



134



**Law Justice and Safety Committee:  
Inquiry into Alcohol Related Violence**

**Submission by  
Valley Liquor Accord**

**6 November 2009**



# Table of contents

Introduction	3
Methodology	4
Summary of Recommended Strategies	5
Precinct management plan	5
Expanded Safer Venues program	5
Increased Police presence	5
No blanket policy banning use of glass	6
Ban on use of the term “glassing”	6
Prohibit price-based advertising of retail packaged liquor	6
Personal responsibility for behavior	7
ID Scanners	7
Current trading hours scheme to be maintained	7
Alcohol related violence/Relationship between alcohol and aggression	8
Discussion	8
Suggested strategies and actions	11
Management Plans for entertainment precincts	11
Background	11
Strategy	11
Survey Responses	11
Safer Venues Program	12
Background	12
Strategy	12
Survey Responses	12
Notes on Best Bar None	13
Increased Police Presence	14
Background	14
Strategy	15
Survey responses	15
Glass ban	17
Background	17
Strategy (1)	17
Survey responses	17
Strategy (2)	18
Survey Responses	19
Advertising Restrictions on Packaged Liquor Retailers	19
Background	19
Strategy	20
Survey Responses	20
Violence problem, not liquor problem	21
Background	21
Strategy	21
Survey Responses	21
ID Scanners	23
Background	23
Strategy	23
Survey Responses	23
Miscellaneous	25
Trading hours	27
Patron survey	29
Patron survey results	29
Conclusion	40
Appendices	
A (Safer Venues information sheet)	
B (map of entertainment precinct)	

# Introduction

The Law, Justice and Safety Committee is conducting an inquiry into alcohol-related violence in Queensland. The Valley Liquor Accord (“VLA”) in consultation with the Fortitude Valley Chamber of Commerce (“Valley Chamber”), have prepared the following submission in response to the specific matters identified in the Issues Paper dated August 2009, and in respect of broader related matters.

Although a number of criticisms of both past and foreshadowed Government action are reported, the focus of the submission is constructive, and where possible strategies and solutions are suggested.

# Methodology

The responses in this submission were distilled from information gathered in a number of ways. These include:

- Meetings of the VLA and Valley Chamber membership, and meetings of the Executive Committees of those bodies
- Desktop research undertaken by industry consultants Liquor & Gaming Specialists
- A short form on-line survey of Fortitude Valley Entertainment Precinct patrons with respect to the matters set out in the Issues Paper
- A long form on-line survey of the views of licensees and other business owners in Fortitude Valley
- Interviews with individual licensees and other stakeholders
- An interview with a medical practitioner regarding alcohol effects

# Summary of recommended strategies

## Precinct management plan

In identifiable precincts like the Valley, an overarching management plan must be developed which will pull in all areas of governance and service provision, so that the elements which go into the management of activity within the precinct are delivered in a co-ordinated, timely, efficient, structured, and appropriate way. The management plan will give a small group of appointees control over the management of things like transport, security, lighting, policing, cleaning, promotions, state and local government liaison, and patron management.

## Expanded Safer Venues program

The safer venues program should be provided with a large increase in resources in order to take in as many licensed premises as possible, as a way of helping promote and recognise good management practices.

## Increased Police presence

We need to increase Police presence in public spaces around entertainment precincts. Visible Police presence is arguably the most effective deterrent to misbehaviours of all kinds, including in particular violent behaviour.

## **No blanket policy banning use of glass**

Discussion has centred around the ineffectiveness of such a ban, and the negative message which could be sent to patrons through the use of plastics and polycarbonate products in some venues. A blanket policy banning glass should not be introduced.

## **Ban on use of the term “glassing”**

There has been criticism of the widespread use of the term “glassing” as it is now being picked up in the vernacular of young people, leading to a greater likelihood of such an incident occurring. There should be a media ban on the use of the term, in the same way as the media do not report things like suicide, and the amounts of money stolen in robberies.

## **Prohibit price-based advertising of retail packaged liquor**

Price-based advertising of takeaway liquor should be banned, in the same way as prohibitions currently apply to advertising the price of liquor which is consumed on-premises. This will contribute to a reduction in “loss leader” pricing practices which feature prominently in this market segment. Some research has identified price as the major incentive/disincentive to drinking behaviours, and as such the advertising ban proposed would be one way of affecting pricing.

