

INQUIRY INTO ALCOHOL-RELATED VIOLENCE IN
QUEENSLAND

Submission Paper.

125

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Author: Ron Waters-Marsh. Bsc App Psych'
Senior Community Crime Prevention Officer,
Mackay District Police District.
57 – 59 Sydney Street, Mackay Q. 4740
Ph. [REDACTED]

N.B – This report was completed for submission by the Mackay City Safe Group October 2009.

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Queensland Parliament Submission based on Issue Paper – August 2009

INQUIRY INTO ALCOHOL – RELATED VIOLENCE IN QUEENSLAND.

City Safe Mackay is a community organisation formed under the auspices of the Mackay Regional Council and Member for Mackay Hon Tim Mulherin to address violence and antisocial behaviour in the Mackay CBD and near environs. The committee recognises that alcohol and substance related violence is a significant proportion of the antisocial behaviour that occurs in the Mackay CBD. The City Safe committee therefore discusses and endorses strategies calculated to curb such violence. The committee is made up of Regional Council membership, State government and community stakeholder organisations. Strategies include support by member organisations using their resources including increased police presence using foot and vehicle patrols, Council expenditure on amenity and safety, Health promotion and community awareness schemes. City Safe is about to launch a significant promotion campaign based on the “Its in your Hands” alternatives theme. It is anticipated that this saturation promotion will be embedded by Christmas 2009.

Current and projected best practice models are researched and utilised. Inclusive of Legislation, Technological, Awareness and Education Campaigns and Crime Prevention through Environmental Design (CPTED) which are both venue and precinct based.

Legislative:

Responsible Service of Alcohol:

Bring the timeframes for existing staff in line with new staff members. The timeframe identified to June 2010 sends conflicting messages regarding the importance of the program. Implement consequences for venue staff that are identified as repeat offenders for breach of RSA, with loss of RSA accreditation and banning for gaining RSA in Qld.

RSA Topics

- Responsible service of alcohol
- Minors
- Unduly intoxicated and disorderly patrons
- Security
- Staff training
- Promotional activities
- Responsible hospitality practices
- Noise management
- Community and industry consultation regarding the conduct of the business
- Compliance with the *Liquor Act 1992* and other laws

Projected Initiative: Review timeframes for existing staff members and implement long term banning consequences for recidivist RSA breaches by staff, inclusive of breach consequences for venues. Include component of training to provide empowerment of staff to refuse service of alcohol to irate, intoxicated patrons.

Office of Liquor Gaming and Racing – Increased Licensing Fees and Fines:

Increases to licensing penalties and the cost of liquor licenses for venues with poor history of compliance and significant histories of liquor infringements. While the increase in fees has generated a greater level of awareness by venues due to a punishment based model of compliance. A model of supporting licensed venues with good records, for those, with reduced breaches, active involvement in liquor accords,

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engaging in extra training for staff and installation of identification scanning systems etc... by reduced costs of licenses etc, may also encourage compliance in conjunction with the positive punishment based model.

While the increased fines and licensing fees has generated revenue for the state government this does not appear to have translated into adequate resourcing and equipment for compliance officers. There is a visibly limited ability for liquor licensing officers to regulate the industry due to restricted budgets, conditions and hours of operations. Redundant Information Technology and software capabilities impact on compliance officer's ability to view surveillance media provided by outlets and effectively monitor the licensed venues in their district, while limited resources and equipment adversely impact on ability to regulate venues and create challenging workplace environments leading to high turnover of officers. Pay scales for regional officers need to reflect costs of living in rural and regional areas and relevant local remuneration levels.

N.B. Mackay District – 125000 sq' kilometres, OLGR compliance officers also cover Bowen and Collinsville. It is regulated by, one Senior Compliance Officer (AO5), one Compliance Officer (AO4), one Administrative Officer, one computer shared between both compliance officers, one shared vehicle. The limited area in the office space shared with other government agencies, means that compliance officers often have to hot desk when in the office together. Limited shift ability to operate after hours during the operating times of the licensed venues. With each officer granted one shift per fortnight to visit over 400 licensed venues after business hours across an area well over half the size of Victoria. This is similarly compounded by a high disposable income, high levels of single males residing in the district and high risk taking behaviour all supported by the coal industry. It is important to note that compliance officer position (AO4) was recently added to support senior compliance officer in the Mackay District. City Safe committee members recently met with Hon Tim Mulherin regarding the workload of these officers to support the large number of licensed premises.

The Mackay Police have recently appointed an informal Liquor Enforcement and Proactive Strategies (LEAPS) Officers, based in Mackay – provide intensive support for district based licensing officers, but a greater resource supported Mackay liquor licensing branch needs serious consideration, in order to adequately service this community, which is recognised as one of the fastest growing areas in Queensland.

