale of these products was not permitted.

An [evaluation](#) of this Agreement indicated that the restrictions were successful in terms reducing consumption of targeted beverages, being cask wine and fortified wine, led to improved social behaviour, community climate was better because of less public drunkenness and family function had improved and domestic violence had decreased.⁷¹

There was some concern that such a voluntary agreement may be difficult to replicate in larger communities with several licensed premises.

More information

- Racing, Gaming and Liquor have a policy on Liquor Accords that can be accessed [via their website](#).
- The Western Australia Police Department have a webpage on Liquor Accords [via their website](#).

⁷¹ Midford R, McKenzie J, Mayhead R (2016). Alcohol Accords can work: Long-term evaluation of the Norseman Voluntary Liquor Agreement. Drug and Alcohol Research Connections.

LOCAL GOVERNMENT SCENARIO SIX

“MORE OFTEN WE ARE SEEING UNDERAGE EVENTS ADVERTISED AS ALCOHOL FREE, YET THE SETTING IS A LICENSED VENUE. CAN WE DO ANYTHING ABOUT THESE EVENTS?”

FACTORS TO CONSIDER

Section 126A of the Liquor Control Act 1988

The development of entertainment and cultural opportunities for underage young people (U18s) is a valuable strategy to support community wellbeing.

The location of an underage event can support or detract from the positive outcomes created by these opportunities.

Section 126A of the *Liquor Control Act 1988* allows a licensee to apply to have an event solely for underage young people on all or part of a licensed premises and that these functions should only be aimed at catering for juveniles between the ages of 13 and 17 years of age.

Venues approved to hold an underage event must ensure that alcohol will not be advertised, sold, supplied or consumed in that part of the premises to which the U18s will be admitted. All alcohol must also be removed or securely locked away or made inaccessible to U18s.⁷²

Research shows that licensed premises play a significant role in shaping attitudes, expectancies and behaviours of young people regarding alcohol.⁷³ In the case of an underage event on licensed premises, this has the potential to create expectancies and a desire to attend such venues sooner, and familiarity with staff. Other risk factors for Local Governments to consider could include:

- the time that the event will finish and what is likely to be happening in the area at that time. For example, in entertainment precincts, if an event finishes late at night on a weekend, large numbers of U18s would be exiting into an environment where many adults are likely to have been drinking.
- transport options to support the U18s to vacate the area quickly.
- history of the venue in question.

POTENTIAL SOLUTIONS FOR THIS SCENARIO

What can Local Governments do to reduce the harm associated with U18 events in licensed settings?

- Request Racing, Liquor and Gaming notify your Local Government when a licensed premises has applied to host one of these events.
- Get familiar with the conditions of approval set out in the *Juveniles - Present on Licensed Premises for Reasons Other Than Work/Training – A Policy of the Director of Liquor Licensing*⁷⁴ to understand the requirements of licensees seeking to de-licence their venue.
- Encourage alternative venues (such as youth centres) for U18 events that come to your attention at the planning stage.
- Ensure the venue has adequate security staff.
- Ensure drop off and collection points are clearly accessible and visible.
- Emphasise to the promoters and youth groups hosting the events that safeguards need to be put in place to ensure the U18's wellbeing and safety.



“Encourage alternative venues (such as youth centres) for U18 events that come to your attention at the planning stage. Ensure drop off and collection points are clearly accessible and visible.”

⁷² Licensing, February 2017. Pg 4. http://www.rgl.wa.gov.au/docs/default-source/rgl/juveniles_present_on_licensed_premises_for_reasons_other_than_work_training.pdf?sfvrsn=0

⁷³ Roche, Ann M & Drinkwise Australia & National Centre for Education and Training on Addiction (Australia) 2008, Young people and alcohol: the role of cultural influences: an examination of the cultural drivers of risk-taking behaviour and their effects on 'low risk', 'risky' and 'high risk' use of alcohol among 14-24 year old Australian drinkers, Adelaide, S. Aust Drinkwise Australia

⁷⁴ Juveniles - Present on Licensed Premises for Reasons Other Than Work/Training – A Policy of the Director of Liquor Licensing, February 2017. http://www.rgl.wa.gov.au/docs/default-source/rgl/juveniles_present_on_licensed_premises_for_reasons_other_than_work_training.pdf?sfvrsn=0



“The location of an underage event can support or detract from the positive outcomes created by these opportunities. Transport options to support the U18s to vacate the area quickly and the history of the venue in question.

STAGE 4

INTEGRATE

A Whole of Local Government Approach

Now that you have decided on which alcohol-related strategies your Local Government is willing to prioritise, it is recommended that these be included in a policy or plan to ensure consistent implementation across the whole organisation and sustainability.

Given the range of Local Government departments that have a remit for alcohol-related harm, there is a need to achieve considerable joining-up and integration of policies at ‘whole of Local Government’ level. The rationale for whole of government work is to eliminate ‘silos’, or departments working in isolation from one another, to achieve seamless government. It aims to avoid having different policies cut across and undermine each other, and to optimise the impact of Local Government by using all of the instruments at your disposal. A whole of Local Government approach to alcohol management is one of the best ways for a Local Government to achieve a cost effective and positive means of creating a safer, healthier community.

On the following pages are examples of two key strategies to facilitate the whole of Local Government approach.



TIPS

The information collected through data analysis, community and stakeholder consultation and mapping of Local Government business relating to alcohol, will assist in deciding the scope of the policy and management plan.

Example One - Developing a whole of Local Government alcohol policy and position statement

As each department can have different legislative mandates and roles, it can be difficult to work towards a common goal without the umbrella of a good alcohol policy that links to other relevant strategic and operational plans.

An alcohol policy with an agreed Council position provides a common starting point for any officer or department of the Local Government working with alcohol-related issues. With a clear direction, the entire organisation is able to understand what they aim to achieve, making it easier to develop appropriate action to get results. The information collected through data analysis, community and stakeholder consultation and mapping of Local Government business relating to alcohol, will assist in deciding the scope of the policy and management plan.

Some Local Governments develop local policies to specifically guide decision-making on licence applications, whereas others have more comprehensive policies that cover a gambit of issues including public drinking, supporting a mix of both day-time and night-time economies, restrictions on signage and branding at Council owned or leased facilities, litter control, facilitating alcohol free events or disseminating health information on reducing alcohol-related harm.

It is common for a Local Government Alcohol Policy to integrate some policy recommendations related to policy levers that fall outside the legislative role of Local Government, however they are included because they are important to the overall effort to reduce alcohol-related harm. [The City of Mandurah's Alcohol Policy](#) is an example of this.

Every Local Government is unique and it is difficult to showcase all policies that may feed into the development of a whole of Local Government alcohol policy. However, the following *Table 1: Type of policies that could be reviewed*, along with **Tool 6: Policy planning summary template** and **Tool 7: Local Government policy target**, objectives and examples provide a guide to the type of policies that could be reviewed when developing a whole of Local Government alcohol policy or position statement.

TOOL

TOOL 6
[CLICK HERE](#) OR SEE
PAGE 111

TOOL

TOOL 7
[CLICK HERE](#) OR SEE
PAGE 112

TABLE 1: TYPE OF POLICIES THAT COULD BE REVIEWED

Policy stream	Local Government Intervention
Community safety policy	CCTV
	Community patrols
	Lighting, refuse bins, public toilets
CPTED Strategy	Public drinking bans
	Restrictions on trading hours
Public Health Plan/Policies	Community awareness of alcohol-related harm
	Advertising, availability of alcohol on Council owned property
	Consultation & data collection
Local Planning Schemes/Policies	Litter
	Outlet density, locality of licensed venues, type of licences, size of licensed venues
Transport Policies	Subsidised late night transport

Case Study: City of Armadale Alcohol Risk Minimisation Management Practice

The City of Armadale Policy

The City of Armadale has developed the Alcohol Risk Minimisation Management Practice to encourage and assist Officers across the City of Armadale to take all reasonable measures to prevent risks to public health, safety and amenity resulting from the sale, supply and consumption of alcohol.