# Personal responsibility for behaviour

The underlying problem is not liquor, but a predisposition to engage in violent behaviour. In other words, we have a violence problem, not a liquor problem, and strategies which focus solely on liquor control measures are therefore unlikely to have any effect.

## ID Scanners

ID Scanners - there are mixed views about the appropriateness of scanners. However, the consensus appears to be that their use, as well as the use of other technology and strategies needs to be incentivised, meaning that there should be some obvious and marketable incentive for venues to adopt the new strategies. This could be, for example, in the form of reduced licence fees, or increased trading privileges.

## Current trading hours regime to be maintained

Strong legislation around trading hours is already in place, and provides for a reduction in hours in appropriate circumstances. There is no evidence which establishes that reducing hours will have a positive effect, and logically such a reduction will place additional strain on police and other resources. A cautious approach should be taken to claims that other jurisdictions are moving toward a reduced hours model.

# Alcohol-related violence/Relationship between alcohol and aggression

There were recurring attitudes about this issue throughout the discussions and interviews. Examples of the views expressed were:

*Liquor consumption does not cause violence.*

*There is no co-relationship between the amount of liquor consumed and levels of aggression.*

*The consumption of liquor may have a facilitative effect on a person with a pre-existing propensity or tendency to behave violently. However, this effect does not increase the more liquor is consumed.*

*The dis-inhibiting effect of liquor is achieved through relatively low levels of consumption.*

*Licensed premises are the safest places for young people to consume liquor.*

## Discussion

While there are longstanding scientific and lay opinions regarding the relationship between alcohol and violent behavior, it appears this view is confounded by misconception and inaccuracy, based in part upon fear and prejudice, but also upon vastly inaccurate methods of associating two such complex factors as alcohol consumption and violent or rather, aggressive tendencies. Violence, falling under the broader definition of aggressive behavior, is a complex aspect of human behavior, influenced by a variety of factors including behavioural, social, chemical and physiological factors, which contribute to the perception of a relationship with consumption of alcohol. Findings from the American National Institute on Alcohol Abuse and Alcoholism research into the relationship between Alcohol, Violence and Aggression explored the association between the two factors.

A number of conclusions were established as a result of the study.

The disruption of normal brain activity as a result of alcohol assumption can contribute to aggression and violence. However, this is not a definite link, and although alcohol may induce or facilitate aggressive behavior, subjects in this study rarely increased their aggression unless they felt threatened or provoked. Additionally, "neither intoxicated nor sober participants administered painful stimuli when nonaggressive means of communication (e.g., a signal lamp) were also available" (Gustafson (1994). Alcohol and aggression).

Studies have also concluded that no simple relationship between alcohol consumption and aggression exists, and that the amount of alcohol consumed by an individual is not the strongest predictor of violence in a licensed venue, once other factors are considered (Cassebatis, Mazerolle (2009). Understanding glassing incidents on licensed premises: dimensions, prevention and control).

Ross Homel et al (Homel, Carvolth, Hauritz, McIlwain and Teague (2004). Making licensed venues safer for patrons: what environmental factors should be the focus of interventions) for example, identify some of the relevant factors. "These factors include the serving and consumption of alcohol, physical comfort, the degree of overall 'permissiveness' in the establishment, the availability of public transport, and aspects of 'the ethnic mix' of patrons." (Page 28) They go on to state that "The regression analyses are consistent with our hypothesis that if one concentrated only on the control of drinking, reductions in aggression and violence would not be as great as could be achieved if a more holistic approach were adopted." (Page 28).

Research suggests the relationship between increased alcohol consumption and aggression/violence is complex, depending on the individual circumstances. Episodes of increased consumption compared to normal consumption levels can sometime be associated with increased approval of violence, and hence, consequently higher levels of aggression. In effect, this means that a person is more likely to drink heavily when in an adverse mood, allowing an increased possibility of violence as a result of the mood. The patron's underlying mental state may motivate violent behaviour, but also motivates heavier drinking. More effective than attempting to regulate drinking behaviour therefore are strategies designed to firstly address that mental state, and secondly provide better deterrents for unlawful actions.