Liquor Licensing Legislation – Brisbane Based – State-wide Inclusion:

Currently Liquor Licensing legislation '17 Point Plan' conditions associated to Brisbane based licensed venues do not include venues outside the south east corner of Queensland. In regional areas a process of creating a liquor accords, engaging venues to attend and requesting them to agree to a 'Code of Conduct' by the quorum of licensees at the accord. Once the 'Code of Conduct' is agreed upon it is drafted, distributed to licensees for approval. Once approved it is signed off by the licensees / nominees and the conditions are then added to the license agreement. This process is very protracted and often can take many months to have conditions added to local licensing agreements. Engagement with the local liquor accords in regional Queensland is often voluntary and creation of accords is left to District Crime Prevention Officers, Local Government Authority officers or OLGR officers.

Projected Initiative: - 17 Point Plan type Legislation that is implemented for Brisbane based venues to be included in state-wide licensing agreement for all licensed venues. Regional licensed venues can then apply for exemptions through their local liquor accord. This will provide greater consistency in licensing conditions across the state and encourage licensee / nominee engagement in their local liquor accord.

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Social Impact Policy – (Sustainable Resource Community Policy):

The Sustainable Resource Communities Policy implemented by the Queensland Government in September 2008 provides social impact assessment guidelines for mining organisations and their social responsibility. While the document identifies the need for consistency in impact assessments by individual resource companies, it fails to identify adequately the parameters of the social impact and does not include increased levels of single males, high disposable incomes and high risk taking behaviour, which often transfer into offensive, aggressive and violent behaviour in larger regional centres.

The document adequately identifies support for 'resource communities' identified in the Bowen Basin, Surat Basin and North West Minerals Province, but fails to identify that larger regional centres close to these communities, like Mackay, Roma, Dalby, Toowoomba etc are affected by the social impact of the mining industry, but are not provided for under the considerations of this document.

Many mining employees that reside in camp style accommodation are aware of the parameters of behaviour that will be accepted in the 'resource community' and if crossed potentially lose their accommodation, their employment and subsequently their lifestyle. While this is currently being used to engage support organisations in communities like Dysart through the Dysart liquor accord to create a culture of behaviour compliance in the community, these risks of loss of accommodation and lifestyle etc for offensive, aggressive and violent behaviour do not transfer across when these same employees are in areas such as Mackay and Airlie Beach, while off shift.

The Drive in Drive out (DIDO), Fly in Fly out (FIFO), culture prevalent in the mining industry often means that mine employees do not reside in smaller regional centres and choose to reside, in larger regional centres or major capital cities off shift. *"There are a number of social reasons why population movements to larger centres, including better employment opportunities (especially for partners), better educational and health services, increased recreation opportunities and quality of lifestyle factors". (Ivanova, Rolfe an Lockie, 2005)*

Projected Initiative: Qld State Government to develop guidelines for greater social impact assessment by resource organisations with plans to include support in larger regional centres like Mackay, Whitsundays, Dalby, Roma, Toowoomba, etc, where a majority of mining employees reside off shift. Impact plans may provide a funding body that provides support for the social impact of mining employees while off shift. Mining organisations can mitigate this involvement by adapting and enforcing a policy of harsh penalties for their employees that offend, assault or act violently while off shift, similar to the impact they would experience while in the 'resource community'. Awareness of this can be introduced into generic and site specific inductions as well as regular training and accreditation upgrades.

Under section five (5) of the policy document the partnerships between industry and community will need to include LGA's in larger regional centres like Mackay, Whitsundays, Dalby, Toowoomba etc, rather than just the 'resource communities' in the Bowen Basin, Surat Basin and North West Minerals Province.

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Hours of Operation – Late Night Licensed Venues – 'Pre-Loading', Sleep Deprivation, Circadian Rhythm Disorders and Social Culture Shifts.

The extensive hospitality industry experience of the author, regarding patron's capacity to consume alcohol and other substances and physically manage the demands on their body by dancing and socialising etc, has shown that about 4-5 hours is a maximum effective timeframe for this high level of activity for an average person. The shift in late night licenses, venues open to 4:00 – 5:00am, has resulted in a transfer in previous socialisation patterns of patrons that would go out to licensed venues between 8:00pm / 10:00pm and socialise until 02:00am and then return to a private residence to continue socialising if wanted.

Now nightclub patrons come out at 11.00pm – 12.00pm and socialise to 4:00 - 5:00am. This has presented in a culture shift from going out earlier, to going out later and remaining in licensed precincts to socialise, usually around late night convenience venue that operate 24hrs after venues have closed. An increased culture of pre loading on cheap drinks / illicit substances at home or elsewhere, before going out creates greater pressure on venues to cover operating expenses per head, from patrons that are already entering premises intoxicated or semi intoxicated. The shift in late licenses to 4:00 -5:00am now means that nightclub patrons may be pre loading for longer periods of time, prior to going out.