In this policy, the City of Armadale recognise they are ‘in a position to help minimise alcohol-related harm through supporting safer environments for drinking, managing the physical availability of alcohol, and through environmental design and planning that supports community wellbeing.’⁷⁵

The policy has application throughout the whole of the City and is divided into four main sections:

- Assessing applications for licensed premises and liquor licences.
- Supporting and organising events.
- Leasing and hiring of Council owned land, property and facilities.
- Responding to community.

More information

The City of Armadale Policy – HLTH 3 - Alcohol Risk Minimisation (p.266) and Management Practice – HLTH 3 – Alcohol Risk Minimisation (p.268)⁷⁶ can be found [here](#) or on the City of Armadale’s website.

⁷⁵ City of Armadale (2013). Policy – HLTH 3 – Alcohol Risk Minimisation. https://www.armadale.wa.gov.au/sites/default/files/assets/documents/publications/Current_Policy_Manual.pdf. p.266

⁷⁶ City of Armadale (2013). Management Practice – HLTH 3 – Alcohol Risk Minimisation. https://www.armadale.wa.gov.au/sites/default/files/assets/documents/publications/Current_Policy_Manual.pdf. p.268.

Example Two – Integrating Alcohol in your Public Health Plan

Every Local Government is required to develop an evidence-based and community specific Public Health Plan under the *Public Health Act 2016*.

A Public Health Plan is a comprehensive set of proposed activities that informs the way in which public health is managed within a Local Government and also provides an avenue of communication to your community.

Your Public Health Plan should build on past experiences and have a suite of strategies that address and balance the more traditional public health risks and legislative requirements with the emerging areas of and roles within the social health and chronic disease management strategies. This comprehensive approach to a Public Health Plan will ensure it promotes community wellbeing and connectedness.

Council policy and legislative responsibilities should be a primary focus for any Local Government Public Health Plan. There will always be the need for Local Government to address public health risks such as noise, waste management and food safety.

However Public Health Plans are community led and risk based so allow Councils to reassess current management styles and adopt an entirely new or amended approach to planning, managing and measuring public health within the organisation. Public Health Plans provide opportunities to position resources strategically within your Local Government and enhancing the capacity for public health services across the organisation.

A Public Health Plan should identify the health and wellbeing needs of your community and establish priorities and strategies for a three year period. It should also provide a framework for an integrated and collaborative approach that will support and enhance the community's ability to lead healthy, productive and rewarding lives. Alignment with the [State Interim Public Health Plan](#) is recommended.

Alcohol should only be listed in the Public Health Plan if it has been identified as a priority through the data analysis, community and stakeholder consultation and resource review.

For additional information on developing your Public Health Plan, refer to www.phaiwa.org.au/wp-content/uploads/2017/06/Public-Health-Planning-Guide-FINAL.pdf

Case Study: Shire of East Pilbara Public Health Plan 2014-2017⁷⁷

The Shire of East Pilbara is the largest Local Government in the Southern Hemisphere. The population is 11950 and there is a significantly high proportion of males to females from ages 20 through to 60 years of age with just over 8000 males and almost 4000 females. This is indicative of the male dominated mining and construction industries which are the major attractions for working and living in the region. The median age of the Shire is 32 years, and there is a significant Aboriginal and Torres Strait Islander population representing 17% of the population.

In 2013, the Shire embarked on the process of developing a whole of Local Government Public Health Plan that was guided by local data, community and stakeholder consultation, the identification of local public health risks and alignment with existing Council priorities and resources. The Plan was one of the first for a remote WA Local Government and it aimed to improve the health and wellbeing of all who live in, work in and visit the Shire. The aim of this Plan is to provide Council with a strong leadership role in the health and wellbeing of the Shire's population, particularly by:

- adopting a leadership and advocacy role in population health planning;
- having a whole of Local Government approach to delivering health and wellbeing initiatives;
- developing active external partnerships; and
- engaging Councillors and other influential community leaders and members to lead the way to a healthy and fulfilling lifestyle.

Alcohol use and harm was identified as one of the six priority areas to be addressed in the Plan. Within these priority areas, Fetal Alcohol Spectrum Disorder (FASD) was also identified as a concern. The Council identified that the existing Community Safety and Crime Prevention Plan 2014-2016 also addressed alcohol-related issues, and many of the activities that Community Development planned also integrated components to reduce alcohol consumption and promotion. A review of organisations working in the Pilbara on alcohol-related issues uncovered a plethora of activity – much of it occurring in isolation without input from like minded organisations. Some specific strategies that the Shire could lead, included alcohol free public spaces, events and planning controls. The Shire played a key role in joining up services to ensure a coordinated approach and better outcomes in relation to reducing alcohol-related harm for the community. An implementation plan was then developed to guide the more specific and time limited activities. To view a copy of the Shire of East Pilbara's Public Health Plan, go to: www.eastpilbara.wa.gov.au/Shire-Services/Health-and-safety-services/Public-Health-Plan

Resources

For more information on integrating alcohol into your Public Health Plan or on a Whole of Council Alcohol Policy go to:

- Public Health Planning: A guide to developing a Local Government Public Health Plan developed by PHAIWA and Stoneham and Associates. Available at: <http://www.phaiwa.org.au/2017/06/28/public-health-planning-a-guide-to-developing-a-local-government-public-health-plan/>
- Interim State Public Health Plan. Available at: <http://ww2.health.wa.gov.au/~media/Files/Corporate/general documents/Public Health Act/First Interim State Public Health Plan.ashx>

⁷⁷ Credit – Edmore Masaka and Melissa Stoneham provided this case study.



“The Plan was one of the first for a remote WA Local Government and it aimed to improve the health and wellbeing of all who live in, work in and visit the Shire.

STAGE 5 MONITORING AND REVIEW

Reporting Progress and Outcomes

Why Review?

This step notes the benefits of monitoring and reviewing particular elements that support the Local Government planning framework to ensure it is effective.

It is important to track your success and to identify challenges and barriers. There is a need to focus on performance at both the operational (service) and strategic (organisational) levels within Local Governments.

The monitoring and review process helps to:

- assess what is working and what is not;
- make adjustments to alcohol-related plans and strategies;
- discuss emerging alcohol-related or workforce which may have arisen; and
- decide who you need to report outcomes and action to.

Key Questions to Ask

Some of the key questions to consider during this step include:

- Have we delivered against our strategic priorities and with the partners intended?
- Are we doing the right strategies based on the current and available evidence?
- Did we do what we said we would do to reduce alcohol-related harm in our community?

- How well did we do it and are stakeholders and community members better off? Have we obtained advice from experts in data collection during the planning process to contribute to a robust and credible methodology?
- Have we met all legislative obligations and requirements?
- Have we reduced key local risk indicators in relation to alcohol-related harm ?
- Are there better ways of achieving the results? What can we learn from good practices, lessons learned and possible alternative options?

Monitoring and Review Strategies

Some of the key strategies to consider during this step include:

- *Reporting within:* it is imperative to report back to Council on the progress with the MAIOC framework. This report should demonstrate the value and communicate the outcomes to the community. This report should link to strategic documents, and be a lever for future priority setting within your Local Government.
- *Reporting to others:* There needs to be a clear purpose and demand for undertaking monitoring, review and evaluation activities. Information produced from this process must be targeted for specific audiences and be incorporated into the governance arrangements in order to enhance

transparency and accountability. Activities that occur isolated from decision-making or commence after implementation is complete are of limited value to initiative participants. For example, if alcohol-related harm is included in your Public Health Plan, you will need to develop a report for the WA Health Department of any outcomes or progress.

- *Involve stakeholders:* All relevant stakeholders should be engaged for monitoring, review and evaluation activities to be successful. Clearly communicating the benefits of activities and providing the necessary support creates opportunity for willing participation and ownership. An open process that allows stakeholders access to information increases credibility and ownership of alcohol-related harm reduction strategies.

- *Apply the results and make the best use of results:* Findings and recommendations must be tailored for specific audiences, depending on how they are being applied for different contexts. The findings need to be applied to the decision-making process to ensure the original objective is achieved. They will inform any corrective actions that are required, including ending an initiative. Review and evaluation information can contribute to the evidence base for further policy development and provide justification for spending priorities or savings.



“All relevant stakeholders should be engaged for monitoring, review and evaluation activities to be successful.