Research has also established that alcohol consumption may promote aggression purely due an *expectation* that it will. A research study using both using real and mock alcoholic beverages shows in an appropriate social setting "that people who believe they have consumed alcohol begin to act more aggressively, regardless of which beverage they actually consumed" (Gustafson *ibid*).

Additionally, it is assumed knowledge that in any violent conflict, at least one participant makes a structured decision to become involved. Decisions such as this involve the rational evaluation of a possibility of 'winning' the conflict. This decision making process exists with and without the presence of alcohol, suggesting that alcohol does not prevent logical decision making and rational judgements. In other words, it has been established that such decision making processes are independent of alcohol consumption (Cassebatis and Mazerolle at page 16).

Whilst it is established that alcohol works to remove an individual's inhibition, whether it be sexual, aggressive or otherwise, much research also suggests a definite link between defects in cognitive functioning and other related psychopathic traits with increased aggression in venues like bars and clubs. Individuals with personality traits such as impulsive aggression will be predisposed to interpreting almost any action as overly aggressive and respond as such, even

when no such intent exists (Cassebatis and Mazerolle at page 111).

The facilitative rather than causative effect of liquor consumption on aggressive behaviour is supported by empirical data. Miczek's experiments with squirrel monkeys found that alcohol administration had no effect on the levels of aggression among subordinate animals, but appeared to make socially dominant animals more aggressive. (Miczek, K A. (1994) Alcohol, drugs of abuse, aggression, and violence.)

The State Government's own research (Cassebatis, Mazerolle *ibid*) generally supports the VLA's position. Notably, the Key Learnings reported by the authors do not identify liquor consumption as a predictor of violent behaviour (including glassing incidents), and the stated intention of the project was to "identify contextual precursors of glassing assaults". The research identified in the literature review is equivocal, but generally reflects the views of licensees, which in turn are based on extensive experience observing the behaviour of patrons within their own venues. The authors conclude that "existing literature indicates that the relationship between aggression, violence and alcohol consumption is more complicated than a simply positive linear relationship between volume of alcohol consumed and the level of violence or aggression. A number of factors intrinsic to individual patrons, social variables and the physical environment within venues interact to increase or decrease the likelihood of assault." (Page 35). Again, the factors mentioned (a patron's individual characteristics, social variables and physical environment) notably do not include or refer directly to liquor consumption.

That strategies must address the underlying causes of violence, rather than simply focusing yet again on controls within licensed premises is supported by reference to the factors which have led to the establishment of the Inquiry itself. Despite the extensive reforms which have taken place in and around the management of licensed venues over the last 15 to 20 years, allegations of increased levels of violent behaviour persist. The challenge is therefore to accept that licensed venues and venue management do not require further adjustment or modification, and look elsewhere for ways of achieving more with the tiny proportion of individuals who are prepared to act in a violent, unlawful and societally unacceptable way.

# Suggested strategies and actions

## *Management Plans for Entertainment Precincts*

### *Background*

This strategy emerged from stakeholder discussions during which observations were made about the approach to the management of events at SunCorp Stadium and the Gabba Stadium, which include detailed co-ordination of services and infrastructure. As one survey respondent observed, "This is a critical path moving forward as the volume of people (in the Entertainment Precinct) every weekend is equivalent to any event managed at SunCorp or the Gabba". These arrangements were contrasted with the frustrations experienced by the VLA and Valley Chamber, and several individual members, during past attempts to implement beneficial changes. Examples include changes to improve traffic and transport arrangements such as the 40km per hour speed limits, pedestrian barriers and so on. The implementation of an overarching management plan, administered by a small, properly authorised team or board is viewed as a means of ensuring the Entertainment Precinct is run and managed efficiently.

### *Strategy*

In identifiable precincts like the Valley, an overarching management plan must be developed which will pull in all areas of governance and service provision, so that the elements which go into the management of activity within the precinct are delivered in a co-ordinated, timely, efficient, structured, and appropriate way. The management plan will give a small group of appointees control over the management of things like transport, security, lighting, policing, cleaning, promotions, state and local government liaison, and patron management.