Physiological links to depression and mood disorders

The physiological impact on nightclub patrons staying awake longer and placing greater demands on their mental and physical health can be verified in common psychology under the DSM-IV-TR. Extended periods of sleep deprivation contribute to disruptions to the Circadian Rhythms necessary for all living organisms. Dyssomnia's and Circadian Rhythm disorders created by protracted periods of low or no sleep, disrupted patterns of sleep and increased physical activities include mood disorders and reduction in the production of Serotonin, which will contribute to depression. While there is no direct link to the extended trading hours of late night venues, the decrease in sleep and broken patterns of nightclub patrons and the increase in depression amongst the demographic of our nightclub aged patrons, the science is clear. Extended periods of broken or limited sleep as identified by the extended hours of nightclub operation, heightened by increases in physical activity and increased consumption of alcohol and other substances, inclusive of energy drinks and sugar, will affect mood and ability to effectively control behaviours leading to Dyssomnia. This has been identified in the DSM-IV-TR as Jet Lag or Shift Work types of Circadian Rhythm Sleep Disorders.

Projected Initiative: Changes to opening hours – It is recommended that late licenses be returned to 2.00am in areas identified as shared usage centres, i.e. CBD and retail precincts, Tourism based precincts, Business precincts, and Suburban areas.

In areas where dual or multiple uses of an area is determined as above, the urination, excrement, vomit, rubbish, broken glass not to mention blood is not appropriate for daytime users of the space that are left to clean it up. The negative impacts on daytime traders, tourism operators and professional businesses that have been adversely affected by late night traders and their patrons through loss of business have not yet been evaluated in monetary terms. It is the author's belief that it is only a matter of time before this is effectively done and a possible class action through loss of trade and subsequent ramifications trialled in the courts.

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From a business perspective, bringing the nightclub operating hours back to 2:00am reduces operational costs of staff, inclusive of security officers, reduces the time for nightclub patrons to pre load prior to going out as patrons will come out earlier and increases the ability to effectively gain the necessary cost per head from patrons without having to breach RSA requirements. Staff positions will not be lost, as staff positions that are currently rostered to start later will be brought forward to commence their shifts earlier and be able to finish earlier.

The extension of late night trading from 2:00am to 4:00 and 5:00am has been ineffective for a protracted period of time , with no clear indication that the benefits to the hospitality industry and the community, outweigh the adverse financial, social and personal costs to the community. In some cases as per Airlie Beach, the Whitsundays and Mackay the negative anecdotal and statistical affect to the greater community and perceptions of safety clearly outweigh the financial benefits to a few.

Lockouts– Altered Group Dynamics.

Limited and questionable effectiveness regarding the intention for patrons to leave nightclub precincts in staggered lots, to lessen impact on transport from precincts. It succeeded in encouraging the introduction of more late night support businesses, i.e. Night Owl, 7-11, Kebabs etc to open up to support those still in the precinct and as a result encouraged the patrons the lock out legislation intended to vacate the precinct, to stay and socialise around these food venues. The disruption to group balance and dynamics by the compulsory exclusion of patrons, due to lock outs has anecdotally seen more adverse impact and violence than benefit from the intended legislation. It has seen an increase in public nuisance offences – urination in public place, etc due to limited or no public amenities being made available as LGA's reduce levels of amenities provided. Patrons are unable to re enter nightclubs after lock outs and find it challenging accessing taxis and other transport to leave the precinct, if they want to. High risk to female patrons safety, due to disrupted social dynamic and support networks, left out on their own and facing the same issues with limited amenities for urination etc.

The return of late licenses to 2:00am will see the removal of lock outs and the anticipated reduction in public nuisance offences and lower the risk of disruption to the group dynamic and support networks. It is anticipated that patrons will leave the nightclub precincts and socialise in private residences or simply go home to bed.

LGA's will be able to provide a safer work environment for their cleaning contractors or staff to ensure the precinct is in an appropriate condition for the next users.

Old Health Smoking Legislation

Impacting on smokers by requiring them to leave their social group or support network and enter into an open environment usually the street, creating an opportunity for exposure to assault from passer by etc, close proximity due to vehicle traffic on roads, often mean that smoking patrons are confined to the limited footpath area, higher risk of injury or assault also creating adverse impact on pedestrian traffic susceptible to passive smoke from nightclub patrons.

Projected Initiative: Designated Outdoor Smoking Area (DOSA) requirements need to facilitate opportunity to keep patrons in venues wherever possible and limit the requirement for them to be loitering in public space. In areas that do not support a DOSA, alternative arrangements to keep smoking patrons within the parameters of the licensed venue need to be investigated – Nightclub precincts needing better design etc...to allow sufficient space for patrons to socialise safely outside venues.

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CPTED – Venue, Precinct – LGA and SIP funding.