PART FOUR

4 SUPPORT SHEETS AND TOOLS

APPENDIX A

NEWS > PILBARA NEWS

Booze ban for Exmouth Shire

Alicia Perera Pilbara News
Tuesday, 21 February 2017 7:27PM



The Shire of Exmouth has introduced an alcohol free workplace policy. Picture: WA News, Michael Wilson

The Shire of Exmouth has become an alcohol-free local government workplace after last week introducing a policy preventing the consumption of booze on Shire premises.

Shire of Exmouth interim commissioner Ian Fletcher introduced an alcohol-free workplace policy at the February council meeting with the aim of implementing better occupational health and safety standards and saving money that may otherwise be spent on buying alcohol.

Exmouth is believed to be only the second local government in WA to adopt the policy after the Shire of Chittering.

Mr Fletcher said it would bring the Shire into line with a movement towards more responsible drinking practices in modern workplaces.

“This is becoming consistent with norms with other organisations,” he said. “There is a complete alcohol ban on any premises of (several major resource companies).

“That means you cannot consume alcohol on any of their premises.”

Mr Fletcher said the policy would not stop Shire employees from having a drink outside work.

WA Local Government Association president Lynne Craigie said local governments were able to introduce policies on alcohol and drug use to help them meet their employment and occupational health and safety OHS responsibilities. “The issue of employees being impaired by alcohol or drugs at work is a very serious one, and in the local government context it is even more so when considering the use of heavy vehicles out in the community,” she said.



TABLE OF SUPPORT SHEETS AND TOOLS

Number	Name	Location
Fact Sheet 1	Evidence for Action: Supply of Alcohol	Page 91
Fact Sheet 2	Evidence for Action: Reducing the Demand for Alcohol	Page 93
Tool 1	Developing a Community Alcohol Profile	Page 95
Tool 2	Local Government Alcohol-related Data	Page 99
Tool 3	MHC Mapping Tool - Mapping Alcohol-related Priorities in a Community	Page 102
Tool 3A	Utilising Tool 3 - MHC Mapping Tool - Mapping Alcohol-related Priorities in a Community	Page 103
Tool 4	Local Government Alcohol-related Activity Mapping Tool	Page 106
Tool 5	Review of Existing Plans and Policies Relating to Alcohol Management	Page 110
Tool 6	Policy Planning Summary Template	Page 111
Tool 7	Examples of Local Government Policy Target, Objectives and Related Activity	Page 112

FACT SHEET 1

EVIDENCE FOR ACTION: SUPPLY OF ALCOHOL

Alcohol outlet density

- For every additional on-premises licence granted in a Local Government Area, such as hotels, restaurants, nightclubs or social clubs, the incidence of violent assaults increased 5%.¹
- A US study which found higher initial levels of drinking and excessive drinking were observed among youths residing in zip codes with higher alcohol outlet densities.²
- Increased alcohol outlet density is associated with increased rate of domestic violence, with the most substantial effect found for packaged alcohol outlets.³
- For every 20% increase in the density of alcohol establishments, violent crime increased. The most significant was an increase in the incidence of assaults by 4.3%.⁴
- For every 10,000 additional litres of pure alcohol sold by an off-premises outlet, or liquor store, the risk of violence on residential premises increased by 26%.⁵
- Off-premises outlets, such as the ‘big box’ liquor stores, allows customers to purchase more alcohol and increases the risk of alcohol-related injury.⁶
- For every 10% increase in the density of packaged alcohol outlets, the risk of alcohol consumption in adolescents increased 3-5%.⁷

Alcohol outlet trading hours

- Restricting pub closing times to 3.30am in Newcastle, Australia, saw assault incidence reduce by 37% (which equates to approximately 33 assaults prevented per quarter).⁸
- In Sydney, a 24.8% reduction in alcohol-related serious injury and trauma presentations to the ED in 12 months was observed after the introduction of new liquor regulations.⁹
- Extending trading hours by one hour in two night life areas of Amsterdam, increased the number of alcohol-related injuries by 34%.¹⁰ This increase was particularly significant for weekends between 2.00am and 5.59am.
- In Norway, for every additional hour extension to the opening time of premises selling alcohol, violent crime increased by 16%.¹¹
- National research evidence for the relationship between consumption, harm and trading hours for licensed premises has consistently demonstrated that increased trading hours for licensed premises are associated with increased levels of consumption and/or harm.¹²
- In the 2016 FARE annual alcohol poll, 82% of Australians believed that pubs, clubs and bars should close at 3am or earlier.¹³

¹ Liang, W & Chikritzhs, T. (2011). Revealing the link between licensed outlets and violence: Counting venues versus measuring alcohol availability data. *Drug and Alcohol Review*, 30, 524–535

² Meng-Jinn, C., Grube, J.W., & Gruenewald, P.J. (2010). Community alcohol outlet density and underage drinking. *Addiction*, 105(2), 270-278.

³ Livingston, M. (2011). A longitudinal analysis of alcohol outlet density and domestic violence. *Addiction*, 106(5), 919-25

⁴ Toomey, Traci L.; Erickson, Darin J. ; Carlin, Bradley P. ; Lenk, Kathleen M. ; Quick, Harrison S. ; Jones, Alexis M. ; Harwood, Eileen M. (2012). The association between density of alcohol establishments and violent crime within urban neighbourhoods. (2012). *Alcoholism: Clinical and Experimental Research*, 36(8), 1468-1473.

⁵ Liang, W & Chikritzhs, T. (2011). Revealing the link between licensed outlets and violence: Counting venues versus measuring alcohol availability data. *Drug and Alcohol Review*, 30, 524–535

⁶ Hobday, M., Chikritzhs, T., Liang, W., & Meuleners, L. (2015). The effect of alcohol outlets, sales and trading hours on alcohol-related injuries presenting at emergency departments in Perth, Australia, from 2002 to 2010. *Addiction*, 110(12), 1901-1909.

⁷ Rowland, B. ; Toumbourou, J.W. ; Satyen, L. ; Tooley, G. ; Hall, J. ; Livingston, M. ; Williams, J. (2014). Associations between alcohol outlet densities and adolescent alcohol consumption: A study in Australian students. *Addictive Behaviours*, 39(1), 282-288

⁸ Kypri, K., Jones, C., McDuff, P., & Barker, D. (2011). Effects of restricting pub closing times on night-time assaults in an Australian city. *Addiction*, 106(2), 303-310.

⁹ Fulde, G.W., Smith, M., & Forster, S.L. (2015). Presentations with alcohol-related serious injury to a major Sydney trauma hospital after 2014 changes to liquor laws. *Medical Journal of Australia*, 2(203), 366.

¹⁰ de Goeij, M., Veldhuizen, E., Buster, M., Kunst, A. (2015). The impact of extended closing times of alcohol outlets on alcohol-related injuries in the nightlife areas of Amsterdam: a controlled before-and-after evaluation. *Addiction*, 110(6), 955-64.

¹¹ Rossow, I., & Norstrom, T. (2012). The impact of small changes in bar closing hours on violence. The Norwegian experience from 18 cities *Addiction*, 107(3), 530-537.

¹² National Drug Research Institute 2007, *Restrictions on the sale and supply of alcohol: Evidence and Outcomes*, National Drug Research Institute, Curtin University of Technology, Perth. p.xii.

¹³ Foundation for Alcohol Research & Education. Annual alcohol poll 2016: Attitudes and behaviours. Retrieved from <http://fare.org.au>

¹⁴ Hodgson, R. (2012, March 30). Commentary: The government’s alcohol strategy. Alcohol Research UK. Retrieved from www.alcoholresearchuk.org.