### *Survey Responses*

All long form survey participants supported the proposal. The following are a sample of the comments made:

*This is a major issue for the area. It seems that the only group facilitating communication between all the relevant stakeholders is the Valley Liquor Accord and the Chamber of Commerce. Decisions on a governmental level are rarely if ever discussed in a wider forum aside from police, council and state government. For the government to achieve success in areas such as public space control, binge drinking, violence etc. it would only make sense to include business in the process as we are the ones dealing with the majority of issues. And business in the Valley can also be a key partner in the effective roll-out and management of any new strategies.*

*Yes I agree. More though, the plan needs to be developed by the same authorities that have developed the Lang Park Plan & Woolloongabba as opposed to asking the Valley Chamber of Commerce or the VLA to do it and then ignoring their*

*recommendations. I would expect the plan to throw up deficiencies in Public Transport, Police numbers etc.*

*From my conversations with various stakeholders, this concept will be put to the Committee from a number of perspectives - notably Council, Chamber and I believe Police - as well as from the VLA. It is good that there seems to be general agreement that a management plan is needed but, as we all know, the devil may be in the detail. Key issues will be - the body created (and I believe there should be one created rather than governance be vested in an existing entity) to govern the precinct, what the specific objectives of the plan will be, how it will be resourced, how the development of the plan will be undertaken (even though we all generally know the issues, there needs to be a consultative process that allows for broad input and priority setting) and when/how will the plan be reviewed (independent annual review needs to be funded).*

## **Safer Venues Program**

### *Background*

The Fortitude Valley Safer Venues Program is an initiative of Queensland Health in partnership with DRUG ARM, Valley Liquor Accord and Valley Chamber of Commerce. The program aimed to recognise the contributions made by licensees to patron and staff safety and provide strategies to further improve safety standards in and around licensed premises.

The program has enjoyed some success, but would be a more effective incentive if expanded and promoted more broadly. Given that the methodology and infrastructure have been developed, it is believed that an opportunity exists to achieve this expansion through further Government resourcing and support.

A paper explaining the program is attached to these submissions at Annexure A.

The VLA have recently taken the important step of nominating all licensee members for assessment and award consideration.

### *Strategy*

The safer venues program should be provided with a large increase in resources in order to take in as many licensed premises as possible, as a way of helping promote and recognise good management practices.

### *Survey Responses*

Most respondents supported the strategy, with criticism generally directed at ways in which the program could be made more effective. Some of the comments made were:

Program is a good idea but suggest it should be run by an independent body ie similar to the best bar none program used throughout the UK. (Particulars of the

Best Bar None program are set out below)

*This is a must. There are a small group of venues that regularly participate in and support initiatives like this but there is a need for more businesses to get involved as programs like this can only help owners and managers understand and implement effective management strategies in a better way with support from the government. It has always been a strange situation in my opinion that QLD Health spearhead this campaign when other areas of safety management like WHS and Fire & Electrical Safety which aren't under the purview of QLD Health aren't supported by the relevant authority (eg Fire Department, Dept of Justice).*

*A stronger recognition and acceptance by all Licencees to be involved in the Safer Venues Program is a must. To progress and move forward as a precinct one would have to admit you are only as strong as your weakest link.*

*The Safer Venues program does require resourcing this can be achieved in a number of ways - using some of the \$s paid by late night traders, a special allocation of funds or a smaller allocation of funds combined with a partnership with a tertiary institution (say Griffith Uni) which could provide Criminal Justice studies students to undertake the assessments (good for practical experience and very cost effective) and also do annual evaluation to keep the program fresh and relevant. I think the announcement of the awards needs to be more high profile as well and this could be achieved by linking to another existing awards program - say QHA or even Lord Mayor's Business Awards. In fact the latter would make the important link between the economic prosperity of a locality and its social (including safety) well being. I think the Lord Mayor's Business Awards already recognise contributions to environmental protection so the social aspect would complete the triple bottom line of accountability.*

*Unless more venues are involved and the results are recognised by licencing and regulatory bodies this is not a worthwhile program.*

#### Notes on Best Bar None

The following information is extracted from Best Bar None web sites:

*Best Bar None is an awards scheme for licensed premises, currently running in over 80 locations across the UK.*

*It was developed by Manchester City Centre Safe project to address alcohol related crime and improve the night time environment.*

*It was felt that in order for progress to be made in delivering a safer night time economy, a new partnership approach was needed alongside more traditional law enforcement activity.*