Currently, QPS Crime Prevention Officers – Mackay District Police – have completed CPTED based security / safety audits in conjunction with Mackay Community Crime Prevention Action Team (CCPAT) and the Whitsunday Building Safer Community Action Team (BSCAT) of Mackay CBD nightclub precinct and the Whitsunday nightclub precinct. In both cases audits and recommendations have been provided to the LGA's. Audits have also been completed in specific venues in these two precincts, with recommendations provided to the licensees and nominees. It has been identified by LGA, engineering and community development staff that there is no legislative base for CPTED guidelines to be enforced. Subsequently compliance or undertakings of audits and recommendation information provided specific to CBD nightclub precincts is regarded as voluntary engagement and levels of uptake have been low. Whitsunday Regional council has recently announced a lighting upgrade for the Airlie Beach, Shute Harbour nightclub precinct, utilising the audit documentation provided by the Whitsunday BSCAT.

Projected Initiative: Legislation drafted to require that Queensland Guidelines for Crime Prevention through Environmental Design (CPTED) be implemented in and around nightclub venues. Trained QPS Crime Prevention or OLGR officers to conduct CPTED based security / safety audits in existing and newly established nightclub venues in conjunction with their license approval. Recommendation will have a mandated timeframe for completion and linked directly to their liquor license.

Nightclub precincts will also be audited with recommendations to be provided to LGA's in relation to maintenance of the precinct, management of foliage, site lines, lighting, public areas, concealment zones, entrapment areas, surveillance and design of the precinct. Support to LGA's by the auditing officers will be provided in completion of Security Improvement Plan (SIP) funding applications from the State Government, to assist with costs of Qld State CPTED requirements.

Technological:

Identification Scanners:

Current status of identification scanning systems across Australian states.

Victoria and Geelong have embraced the technology for two years, with one mobile unit in place in Vic' Police vehicle able to record and ban violent patrons. Legislation in Victoria is being reviewed to include identification scanning systems in all licensed venues. Requests are being made for a second mobile unit to be installed in Victorian police vehicle due to the high level of effectiveness in banning violent offenders.

Western Australia is also embracing the technology, with WA state government currently reviewing legislation to support installation of identification scanners under licensing requirements.

New South Wales is currently independently trialling units in licensed venues with representation being made from NSW Police for official trial and review of the system into high risk venues.

Northern Territory Commissioner of Liquor Licensing has mandated that high risk venues are required to have identification scanners in place as part of their liquor licensing agreement. Currently the NT justice department is lobbying for identification scanners to be implemented into licensed venues

Queensland has yet to undertake official trials or support the introduction of identification scanners in venues. All existing projects, trialling the use of identification scanning systems have been put on hold.

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Mackay, Qld - CBD late night licensed club venues have voluntarily undertaken the installation of identification scanners at the point of entry for their venues, since November 2007. The acceptance of the technology by patrons and industry professionals has been well received with patrons recognising that the systems provide a level of safety in and around the venues.

Projected Initiative: Qld state government in conjunction with OLGR, endorse the use of approved Identification Scanning Systems in licensed venues, Queensland Courts and QPS stations and vehicles.

Court Based Banning:

Mackay Magistrates have initiated banning violent offenders from Mackay CBD licensed venues. The banning information is then provided to the licensed venues from the Court or Queensland Community Corrections. The banning notice is then supported by identification scanning systems; the person is banned from entering the licensed venues for a designated period of time.

Projected Initiative – Implementation of state-wide legislation supporting recidivist violent offenders to be banned from licensed venues under court order. This will need to be pre-empted by the recognition and legislation supporting the installation of identification scanning systems under venues licensing agreement.

CCTV systems – Australian Standard – AS 4806:

Currently licensed venues have a Liquor Licensing requirement to have CCTV systems installed in their venues. The current legislated standards for potential venue hot spots and licensed venues are non-existent in Queensland, and this needs to be addressed to properly identify offenders, provide police with meaningful data that they can rely on immediately, so as to enhance the cessation of the offence and the capture of the offender as soon as possible.

Currently image quality in licensed venues is often not sufficient for prosecutorial purposes and in many cases even insufficient to adequately recognise violent offenders. *When a crime has occurred CCTV is a vital element in the investigative process. In certain major investigations it can be particularly substantial and significant, as it has been in some terrorist cases. Overall Association of Chief Police Officers (ACPO), believes the contribution of CCTV to the detection of crime is likely to equal that of DNA and fingerprint. (Graeme Gerrard, Deputy Chief Constable, Cheshire Constabulary - Chairman of the Association of Chief Police Officers (ACPO) Video and CCTV working group)*

Venue specific risk assessment should be based on the principles set out in AS/NZS 4360 with CCTV treatment plans in accordance with AS/NZS 4806.1. Recommended object sizes as written - AS 4806.2—2006. The size of an object (target) on the monitor screen should have a relation to the operator task, e.g., identification, recognition, detection or monitoring.