¹⁵ Wyllie, A. Holibar, F. Jakob-Hoff, M. Casswell, S. (1993) A qualitative investigation of responses to the introduction of wine in New Zealand grocery outlets. *Journal of Contemporary Drug Problems*, Spring 1993. P. 47

FACT SHEET 2

EVIDENCE FOR ACTION: REDUCING THE DEMAND FOR ALCOHOL

Alcohol in supermarkets

- The sale of alcohol from supermarkets has been positively associated with an increase in alcohol consumption. A study in Sweden found that when grocery stores were granted permission to sell beer, total consumption increased by 15%, and fell by the same when the decision was reversed. The reversal of the decision also led to a reduction in motorcycle accidents and hospital admissions for alcohol-related problems in those under 20.¹⁴
- A New Zealand qualitative investigation of responses to the introduction of wine in New Zealand grocery outlets observed that the ability to more readily treat wine as an everyday commodity, while possibly making people feel more comfortable, is evidence of a normalisation process. The long-term consequences of this process may be a concern from a public health perspective if it eventually leads to increased consumption.¹⁵
- Another study on the impact of introducing the sale of wine alongside grocery items found that the increased availability of table wine in New Zealand was significantly associated with a 17% increase in the consumption of wine.¹⁶
- In the 2016 FARE annual alcohol poll, 62% of Australians believed that alcohol should not be sold in supermarkets.¹⁷

Alcohol supply and promotion in conjunction with child-focussed activity

- Children are vulnerable to the influence of the environments they are exposed to.¹⁸
- Research indicates that the elements of an environment can influence views and behaviours. For example, where alcohol is a visible element in relation to child-focussed activity it helps to build a connection between the two, whereby a child’s positive feelings about the activity (e.g. sport) become associated with alcohol.¹⁹
- Drinking is a learned behaviour that is a product of several factors, including social and cultural influences. The way people drink reflects the ‘behaviours, social norms, standards, values, expectations, structures and constraints’ that operate around them. ‘These are largely created and controlled by the adults of the community.’²⁰
- Early initiation to alcohol use is a predictor of future harmful drinking and related issues, including an increased risk of many mental health and social problems.²¹
- According to the National Health and Medical Research Council Alcohol Guidelines, alcohol consumption affects performance and the immediate effects of drinking can endanger the lives of the drinker and/or others. Therefore, in some situations, not drinking is the safest option. This includes: when supervising children.^{22, 23}

Alcohol in the workplace

Alcohol can contribute to significant health, social and economic costs for workplaces.¹

Harmful alcohol use is associated with workplace accidents and injuries, reduced productivity, increased absenteeism and decreased on-the-job performance.²

The effects of alcohol in the workplace can lead to poor work relations, reduced staff morale, staff turnover and early retirement within the organisation.²

The workplace culture, including co-worker drinking behaviours and expectations, can directly influence employees drinking patterns.³ Messages concerning alcohol and drug harm prevention and minimisation delivered in the workplace are likely to influence the wider community via employees’ interaction with family, friends, and other social networks.⁴

An Australian study found that some workplace alcohol and other drug (AOD) policies were associated with reduced employee substance use. Having an AOD policy in place was associated with significantly decreased odds of high risk drinking.⁵

Alcohol sponsorship of events, activities and awards

Alcohol sponsorship at music festivals and concerts connect alcohol brands with positive feelings of enjoyment and fun, and can embed brands in consumers’ experience of entertainment.⁶

Children and young people are particularly vulnerable to alcohol sponsorship and can reportedly recall at least one sponsorship brand of a sporting team correctly.⁷ Sponsorship of junior sporting programs is unregulated, so children are not protected from exposure to alcohol branded promotion.⁸

Community sporting clubs receiving alcohol sponsorship, including the provision of free or discounted alcoholic drinks, report greater levels of alcohol consumption.⁹ In the 2016 FARE annual alcohol poll, 60% of Australians believed that alcohol sponsorship should be banned from sport.¹⁰

¹⁴ Wagenaar, A. C. and Langley, J. D. (1995) Alcohol licensing system changes and alcohol consumption: introduction of wine into New Zealand grocery stores. *Addiction*, 90(6), pp. 773-783. P. 782

¹⁵ Foundation for Alcohol Research & Education. Annual alcohol poll 2016: Attitudes and behaviours. Retrieved from <http://fare.org.au>

¹⁶ Roche, A., Bywood, P., Borlagdan, J., Lunnay, B., Freeman, T., Lawton, L., Tovell, A., and Nicholas, R. 2007. Young People and Alcohol: The Role of Cultural Influences. National Centre for Education and Training on Addiction, Adelaide.p.11.

¹⁹ Theunissen, J. (2013). Impact of alcohol and junk food advertising in sports assessed on children. Science Network Western Australia.

²⁰ Roche, A., Bywood, P., Borlagdan, J., Lunnay, B., Freeman, T., Lawton, L., Tovell, A & Nicholas, R 2007, Young People and Alcohol: The Role of Cultural Influences, National Centre for Education and Training on Addiction, Adelaide, P.16

²¹ Brown and Tapert 2004 as cited in Commonwealth of Australia 2009, Australian Guidelines to Reduce Health Risks from Drinking Alcohol, National Health and Medical Research Council, Canberra, p.62.

²² National Health and Medical Research Council (2009) Australian Guidelines to reduce health risks from drinking alcohol: Commonwealth of Australia., p.6.

²³ Commonwealth of Australia. 2015. The right mix. Alcohol and injury. Available from: <https://www.therightmix.gov.au/factsheets/alcohol-and-injury> (Accessed 27 February 2018).

¹ VicHealth, 2012. Reducing alcohol-related harm in the workplace (An evidence review: summary report). Victorian Heath Promotion Foundation, Melbourne, Australia.

² VicHealth, 2012. Reducing alcohol-related harm in the workplace (An evidence review: summary report). Victorian Heath Promotion Foundation, Melbourne, Australia.pg 9

³ Pidd, K., & Roche, A. (2013). Workplace alcohol and other drug programs: What is good practice? Policy Talk: Australian Drug Federation, Melbourne, Australia.

⁴ Pidd, K., Roche, A. (2009) Prevention of alcohol-related harm in the workplace. Issues Paper No 10. September 2009. Drug Info Clearinghouse.

⁵ Pidd, K., Kostadinov, V., Roche, A. (2016). Do workplace policies work? An examination o the relationship between alcohol and other drug policies and worker’ substance use. *International Journal of Drug Policy*, 28, 48-54.

⁶ Rowley, J., & Williams, C. (2008). The impact of brand sponsorship of music festivals.

Marketing Intelligence & Planning, 26(7), 781 - 792

⁷ Bestman, A., Thomas, S., Randle, M., Thomas, S. (2015). Children’s implicit recall of junk food, alcohol and gambling sponsorship in Australian sport. *BMC Public Health*, 15, 1022-1031

⁸ Watson, W., Brunner, R., Wellard, L., & Hughes, C. (2016). Sponsorship of junior sport development programs in Australia. *Australian and New Zealand Journal of Public Health*, 40(4), 326-328

⁹ O’ Brien, K., & Kypri, K. (2008). Alcohol industry sponsorship and hazardous drinking among sportspeople. *Addiction*, 103(12), 1961-1966.

¹⁰ Foundation for Alcohol Research & Education. Annual alcohol poll 2016: Attitudes and behaviours. Retrieved from <http://fare.org.au>

¹¹ Kingsland, K., Wiggers, J.H., Vashum, K.P. Hpdders, R.K., & Wolfenden, L. (2016).

Sporting clubs and alcohol

In Australia and across the world, studies show that people who engage in sports are more likely to consume alcohol at levels that put them at short or long term risk.¹¹

Members that attend sporting clubs with ‘happy hour’ promotions or alcohol-only awards or prizes, are twice as likely to consume 5 or more drinks at the club.¹²

Implementing alcohol management practices in community sporting clubs does not compromise club revenue or membership¹³ and can reduce reliance on alcohol sales for income. Adopting alcohol management strategies can increase membership over time, particularly non-playing members, females and young people.¹⁴

Clubs that advance through each of the accreditation stages of the Good Sports Program reduce their odds of risky alcohol consumption on the day that they play.¹⁵

Exposure to advertising and promotion of alcohol

Alcohol advertising is linked to alcohol-related behaviours and increased alcohol consumption in young people.¹⁶ Exposure to alcohol advertising is reportedly influential to alcohol initiation and drinking habits in adolescents.¹⁷

Young people who are exposed to alcohol marketing are more likely to engage in binge and hazardous drinking.¹⁸ A US study showed children attending schools in neighbourhoods where alcohol advertisements were common, tended to want to drink more and, compared with other children, had more positive views of alcohol.¹⁹

Young drinkers’ in-store shopping experiences and exposure to sales promotions influence the type, range, and quantity of alcohol purchased.²⁰

Sponsorship of junior sporting programs is unregulated, so children are not protected from exposure to alcohol branded promotion.²¹ Community sporting clubs receiving alcohol sponsorship, including the provision of free or discounted alcoholic drinks, report greater levels of alcohol consumption.²²

In a US study, when exposed to alcohol advertising, adolescents perceived people their age who drink alcohol more favourably and perceived alcohol use to be more normative.²³

TOOL 1
DEVELOPING A COMMUNITY
ALCOHOL PROFILE

Develop a community alcohol profile

Purpose:

- To become aware of the nature and degree of alcohol problems in the community.
- To identify the factors that support or cause the alcohol problems to occur.
- To identify which of these factors Local Government can realistically influence to prevent and reduce local alcohol problems.
- To inform effective use of limited Local Government resources.