*Best Bar None provides an incentive for operators of licensed premises to improve their standards of operation to the level of a commonly agreed national benchmark.*

*Best Bar None provides a much needed opportunity for licensees to demonstrate to official agencies just how well they manage their own business. It is an opportunity for positive dialogue between the two sides.*

*In 2007 an agreement was reached between Greater Manchester Police, the Home Office and BII, the professional body for the licensed retail sector, to develop the scheme nationally.*

<http://www.bbnuuk.com/what-is-best-bar-none-/index.php>

*interestingly: "National studies show that violent incidents are more likely to occur in certain bars, pubs, clubs than others. Factors associated with this include restricted access to the bar, overcrowding, poor management and permissive social environments communicated through pub/club policies and staff behaviour. Irresponsible drink policies also have a part to play. It is these factors that Best Bar None tackles head on.*

*Scheme saw a 9% reduction of alcohol related crime and disorder.*

<http://www.newcastlebestbarnone.co.uk/>

The indications from the material examined in relation to the program are that any late trading venue in the entertainment precinct would rate particularly highly, simply as a consequence of the apparent differences in the respective regulatory frameworks. For example, participants in Best Bar None score more highly if they use licensed security providers, which are of course not only mandatory in Queensland but must be provided in set ratios.

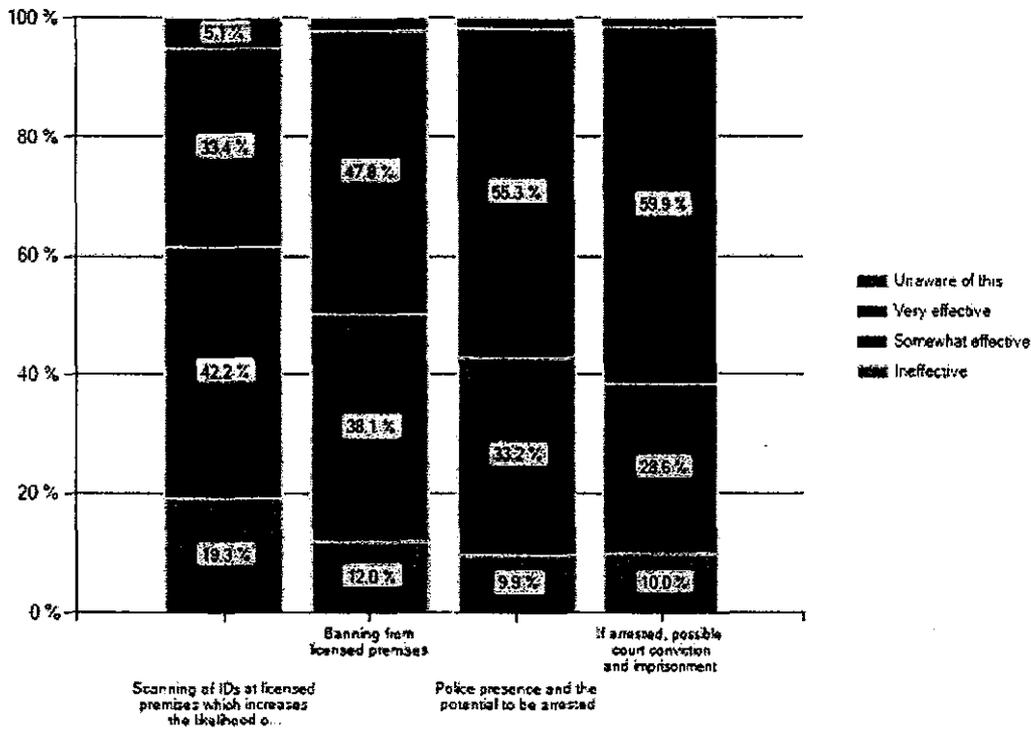
### ***Increased Police Presence***

#### ***Background***

It is a widely-held view that the visible presence of Police is an effective means of controlling and modifying behaviours. For many years, including a for considerable period prior to the implementation of the Beattie Government's 17 Point Plan in March 2005, the VLA and its predecessor VAMP have consistently advocated this view.