If digital recording is used, a full PAL frame resolution and highest picture quality should be used, i.e., 704 × 576 active pixels (this is equivalent to 720 × 576 ITU frame grabbing recommendations). Where possible, for better vertical resolution, TV frames are recommended instead of TV fields recording. If the target is a person and the CCTV system has an installed limiting resolution of 400 TV lines or more, for the whole system end-to-end including record and playback, the minimum sizes of this target should be (refer to Figure 5) as follows:

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1. For face identification, the entire target person should represent not less than 100% of screen height. It is assumed that a person's face (head) occupies around 15% of a person's height.
2. For face recognition, the entire target person should represent not less than 50% of picture height.
3. (For detection of an intruder, the entire target person should represent not less than 10% of picture height.
4. For crowd control (monitoring), the entire target person should represent not less than 5% of picture height.
5. For vehicle number plate visual recognition, the licence plate characters should be not less than 5% of the monitor height.

All object sizes and images in the above measurements are assumed to be at optimum optical resolution, have good lighting conditions, be using the lowest compression setting for the system and be measured on a display device that shows 100% of the camera image view.

Projected Initiative: It is identified that key stakeholders in the CCTV systems industry be consulted and a standard be drafted and utilised in conjunction with licensing requirements for licensed venues and the Australian standard (AS 4806) to identify systems that provide levels of clarity to ensure that recognition of features are able to be used for identification and if needed prosecutorial processes.

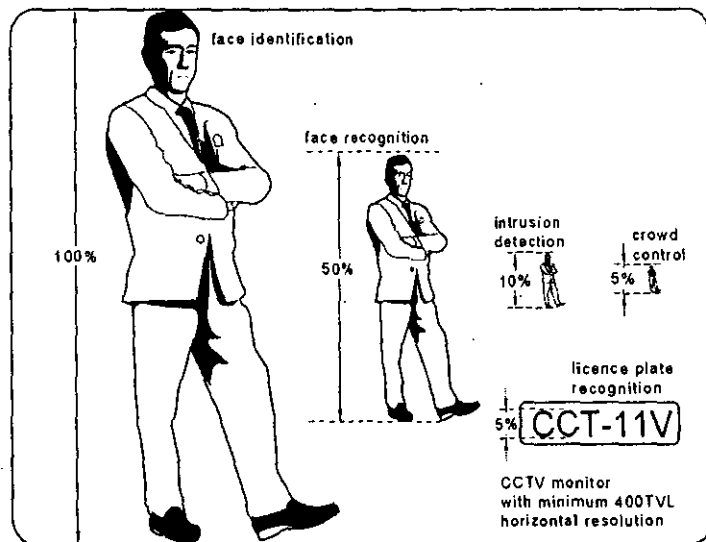


FIGURE 5 APPROPRIATE OBJECT SIZES FOR VARIOUS USES

Acrylics:

The use of alternate forms of drinking 'glasses' has been involved in the hospitality industry for a number of years. Over time the ability for alternates to replicate the texture and feel of glass without the adverse effects identified by 'Glassing of patrons' has improved. It is anticipated that as licensees and venue management recognise the benefits gained from less breakages and lower risk of injury to patrons, that acceptance of this technology will increase. To expedite the process for the more recalcitrant licensees, requirements under the licensing agreements can be implemented.

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**Awareness / Education / Enforcement Campaigns –
Long term impact on Social Culture Change:**

While campaigns that promote awareness and education generally provide positive results the long term effectiveness and cost of these often mean that sustainability of campaigns and initial outcomes can be challenging to maintain. Despite the challenge it is often recognised that these campaigns supported by an element of enforcement for recidivist offenders is highly effective in sociological changes to

popular culture. It is as a result that this submission will suggest that greater access to recurrent funding be made available to key stakeholders to support ongoing projects that have proven effective.

Non violent messages to be delivered in person by credible role models, to high school based students on a continual basis, with the message reinforced by similar Y generation based advertising campaigns that reference violence as uncool, unacceptable and unwanted. Similar in format to the non smoking campaigns of the 90's that have seen the current generation's acceptance of smoking and cigarette based products the lowest in history. Similar campaigns to be reinforced for illicit substances usage, *i.e. eccies, bennies, whizza, pot etc. (way not cool!!...way!!)*...

Removal of Substance Usage Normalisation messages in the Community:

Removal of all forms of normalisation of substance usage, *i.e.* – Happy High Herbs, Legal Highs, vendors and stalls in shopping centres. Recently Mackay Community Crime Prevention Action Team recently has had removed a 'Happy High Herbs' stall established in a local shopping centre due to community concerns regarding the substances being provided, based on research from the UK. The normalisation of illicit substance taking was also a concern for the team and members of the community. As a result of the concern raised and possible breaches of their conditions of operation, the lease for this vendor was withdrawn and the stall removed from the centre.