Rationale:

- Given the limited resources of Local Governments and their broad scope of responsibility, it is beneficial to place resources where they are most needed and most likely to have a positive, long term impact.
- Having a good understanding of the real issues can help.
- An effective suite of linked planning and strategic documents that support alcohol management will address issues that are either occurring, or have the potential to occur, within a community. Sometimes it is not obvious that alcohol is a factor involved, so it is important to properly understand the issue.

Recommended approach

The following steps provide some guidance for Local Governments to assist with this process.

1. Identify local issues of concern to the community.
2. Clarify the nature of the issues, when they occur, how often, who is involved and who is affected.
3. Determine which of the issues directly or indirectly impact on or relate to Local Government business.
4. Determine which of the issues have alcohol as a causal or associated factor.
5. Identify the specific alcohol-related factors that contribute to the local problems occurring.
6. Identify how those alcohol-related factors work to support problems occurring.
7. Identify how Local Government could prevent or minimise the problem (directly or indirectly).

Intervention in sports settings to reduce risky alcohol consumption and alcohol-related harm: a systematic view. Systematic Reviews, 5(12), 1-14.

¹² Kingsland, M., Wolfenden, L., Rowland, B.C., Gillham, K.E., Kennedy, V.J., Ramsden, R.L., Colbran, R.W., Weir, S., & Wiggers, J.H. (2013). Alcohol consumption and sport: a cross-sectional study of alcohol management practices associated with at-risk alcohol consumption at community football clubs. BMC Public Health, 13, 762-771.

¹³ Wolfenden, L., Kingsland, M., Rowland, B., Doods, P., Sidey, M., Sherker, S., & Wiggers, L. (2016). The impact of alcohol management practices in sports club membership and revenue. Health Promotion Journal of Australia, 27, 159-161.

¹⁴ Crundall, I. (2012). Alcohol management in community sports clubs: impact on viability and participation. Health Promotion Journal of Australia, 23, 97-100.

¹⁵ Rowland, B., Allen, F., & Toubmourou, J.W. (2012). Association of risky alcohol consumption and accreditation in the ‘Good Sports’ alcohol management programme. Journal of Epidemiology and Community Health, 66(8), 684-690.

¹⁶ Anderson P, de Bruijn A, Angus K et al. (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. Alcohol 44, 229–43.

¹⁷ Jones, S., and Magee, C. (2011). Exposure to Alcohol Advertising and Alcohol Consumption among Australian Adolescents. Alcohol and Alcoholism, 46(5), 630–637.

¹⁸ Jernigan, D., Noel, J., Landon, J., Thornton, N., & Lobstein, T. (2016). Alcohol marketing and youth alcohol consumption: a systematic review of longitudinal studies published since 2008. Addiction.


¹⁹ Pasch, K, Komro, K, Perry, C, Hearst, M and Farbakhsh, K 2007. ‘Outdoor Alcohol Advertising Near School: What Does It Advertise and How It Is Related to Intentions and Use of Alcohol Among Young Adolescents?’ Journal of Studies on Alcohol and Drugs, p. 587-596. P587

²⁰ Pettigrew, S., Biagioni, B., Jones, S., Daube, M., Kirby, G., Stafford, J., & Chikritzhs, T. (2015). Sales promotion strategies and youth drinking in Australia. Social Science & Medicine, 141, 115-122.

²¹ Watson, W., Brunner, R., Wellard, L., & Hughes, C. (2016). Sponsorship of junior sport development programs in Australia. Australian and New Zealand Journal of Public Health, 40(4), 326-328.

²² O’ Brien, K., & Kypri, K. (2008). Alcohol industry sponsorship and hazardous drinking among sportspeople. Addiction, 103(12), 1961-1966.

²³ Martino, S.C., Kovalchik, S.A., Collins, R.L., Becker, K.M., Shadel, W.G., & D’Amico, E.J. (2016). Ecological momentary assessment of the association between exposure to alcohol advertising and early adolescents’ beliefs about alcohol. Journal of Adolescent Health, 58(1), 85-91.



TIPS

- Regional Local Governments may find it useful to create a profile that acknowledges the different issues within the various towns that are part of the Local Government area.
- It is important to recognise the different contributing factors to alcohol issues that may be present within each community.
- On the following pages are examples of information that could be included in a community alcohol profile. It is a guide only and in some cases, data suggested may not be available in your Local Government area. It is recommended that where more detailed or other sources of information are available, that they are used as part of the profile process.

Alcohol Profile Master Template

SECTION A: THE Local Government AREA		
	Data available	Possible sources of data/information
Area (km²)		Local Government
Total population		Australian Bureau of Statistics
Number of towns /suburbs / communities		Local Government
Name of towns/ communities		Local Government
Average income		Australian Bureau of Statistics
At risk groups		Australian Bureau of Statistics
Per capita consumption estimates (by Statistical Division only)		National Alcohol Sales Data project www.ndri.curtin.edu.au/research/nasdp.cfm

SECTION B: TOWN PROFILES		
	Data available	Possible sources of data/information
Area (km²)		Local Government
Total population		Australian Bureau of Statistics
Average income		Australian Bureau of Statistics
At risk groups		Australian Bureau of Statistics
Number of Schools		Systems performance team at the Department of Education (08) 9264 4111. (Schools by suburb)

ALCOHOL AVAILABILITY		
Data type	Examples	Possible source
Number of liquor licences (by licence type)	<ul style="list-style-type: none">Hotel.Hotel Restricted.Tavern.Tavern Restricted.Liquor Store.Small Bar.Special Facility_____ (type)Club.Club Restricted.Nightclub.Restaurant.Producers.Wholesalers.	Racing, Gaming and Liquor. www.rgl.wa.gov.au
Number of existing permits	<ul style="list-style-type: none">Ongoing late night Extended Trading Permits (ETP's).<ul style="list-style-type: none">10pm to 12 » 12 to 1am12 to 2am » other (list)Liquor without a meal permit (restaurant).<ul style="list-style-type: none">including alfresco.Sunday Extended Trading Permit.<ul style="list-style-type: none">8am start » 10am start12 noon start » 6pm close12am close » 10pm close8pm closeOther_____	Local Government departments such as Environmental Health and Planning. Racing, Gaming and Liquor can provide ETP's within a Local Government Area (LGA) but breakdown by time of day is not available.
Liquor licence applications for past 12 months (or longer)	<ul style="list-style-type: none">Number of new licence applications by licence type (applied vs. granted).Number of licence variation applications by type e.g. Extended Trading Permits (applied vs granted).Number of Occasional Licences applied for and granted.	Local Government departments dealing with liquor licences (e.g.. Environmental Health, Planning). Racing, Gaming and Liquor - may be able to provide this data depending on LGA size and other factors. Requests need to be in writing.

HEALTH		
Data type	Examples	Possible source
Alcohol-related hospitalisations (non individual identifying)	<ul style="list-style-type: none">By type of condition.	Department of Health.
Alcohol-related deaths (non individual identifying)	<ul style="list-style-type: none">By type of condition.	Department of Health.