The results of the Patron Survey undertaken for the purposes of these submissions support this view. When asked to rate a number of strategies for effectiveness in deterring violent behaviour at licensed premises, 88.5% of respondents thought Police presence and the potential to be arrested was either somewhat effective or very effective. The Patron survey results are discussed in detail elsewhere in these submissions. However, the chart below shows the data spread in relation to this aspect.

**Please rate the following strategies on their effectiveness in deterring violent behaviour at licensed premises?**



**Strategy**

We need to increase Police presence in public spaces around entertainment precincts. Visible Police presence is arguably the most effective deterrent to misbehaviours of all kinds, including in particular violent behaviour.

**Survey responses**

All respondents agreed strongly with this strategy, as illustrated by the following sample of responses:

*Strongly agree, whilst I acknowledge that venues need to take responsibility management and security simply do not have the power or position to be as effective, why is the number of police feet on the street less on Saturdays than Fridays? Greater police numbers mean minor issues are dealt with before they become major incidents.*

*Most definitely. As a case in point whenever I visit Surfers Paradise the amount of police around the streets is huge. In the valley you can be lucky to see a patrol on a busy Saturday Night. If violence in the area is such a big issue surely one of the most direct attempts to curb this would be to increase police numbers.*

*Yes of course. Further, as an immediate "fix" 4 extra patrols of 4 police officers of the right caliber and ability to be added to the precinct between the hours of 10.00pm and 6.00am on Friday and Saturday nights . This might cost upwards of*

*\$500,000 per year but is a guaranteed fix to 90% of the issues in the precinct. In real terms, a very small price to pay if the governments both state and local are fair dinkum about an immediate fix. The Societal problems ie the root causes of this propensity to violence need to be addressed at a Federal level and cover the full spectrum of society, but within the Entertainment Precinct there must be some immediate solutions put in place to create the perception of order.*

*This is unequivocally the case in Fortitude Valley. It should be noted that most violent incidents occur on the streets rather than the controlled environments of the venues. Add to this that a majority of people not in venues are the ones that got knocked back from gaining entry for either attitude or intoxication and are more likely to be in an aggressive mood.*

*Yes, police presence can make a significant difference. Often the level of visible presence is dictated by other policing priorities and also the views of the Superintendent and other senior officers. This needs to be incorporated into the management plan so that changes of staff don't shift the priorities.*

*Yes correct. The valley keeps in increasing in patrons so the police presence needs to keep up with the rise in patrons.*

It is understood that the span of control benchmark for Policing public spaces is in the order of 1 officer per 1000 patrons. Estimates of the number of patrons within the Entertainment Precinct at any given time vary, but it is generally accepted that the number often exceeds 30,000. Recent media reports put the figure as high as 60,000. It is expected that the Inquiry will have access to official data regarding the numbers of Police rostered at the relevant times within the Fortitude Valley Police Division. However, it is believed that the figure is around 15 officers in total, covering all Police duties, not simply precinct patrons. Clearly there is a significant shortfall even if the span of control benchmark mentioned above is only a rough guide.

## ***Glass ban***

### ***Background***

Since the announcement of the Parliamentary Enquiry, the Government has amended the Liquor Act to provide for bans on the use of glass (other than toughened or tempered glass) in licensed premises categorised as “high risk” according to certain basic criteria.

The amendments are purportedly in response to an increase in the number and/or frequency of violent attacks involving glass.

Information obtained from Police suggests that the number of these incidents in the Fortitude Valley Division is so low as to be statistically almost irrelevant. For example, if there were 10 incidents which involved glass in a 12 month period, this would equate to less than 1 incident per 300,000 attendances in the Entertainment Precinct.

Whilst there is no view among VLA members that these kinds of incidents should be tolerated in any way, shape or form, a ban on glass in licensed premises does not appear to be justified, and would be a disproportionate response by Government.

With respect to the term “glassing”, although it appears that there is no such term in the English language, and that it is likely that the term is an invention of the media, the amendments define and use this term. This is disappointing having regard to *Strategy (2)* below put to the Inquiry by the VLA.

### ***Strategy (1)***

Thinking about the use of glass in licensed premises, and the proposed ban, discussion has centred around the ineffectiveness of such a ban, and the negative message which could be sent to patrons through the use of plastics and polycarbonate products in some venues. A blanket policy banning glass should not be introduced.