One Punch Can Kill (OPCK):

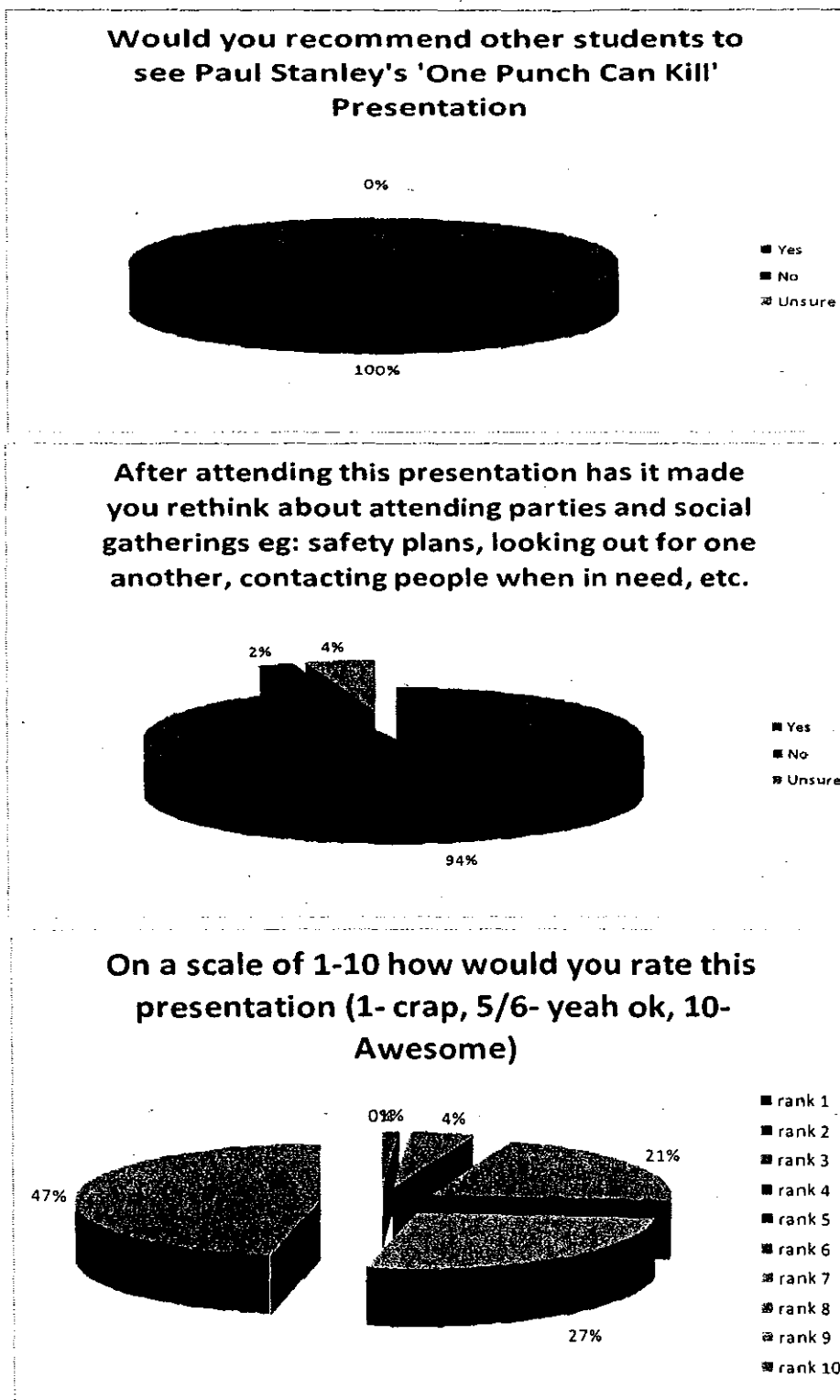
Queensland Government in conjunction with QPS launched the One Punch Can Kill campaign on 17 December 2007. The campaign has been supported by media and rolled out across the state. The program was promoted into licensed venues across the state. The OPCK campaign has been significantly supported by Paul Stanley, from the Matthew Stanley Foundation, who has supported the message into high schools and community and service organisation.

The importance of Paul Stanley's message can only be identified in the long term effect his message has on the change to a culture of violence promulgated in this current youth generation through violent games, movies and music lyrics. This generation are our next generation of nightclub patrons. The current high self esteem ideology of our Y generation means that a large proportion believe they are impervious to harm or assault, because in the games they play, they can kill all the bad guys, hit the reset button and everyone gets up again. Paul's message informs them that they are not impervious to assault or harm. Paul's message is clear; it can happen to you, encourages them to be aware of their environment, party safe and take care of each other. Paul's message also makes it very clear that violence is not cool and it can happen to them.