POLICE		
Data type	Examples	Possible source
Assaults	<ul style="list-style-type: none">Total.	WA Police website: www.police.wa.gov.au
Crime statistics	<ul style="list-style-type: none">Property damage.Crash statistics.Graffiti.	WA Police website: www.police.wa.gov.au

Local Government		
Data type	Examples	Possible source
Alcohol-related noise complaints	<ul style="list-style-type: none">Categorised and recorded noise complaints.	Complaints register Environmental Health
Alcohol-related litter	<ul style="list-style-type: none">Clean-up costs associated with events and licensed premises.Volume collected.Type of litter (e.g. cans, glass).	Rangers Contracted Waste Management Environmental Health
Patrol data	<ul style="list-style-type: none">Type of incident or call out (eg. Property damage, party) where alcohol was a contributing or related factor.	Rangers Community Security
Resident and business complaints	<ul style="list-style-type: none">Complaints by residents.	All relevant Local Government departments
Maintenance and management of public space	<ul style="list-style-type: none">Number of incidents and costs associated with alcohol-related property damage, damage to bus stops, flora and fauna.Graffiti incidents and proportion of clean up costs.Cleaning costs (alcohol-related litter).	Rangers Environmental Health Officers
Community attitudes and concerns	<ul style="list-style-type: none">Community surveys on local alcohol issues, crime and safety surveys.	All relevant Local Government departments

Source: WA Local Government Association, Mental Health Commission and Planning Context 2017: *Local Government Town Planning Guideline for Alcohol Outlets*, Perth, Western Australia.

TOOL 2

LOCAL GOVERNMENT ALCOHOL-RELATED DATA

Data collection

Keeping record of alcohol-related activity or issues that relate to the business of your Local Government does not have to involve complex data systems or analysis skills. For example, a simple excel document with different spreadsheets for different departments can be used to record information. See the **Tool 3: MHC Mapping Tool – Mapping Alcohol-Related Priorities in a Community**; **Tool 3A: Facilitator Guidelines** and **Questions when utilising Tool 3** and **Tool 4: Local Government Alcohol-Related Activity Mapping Tool** for ideas.

The following table provides some examples of the type of data and information Local Governments can collect. Where possible, it is recommended that all information is recorded by time of day and location.



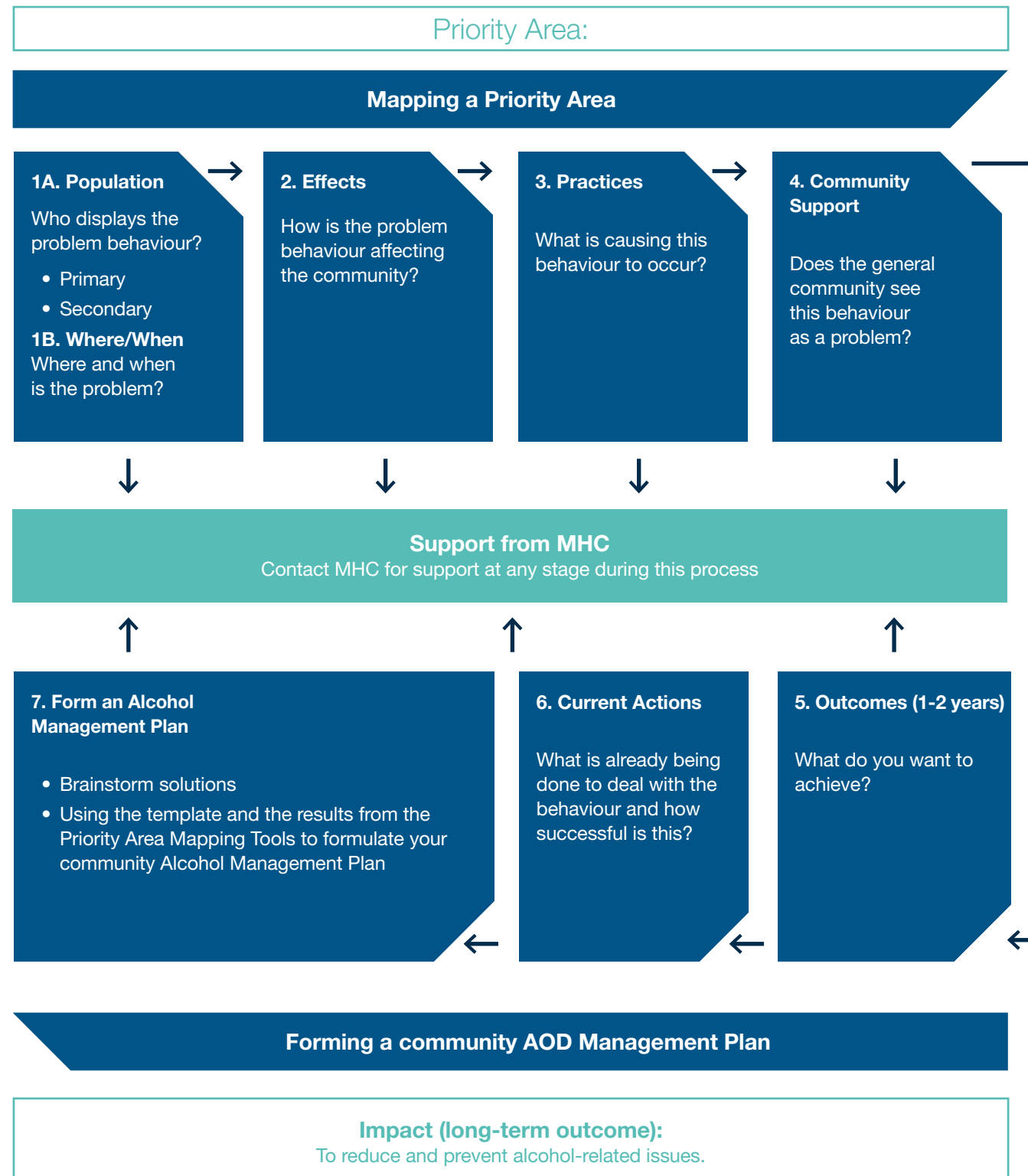
“Keeping record of alcohol-related activity or issues that relate to the business of your Local Government does not have to involve complex data systems or analysis skills.

Data type	Examples	Possible source	What can this data tell you?
Alcohol-related noise complaints	<ul style="list-style-type: none">Categorised and recorded noise complaints, including enforcement options used.	<ul style="list-style-type: none">Complaints register.Environmental Health.	Noise complaints that show a definite link to excessive alcohol consumption may indicate a need to look at the local availability of alcohol and to liaise with the relevant people involved about the role of alcohol in the issues at hand.
Alcohol-related litter	<ul style="list-style-type: none">Clean-up costs associated with events & licensed premises.Volume collected.Type of litter (e.g. cans, glass).	<ul style="list-style-type: none">Rangers.Contracted waste management.Environmental Health.	<p>Alcohol-related litter can provide Local Government workers with information on where people congregate when drinking as well as the types and volumes of liquor being consumed.</p> <p>Alcohol-related litter information collected can be used to liaise with local licensees and business operators about concerns or inform assessments of liquor licence applications.</p> <p>Large amounts of litter left by at risk groups in parks could indicate a need to work with appropriate social and community based services to engage with those groups.</p> <p>Litter can assist to identify where liquor may have been purchased from (identification of alcohol brands sold at particular outlets) and then consumed in public places which could indicate a need to work with relevant licensees.</p>
Community and security patrol data	<ul style="list-style-type: none">Type of incident or call out (e.g. property damage,party) where alcohol was a contributing or related factor.No. of callouts that were alcohol-related.Location of call outs.	<ul style="list-style-type: none">Rangers.Community Safety.Security.	Information that security patrols can collect will often be more timely and specific to the locality than other external sources of data and can inform planning and other relevant Local Government decisions to support and uphold community amenity.
Alcohol outlet count and density	<ul style="list-style-type: none">GIS systems.No. liquor outlets.Location of liquor outlets.	<ul style="list-style-type: none">Planning.	<p>Identify distance from one outlet to another and proximity to community based facilities, such as schools and sports clubs.</p> <p>This data can be mapped against the locations where alcohol-related crimes and incidents occur to represent the connection between alcohol outlet density and community problems.</p>