### ***Survey Responses***

Uniformly, survey respondents strongly opposed a blanket ban on the use of glass. The selection of responses set out repeat themes which have been reported in the media, and have been put to numerous meetings and forums over recent months. These are that a ban is not warranted, would be an ineffective strategy for dealing with violence, and would send a negative message to patrons, including tourists and other visitors to the Valley and other areas.

Some of the responses given were as follows:

*Absolutely agree. The issue of increased violence within the community that the*

*glass ban is attempting to address is much more complex and requires a multi-faceted approach. It is a social issue not a regulatory issue. Alcohol is not the cause of violence, it is sometimes - and importantly, not always - an exacerbating factor. Often when this occurs, the alcohol has been consumed either totally, or in large part, in locations other than on licensed premises. The targeting of licensed premises who have had a reported incident involving glass flies in the face of natural justice - a civil right that we, as a community, usually protect to great lengths (e.g. the identity of paedophiles and other offenders) but the same courtesy does not seem to have been extended to 41 licensed premises that have been 'named and shamed' without substantiated cause.*

*For a city and state which rely heavily on the travel and tourism sector, it is very disappointing to see this ad hoc approach to solving a problem which is inherently deeper than a quick fix solution.*

*Yes. A blanket glass ban will have a massive impact on the liquor community and the patrons if introduced. We can not keep covering up the patron's bad behaviour. This makes licensed premises look dangerous and cheap.*

*There is no logic behind this. Polycarbonate is also a strong weapon as it does not break when smashed, but can continually be used to assault a person. It would not appear fair to our customers that they receive a lesser service from us due to the poor behaviour of a few.*

*Very ineffective, would pass the message the the entire precinct was violence prone, better managent practices should be enforced prior to this occuring or the enforcement of other measures such as capacity reductions on venues.*

*Definitely not. There are some venues that survive on being able to sell high-quality drinks in a suitable way. These businesses would be harmed hugely if a blanket ban were introduced. And these are places where people go to spend some more money and drink quality not quantity. These are venues that are part of the solution to violence in and around licensed premises. For me personally a blanket ban would force me to restructure our business plan and marketing, as we would no longer be able to sell expensive cocktails, and would turn my business into a volume-modelled bar rather than a higher-spend model. For me this causes more problems as it means selling cheaper alcohol and getting as many people through the door creating a pig-pen atmosphere which breeds anti-social behaviour, rather than less people spending more money on nice wine, food and cocktails. Furthermore this is just a knee-jerk reaction to a societal problem. I ask if people do not have glassware to use as a weapon they will still be violent. As the "one punch can kill" campaign made clear glass is not the problem, people are. If someone is going to be violent nothing will stop them but education and societal change.*

## *Strategy (2)*

*There has been criticism of the widespread use of the term "glassing" as it is now being picked up in the vernacular of young people, leading to a greater likelihood of such an incident occurring. There should be a media ban on the use of the*

term, in the same way as the media do not report things like suicide, and the amounts of money stolen in robberies.

### *Survey Responses*

Survey responses were in the majority in agreement with this strategy, although views were varied. The following sample responses illustrates the several points of view:

*Absolutely agree. In fact, the media needs to be engaged as part of the solution to this whole debacle. They have simply stirred the pot and then stood back watching the fall out. I am all for investigative journalism but I am also of the view that when media have such a significant influence on public opinion they need to take a more balanced and constructive roll in developing and supporting strategies that will prevent incidents and encourage greater self-responsibility by patrons for their behaviour. The VLA is putting resources into patron education campaigns - what is the media doing to assist this process?*

*Don't agree with a ban on the term but the media needs to understand that glassings are not simply a fashionable topic but a serious issue.*

*The Government needs to define properly "glassing" to avoid confusion among media and venues.*

*In my opinion a violent assault is simply that, a violent assault. The term glassing is being used as an emotive trigger, not simply as a description for what happened.*

As noted above, since the survey was undertaken, amendments to the Liquor Act have been passed which deal with the possible banning of glass in licensed premises, and include a definition of "glassing". In view of the prevailing views of VLA members, it is disappointing that the term has been adopted.

### ***Advertising Restrictions on Packaged Liquor Retailers***

#### *Background*

Amendments to the Liquor Act in 2005 inserted Section 148B, which is relevantly in the following terms:

#### ***148B Control of certain advertising by licensees or permittees***

...