This is the key message we have to promote to our next generation of nightclub
Violence is not cool and can kill you....

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N.B. Survey results from a cross section of over 3500 students that saw Paul Stanley's presentation in August 2009 across the Mackay District are included below. His message is accepted by students and the message does get in.



Over 99% of students surveyed identified the presentation was better than good with 47% identifying it as awesome.

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Walk Away Cool Down:

The Walk Away Cool Down, Mackay City Heart project was initiated through the Mackay Community Crime Prevention Action Team (CCPAT) following outcomes from a survey of Mackay residents that the CBD/ Nightclub precinct was perceived as the most unsafe place in the city. Queensland Police Service and Mackay Barlink were engaged as major project partners. Action Plan Matrix 07/529 was created. Funding was provided by Queensland Police Service, Community Crime Prevention Fund, Mackay CCPAT and the Senior Community Crime Prevention Officer, Mackay District. Total funding for the project was \$20330.00.

AP Matrix operated from 4 June to 3 September 2008, a total of 14 weeks. It achieved a 50% reduction in assaults and a 30% reduction of public nuisance offences. The program was venue and precinct based using real time service delivery promotions in venue, linked in with music play lists and scrolling texts on monitors behind bars promoting non violent messages while patrons waited for drink service. The campaign was supported by standard promotional materials delivered in a Y Gen format. The program also utilised existing technologies like SMS and ring tones to promote the message. Exclusivity of certain resources was created and a staggered resource launch created a refresh of the program after the first phase of the intervention. Support for the program by the Mackay District Police, by foot patrols in and around nightclub venues. Stickers were issued to nightclubs to be worn by bar staff, inclusive of their security personnel. The same stickers were worn by general duties police and displayed in taxis, consistently promoting the message across the precinct.



An example of the type of message reinforced on the stickers.

Initially the term – Walk Away Cool Down was viewed sceptically by industry and police officers alike, but as the campaign gained momentum and the positive impact was being experienced it became part of popular jargon and terminology. The project was initiated in a very limited form over Christmas and New Year at the request of the licensees in the Mackay CBD nightclub precinct, with similar results as the trial period. The term Walk Away Cool Down, is still used in venues in Mackay, over one year after the cessation of the official trial.

Project success may be attributed to a number of factors, the simplicity of the message, support from the QPS, Mackay District, overwhelming support from the Mackay Nightclub Licensees and that the campaign promotes an alternative affirmation to violence for patrons that are agitated, **WALK AWAY – COOL DOWN.**

Evaluation of the project was conducted utilising a level three Maryland Scientific Method Scale, with a control site being identified and evaluated to account for the confound effect created by the 'One Punch Can Kill' campaign. Statistical data, for occurrences of the subject offences for the Mackay Division and the control site were utilised. Data was collected from the 2007 and 2008 intervention timeframes. A statistical significance was proven between the comparative means.

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Anecdotal evidence was gathered by surveying employees in the nightclub precinct, inclusive of police, nightclub staff and licensees, before the intervention and at the end. Information received indicates that respondents experienced and witnessed less violence at the completion of the project. Confidence to refuse service of alcohol to intoxicated patron had increased at the end of the project. Respondents also acknowledged an increase in confidence in the Mackay Police service following the intervention.

Safer Bars Program / Griffith University Model Trial:

An Ontario – (Canada) based training program focussing on the precursors to violence. Training will be undertaken by all venue staff, inclusive of Licensees, Nominees, Approved Managers, through to the glass retrieval staff. Ongoing training will be implemented under similar guidelines to the RSA training.

The training is associated to a Griffith University Trial of a 'Violence Prevention Model for License Environments' created by Dr Ross Homel and Dr Gillian Mcllwain. The trial will be run in four sites in Australia, three in Victoria and Mackay, Queensland, plus Wellington in New Zealand. The 5-7 year trial will be supported by international research. It is anticipated that if the trial proves effective, the findings will be utilised to create best practice guidelines for national and international licensed environments and police services. Further information on the model parameters and construct can be gained by contacting the author or Dr Gillian Mcllwain – Griffith University, Qld.

SKIPPA program:

Initiation of the Skippa program to reinforce the message of a designated driver has been trialled in Mackay licensed premises and will be commencing a trial in licensed venues in the Whitsundays, November 2009. Data received from QPS offences identify that over 90% of drink drivers in and around Airlie Beach are local residents and not the anticipated tourist or backpacker. As a result a campaign designed to encourage a member of a social group to refrain from drinking and be responsible for ensuring the rest of their group are driven home safely at the end of the night has been supported by the Whitsunday Liquor Accord. This campaign is initially focussed on prevention and reduction of drink driving and improving road safety, but it has another important function. It has been identified that if a group has the ability to leave a nightclub precinct quickly without having to wait for a taxi, bus or train, they are more likely to avoid a conflict or assault. The 'Skippa' or designated driver will often encourage his mates to leave shortly after the venues have closed.