Data type	Examples	Possible source	What can this data tell you?
Maintenance and management of public space	<ul style="list-style-type: none">Number of incidents and costs associated with alcohol-related property damage, damage to bus stops, flora and fauna.Clean up costs associated with damage.	<ul style="list-style-type: none">Rangers.Environmental Health.	Identify public places where alcohol was a contributing factor to antisocial behaviour.
Community attitudes and concerns	<ul style="list-style-type: none">Number of community concerns relating to alcohol through complaints register or community surveys.	<ul style="list-style-type: none">Community Services Officer.All relevant departments.	Identify concerns by community related to alcohol that needs further investigation.
Resident and business complaints	<ul style="list-style-type: none">Complaints by residents recorded using specific software. May involve electronic service request systems or excel. More elaborate programs such as 'Electronic Document Management systems' are sometimes also available.	<ul style="list-style-type: none">Email available for people to write to Council and register complaint.Electronic complaints system. All Departments.	Identify concerns by residents and businesses related to alcohol that needs further investigation.
Liquor licence applications	<ul style="list-style-type: none">Number of existing licences by licence type.	<ul style="list-style-type: none">Racing, Gaming and Liquor (www.rgl.wa.gov.au).All Departments dealing with liquor licences (eg Environmental Health, planning).	<p>This data can give you information about the number and mix of licence premises in your area.</p> <p>This data can be mapped against the locations where alcohol-related issues occur.</p>
Community consultation regarding high risk licence applications		<ul style="list-style-type: none">All Departments dealing with liquor licences. (eg Environmental Health, planning).	<p>This data can be used to identify the existing concerns by the community.</p> <p>Potential to identify any gaps in Local Government key strategic documents that could be addressed to manage future community concerns.</p>

Source: WA Local Government Association, Mental Health Commission and Planning Context 2017: Local Government Town Planning Guideline for Alcohol Outlets, Perth, Western Australia.

TOOL 3 MHC MAPPING TOOL – MAPPING ALCOHOL-RELATED PRIORITIES IN A COMMUNITY TOOL 3A FACILITATOR GUIDELINES AND QUESTIONS WHEN UTILISING TOOL 3 - MHC MAPPING TOOL



Mapping alcohol-related priorities in a community

The purpose of the MHC Mapping Tool is to support communities to identify issues in relation to local alcohol-related harm to inform the development of local strategic plans. The Tool can be used as a guide to ‘unpack’ key concerns and generate discussion in a group situation as part of the planning and implementation process.

A range of questions and guidelines are provided below to assist facilitators when using the MHC Mapping Tool.¹

For more information or support when utilising the MHC Mapping Tool, contact MHC, Community Programs on 6553 0600 or email communityprograms@mhc.wa.gov.au

When facilitating the MHC Mapping Tool activities, it is the facilitator’s role to:

1. ensure the group stays on task;
2. reframe questions and repeat them to keep exploring the concern;
3. be inquisitive;
4. actively listen; and
5. NOT PROVIDE SOLUTIONS.

QUESTIONS TO BE USED IN CONJUNCTION WITH THE MHC MAPPING TOOL

1a Population	1b.Where/When
<ul style="list-style-type: none">Who displays the problem behaviour? (e.g. Male/female, age, ethnicity, FIFO, locals, sports clubs?)Is there a primary and or secondary group?Who does it impact on?Who is involved?Who and/or what is the cause of the problem?Who is part of the problem?	<ul style="list-style-type: none">When does the issue mostly occur?Where does the issue mostly occur?Are there other places or times the issue occurs?What time of day does the issue mostly happen?Are there any days of the week this issue occurs more often?
2. Effects	
<ul style="list-style-type: none">How is the problem behaviour affecting the community?What does this (concern) look like in the community?How long has this been going on for?How does this impact your service delivery?How does this impact the broader community?Who sees this as a problem?Is this a concern for the whole community?	
3. Practices	
<ul style="list-style-type: none">What is enabling the issue to happen (e.g. people, environment, events)?What is contributing to the concern (e.g. environment, housing, funding)?Who is enabling the issue to happen (e.g. people, groups, companies, corporations)?How does the community’s culture impact on the issue (eg. Is this the way it has always been)?What else?	
4. Community Support	
<p>After examining the alcohol-related problem behaviour in a community, groups are often very motivated to shift into action. Prior to action it is extremely important to identify if the broader community recognises there is a problem with AOD use in their community.</p> <ul style="list-style-type: none">Is the community aware of the behaviour?Does the general community see this behaviour as a problem?What is the community’s attitude to the behaviour? Positive, negative, unsure? <p>By identifying where the community is at, appropriate action can be implemented to continue moving the community towards behaviour change.</p>	

QUESTIONS TO BE USED IN CONJUNCTION WITH THE MHC MAPPING TOOL

5. Outcomes

An outcome is a sentence stating the positive impacts on the community that the group hopes to achieve through implementing described actions. Outcomes reflect the measurable change (or lack thereof) in the community.

- If the planned activities are completed as intended, what benefits will the community see?
- What do we want to achieve?
- Make sure identified outcomes are SMART (specific, measurable, action oriented, realistic, time based).

Examples:

- The community is more aware and knowledgeable of the harms associated with alcohol use.
- Increased ability of stakeholders (local agencies, services and licensed venues) to identify and respond to alcohol-related issues in an appropriate manner.
- The community is more aware of support services and how these can be accessed.

6. Current Actions

- What is currently being done in the community to deal with this concern? – Think specific projects, events, materials which may have been created, meetings to address the behaviour/concern.
- Who is involved in managing this concern? – Think of individuals, organisations, businesses, community groups, not for profit groups.
- Has this behaviour been discussed among community members/organisations etc.?
- Who (individual/organisation) may know if anything else is happening to manage this behaviour? They may have moved from the community or been in a previous role which may have useful information.
- Does this behaviour happen in other communities? What are they doing to address the concern?
- Are these projects/programs evidence-based?

7. Solutions

When brainstorming solutions it is imperative you review the responses from the previous questions. This will ensure the action taken is relevant to the actual behaviour. In particular focus on question 3 – what is enabling this to happen? If the enablers can be addressed it will be easier to identify appropriate action to take. In addition, ensure the solutions address the agreed outcomes (not the overall issue) and keep the group on track regarding this.

- What could be done to address this behaviour?
- What has worked before that we could do again?
- What are other communities doing which might be suitable for this concern?
- Are the potential actions evidence based?
- Do the actions incorporate a mix of Demand, Supply and Harm reduction strategies.
- Form an Alcohol and Other Drug Management Plan (AODMP)

Other things to consider

Resources Available

- What resources/support is currently available in the community to manage this behaviour – services, community groups, businesses etc.
- Are there any state or national resources/programs/grants which could be accessed to address this concern/behaviour?
- What support or resources are other communities using to manage similar concerns in their communities?
- What other resources do we need to implement our planned actions?
- Who will lead the implementation of each identified solution?

Source: Mental Health Commission Community Mapping Tool, 2018

¹ Reproduced with the permission of the Mental Health Commission: Counting venues versus measuring alcohol availability data. Drug and Alcohol Review, 30, 524–535

TOOL 4

LOCAL GOVERNMENT
ALCOHOL-RELATED
ACTIVITY MAPPING TOOL

This support sheet includes a Local Government Alcohol-related Activity Mapping Tool template

MAP Local Government ACTIONS RELATED TO ALCOHOL	IDENTIFY EXISTING LEGISLATION AND POLICY GUIDING YOUR Local Government's ALCOHOL MANAGEMENT
Purpose	Purpose
<ul style="list-style-type: none">To identify existing Local Government resources dedicated to alcohol management and prevention of issues or problems.To identify opportunities for inter-department collaboration and avoid duplication.To inform the development of an alcohol management framework.	<ul style="list-style-type: none">To identify existing mechanisms for preventing alcohol problems.To identify gaps in the alcohol management framework and what is needed to address alcohol-related issues effectively.
Rationale	Rationale
<ul style="list-style-type: none">The development of an alcohol management framework that includes all areas of the Local Government can result in a more cost-effective system for dealing with alcohol problems and supports a consistent approach.To fully understand the alcohol-related actions of your Local Government, identify all of the activities that either indirectly or directly relates to alcohol.This mapping exercise should consider the current roles and responsibilities of all levels of Local Government that relate to alcohol.	<ul style="list-style-type: none">For an alcohol management framework (or individual plan/policy) to be effective, it is important that there are appropriate links to relevant policies, strategic plans and planning scheme where appropriate.Where possible, aligning all of the Local Government's policies, schemes and plans that may directly and indirectly impact on alcohol management will result in a more consistent approach to alcohol issues, which is more likely to lead to positive outcomes.