Campaigns of this nature often begin to lose effectiveness as the impetus of the intervention becomes lost due to desensitisation by the nightclub patrons, the energy to engage and novelty of the program dissipate and soon the behaviour being targeted re occurs. The implementation of the campaign in the Whitsundays will include a monthly refresh mechanism, which will include publication of a monthly 'Skippa' winner, which will be publicised in local media. The winner will win a range of prizes, provided by local Whitsunday businesses. The venue that the person registered in will be promoted, encouraging licensed venues to promote the program as their venue may receive free publicity in the local media. The venue providing the prize will also receive publicity and patrons will receive the prize and be recognised for 'doing the right thing'.

The project evaluation will be conducted 6 months and 12 months after initiation and all findings will be fed back through the Whitsunday liquor accord.

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Red Frogs–Christian Based Support networks:

<http://www.redfrogs.com.au/hotelchaplaincy/>

Precinct based support campaigns in the CBD have also taken on board Christianity based Y generation focussed support networks. Commencing 21 August 2009 Mackay CBD precinct has had a marquee set up, supporting 'Red Frogs' and their outreach to intoxicated nightclub patrons. Support for the campaign has been provided by the Mackay District Police, local church organisations and the Red Frogs themselves. Red Frogs (confectionary), Donuts, Sausages and bread and cordial are provided to nightclub patrons free of charge, once a month from 10:00pm – 01:00am, with a very low key Christian message being offered. Intervention is primarily focused on serving nightclub patrons and ensuring that intoxicated patrons are safely put into taxis or someone is arranged to come and take them home.

Acceptance and knowledge of the 'Red Frogs' and their message, in the Mackay CBD nightclub precinct is significant as most nightclub patrons have had experience with Red Frogs during a 'Schoolies' or 'Uni' function previously.

Areas of Comment

How do we change the drinking cultures - how did we change the smoking culture.....by constant reinforcement of the message in all media. Increased taxation and pricing does not specifically impact on the offending populace with alcohol as it did with smoking, but adversely impacts on all community and creates negative support for the campaign. Targeted price increases to reflect on venue prices with restriction on ways alcohol can be served....i.e. no Jugs of Vodka and Redbull, etc...restrictions of energy drinks and alcohol combinations etc.....V and Vodka....Mother and Vodka etc...

Projected Initiative: Legislate time frames for service of limited strength alcohol, RTD's, Shots etc, after certain times; restrict service of energy drinks and alcohol combinations etc, recognising that many energy drinks have warnings regarding the amount to be consumed, but this is often not regarded by licensed venues when selling these drinks in combination with alcohol. Provide ongoing awareness and education campaigns in senior levels of high school, utilising respected role models to establish an ongoing culture of alcohol awareness.

Volatile Substance Misuse – Review of legislation to address issues addressing legalities of being under the influence and consumption of paint or glue in a public place.

Projected Initiative: Changes to legislation to include an offence to consume / sniff volatile substances in public place.

State Government Initiated Awareness and Education Campaigns:

State government agencies to seek greater input and feedback from front line QPS, QAS, OLGR officers, NGO's and accord members before project / campaign roll outs state wide. Better designed campaigns will incur less cost as the projects will be targeted at the identified issues. Engage in established local crime prevention and safe community action teams within each community to identify specific local requirements that will ensure greater acceptance by local communities due to sense of ownership or input and increase effectiveness of the project.

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Changes to precincts – Diversification of primary purpose:

Trial street closures and develop models of greater complexity of nightclub precincts to differentiate the purpose of the precinct, from specifically alcohol based activity to food and coffee stalls, performers and chill out zones. The model of alternate precinct street scape to be based on CPTED principles and to include increased lighting, better maintenance of areas, adequate public seating and natural surveillance, piped music and areas for patrons to feel safe. Increase in public space available to patrons to spread out, will provide less congestion on footpaths already occupied with nightclub patrons queued to enter venues, venue signage, smoking patrons, pedestrian traffic, street dining, landscape foliage and public seating etc.

By diversifying the usage of the precinct and providing areas for patrons to go and chill out or rest it is anticipated that it will moderate the intensity of nightclub precincts and encourage patrons to have a break from alcohol consumption, during the night or if they have been refused service of alcohol, somewhere other than a licensed venue to go and sober up.

Police foot patrols, in conjunction with venue security are a vital component in the security management in these precincts. LGA involvement in conjunction with accord members and other key stakeholders are identified as primary coordinators of the effectiveness and of the precinct. Availability of access for EMS vehicles and restricted traffic for suppliers will need to be individually managed at each site.