See: Local Government Alcohol-related Activity Mapping Tool in this Support Sheet.

Local Government Alcohol-related Activity Mapping Tool

Source: South Metropolitan Public Health Unit (2013). Pathway to reducing harm from alcohol consumption: A guide for Local Government. Fremantle SMPHU, Department of Health WA. Reproduced with permission from South Metropolitan Public Health Unit.

Department or service: _____

(please state which service or department you are from)

Comments:

1. Fill out the below table by ticking the relevant box and include any written comments.

2. Identify the staff position responsible for the areas. Codes defined below.

ROLE OF Local Government DEPARTMENTS AND SERVICES										Staffing Positions: Executive E Manager M Coordinator C Officer O Administrator A			
LIQUOR LICENCES	OPERATIONS				COMMUNITY SERVICES				Governance Strategic				
	Planning	Environmental Health	Building Engineering	Ranger Depot	Community Services	Local Government Facilities	Youth	Recreation & Leisure					
1. Liquor licence applications: new or existing premises													
2. Review of liquor licence applications													
3. Discretionary decisions relating to premises that may require a category A liquor licence													
4. Application for extended trading permits and Occasional licence													
5. Intervention to a liquor licence application													
6. Community events													
7. Event application from external organisations													
8. Council events													
9. Youth events													

ROLE OF Local Government DEPARTMENTS AND SERVICES Staffing Positions: Executive E Manager M Coordinator C Officer O Administrator A										
	OPERATIONS					COMMUNITY SERVICES				
COUNCIL-OWNED LAND, PROPERTY AND FACILITIES	Planning	Environmental Health	Building Engineering	Ranger Depot	Community Services	Local Government Facilities	Youth	Recreation & Leisure	Governance Strategic	
1. Beaches reserves and jetties										
2. Public pools and recreation facilities										
3. Public open space										
4. Halls										
5. Sporting/leisure and recreation clubs										
6. Joint use reserves										
7. Street parties										
8. Senior citizens centre										
9. Alcohol management at events										
10. Fees and charges										
11. Local Government property										
12. Managing and maintenance of public open space										
13. Code of practice for aquatic facilities										
14. Policy for permits										

Department or service: (please state which service or department you are from)

1. Fill out the below table by ticking the relevant box and include any written comments.

2. Identify the staff position responsible for the areas. Codes defined below.

Comments:

Department or service: (please state which service or department you are from)

1. Fill out the below table by ticking the relevant box and include any written comments.

2. Identify the staff position responsible for the areas. Codes defined below.

Comments:

ROLE OF Local Government DEPARTMENTS AND SERVICES Staffing Positions: Executive E Manager M Coordinator C Officer O Administrator A										
RESPONDING TO THE COMMUNITY	COMMUNITY SERVICES			OPERATIONS				GOVERNANCE STRATEGIC		
	Local Government Facilities	Recreation & Leisure	Community Services	Ranger Depot	Building Engineering	Environmental Health	Planning			
1. General 'whole of organisation' alcohol policy										
2. Noise/complaints										
3. Graffiti										
4. Education										
5. Community concerns										
6. Litter										
7. Vandalism										
8. Crime and safety										
9. Resident and business complaints										

TOOL 5

REVIEW OF EXISTING PLANS
AND POLICIES RELATING TO
ALCOHOL MANAGEMENT

COUNCIL PLAN	ALCOHOL MANAGEMENT ACTIONS	HOW IS THIS LINKED TO THE COMMUNITY STRATEGIC ACTION PLAN?
Health/Wellbeing Plan		
Local Planning Strategy, Local Planning Schemes Activity Centre structure plans, precinct design guidelines and local planning policies		
Public Open Space Strategy		
Public Transport Plan		
Disability Access and Inclusion Plan		
Reconciliation Plan		
Community Safety/Crime Prevention Plan		
Tourism Strategy		
Strategic Community Plan		

TOOL 6

POLICY PLANNING
SUMMARY TEMPLATE

This tool is a template that can assist in the compilation and summary of baseline data and existing legislation and policy that guides Local Government’s alcohol management when developing a whole of Local Government alcohol policy or position statement.

SUMMARY	EXAMPLES OF SOURCES OF INFORMATION
1. Key alcohol-related issues in the community:	
	<ul style="list-style-type: none">Community written survey.Key stakeholder consultation (police, health, precinct groups, local business).Alcohol-related statistics (sourced from police, health, Local Government, local business).
2. Factors contributing to those issues occurring:	
	<ul style="list-style-type: none">Community written survey.Key stakeholder consultation (police, health, precinct groups, local business).Alcohol-related statistics (sourced from police, health, Local Government, local business).
3. Issues and factors your Local Government is able respond to:	
	<ul style="list-style-type: none">Internal planning meeting with managers of strategic and business sections.Consultation with operational officers.Collated Local Government data.
4. Existing alcohol-related Local Government activity:	
	<ul style="list-style-type: none">Internal planning meeting with managers of strategic and business sections.Consultation with operational officers.Collated Local Government data.
5. Existing relevant policy, legislation and strategic/ corporate documents:	
	<ul style="list-style-type: none">Collection of plans and policies from all departments within Local Government.

TOOL 7

EXAMPLES OF LOCAL GOVERNMENT POLICY TARGET, OBJECTIVES AND RELATED ACTIVITY

AREA 1 GOAL: BUILD PROACTIVE POLICY AT THE LOCAL GOVERNMENT LEVEL	
Target	<ul style="list-style-type: none">All makers of policy and plans within Local Government.
Objective/s	<ul style="list-style-type: none">To place alcohol management on the agenda of all Local Government policy and plan makers.To identify the organisational/structural obstacles to integrated action on alcohol management.
Examples	<ul style="list-style-type: none">Alcohol management prioritised in the Corporate/Strategic Plan.Alcohol management considerations built into Local Planning Strategies and Local Planning Schemes.Alcohol Management initiatives integrated into Community Safety and Crime Prevention Plans.Development of a Strategic Framework for Integrated Local Area Planning.
AREA 2 GOAL: ESTABLISH, ENHANCE AND MAINTAIN INTERSECTORAL PARTNERSHIPS	
Target	<ul style="list-style-type: none">All key stakeholders in local and state government, non-government organisations, and industry sectors.
Objective/s	<ul style="list-style-type: none">To identify key stakeholders and gain a general understanding of their views and organisational contexts through Stakeholder Analysis.To develop strategies that engage the right stakeholders at the right time within the framework of the Alcohol Management Plan.To agree upon and document a joint vision between the key stakeholders and establish clear goals, objectives and performance indicators for each project undertaken in partnership.
Examples	<ul style="list-style-type: none">Participation in groups such as: Inter-agency Groups (e.g. City of Stirling); Local Drug Action Teams (e.g. Esperance); Local Wellbeing Groups (e.g. Pingelly); and Licensee Forums (e.g. Manjimup).Development of protocols that define responsibilities of key agencies in relation to large alcohol events, reduce duplication of activities, identify specific communication mechanisms, and determine agreed processes between each agency.

AREA 3 GOAL: CREATE BUILT AND NATURAL LOCAL ENVIRONMENTS THAT SUPPORT BETTER ALCOHOL MANAGEMENT AND LESS HARM	
Target	<ul style="list-style-type: none">The physical (built & natural) environments.
Objective/s	<ul style="list-style-type: none">To assess physical environments and ensure they support community safety and reduced alcohol-associated anti-social behaviour.
Examples	<ul style="list-style-type: none">Integration of Crime Prevention through Environmental Design (CPTED) considerations into development assessment of proposals for licensed premises.Creation of Precinct Plans (local planning policy) for entertainment nodes addressing alcohol management issues.
AREA 4 GOAL: STRENGTHEN COMMUNITY ENGAGEMENT AND ACTION AT A LOCAL LEVEL	
Target	<ul style="list-style-type: none">Residents of the Local Government area.
Objective/s	<ul style="list-style-type: none">To strengthen community engagement and action in setting priorities, making decisions, strategies and implementing them to achieve better alcohol management.
Examples	<ul style="list-style-type: none">Local Community Drug Action Groups.Community involvement in implementing Safety Audits.Informing community of how to be involved in local licensing matters.



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