***(2) A licensee or permittee must not advertise or cause to be advertised—***

***(a) the availability of the following for consumption on the licensee's licensed premises or the premises to which the permittee's permit relates (each the advertised premises)—***

- (i) free liquor;
- (ii) multiple quantities of liquor; or

Example—

2 drinks for the price of 1

(b) the sale price of liquor for consumption on the advertised premises;

There was initially widespread discontent among licensees and others due to the intrusive nature of such a restriction. However, licensees' concerns appeared to wane quickly, as the benefits of being relieved of the pressure of continuous price-based advertising and competition were realised. What has emerged since are marketing regimes driven by venue image, entertainment, quality of product offering and so on. The perception of the industry, as disclosed through advertising practices, has improved dramatically as a consequence of the advertising restrictions.

It is accepted wisdom that around 80% of liquor consumption in Queensland occurs off-premises. Price comparisons between on-premises and off-premises product show massive disparities, and there is upward pressure on on-premises liquor prices as a consequence of licence fees and other regulatory burdens.

There is no apparent reason why the restrictions on price-based advertising should not be extended to retail packaged liquor sales, and ample evidence that price is a significant driver in liquor purchase and consumption decisions, such as underpinned the Federal Government's controversial price-hike on RTD products.

The suggested advertising ban should be consistent with the prohibition which applies to on premises liquor, and extend to all areas including web-based marketing.

### *Strategy*

Price-based advertising of takeaway liquor should be banned, in the same way as prohibitions currently apply to advertising the price of liquor which is consumed on-premises. This will contribute to a reduction in "loss leader" pricing practices which feature prominently in this market segment. Some research has identified price as the major incentive/disincentive to drinking behaviours, and as such the advertising ban proposed would be one way of affecting pricing.

### *Survey responses*

Almost all survey respondents agreed with this strategy. The following comments are typical of those received:

*The studies have shown that the vast majority of liquor sold and consumed in Qld is off premise, I fail to see why these off premise outlets are not subject to the same scrutiny as on premise when it comes to liquor advertising.*

*On-premise advertising bans have forced people into drinking at home. People are*

*drinking in unregulated environments, unsupervised. When people drink at licensed venues they are safe as they are not allowed to drink irresponsibly, they are monitored, and there are legislative conditions which maintain peoples safety. The banning of price based advertising for off-premise sales may limit the amount of drink that is consumed in unsupervised and un-legislated places helping curb the societal problem of binge-drinking, as this is not allowed to happen in licensed on-premise venues.*

*This is a marketing tool that should be used- businesses that argue they are disadvantaged by this need to look at their own marketing strategies. I don't think this should be linked to drinking behaviours.*

*This is absolutely true. Why is it that the State Government come down so hardly on a controlled licensed premise and not the off premise sector where at least 80% of alcohol sold is consumed. It really is an absolute farce and an unfair trade practice. I do not advocate the sale and distribution discount liquor nor have I ever used discount liquor as a promotion tool. And since more than 2/3rds of alcohol related violence occurs in peoples homes rather than a controlled licensed venue, it really begs the question of how out of touch our current Government are on these issues.*

*Yes of course. The larger operators eg Woolworths & Coles are blatantly encouraging binge drinking by the pricing policies they employ on retail/take away liquor. I don't hold a lot of hope that the ACCC would agree to a standard price for alcohol but for a very long time there was just that! I believe there is room to regulate the price given the type of product we are dealing with and its effect on so many areas of society, as opposed to corn flakes or cardboard boxes etc. Second best is the ban on advertising prices in any way. As a trade off to the industry, sport and the arts etc advertising of any alcoholic product within guidelines should be allowed.*

## **Violence problem, not liquor problem**

### **Background**

As noted in the introductory sections of these submissions, although the question is a complex one, the better view appears to be that liquor consumption is rarely the underlying causal factor in violent behaviour. Moreover, the disinhibiting effect of alcohol consumption which may facilitate violent behaviour by a person with some predisposition to act in this way is likely to be achieved by relatively low levels of liquor consumption. On this basis, strategies which seek merely to further regulate the dispensing of liquor, or the operation of licensed venues, are unlikely to have a material impact upon levels of violence.

### **Strategy**

The underlying problem is not liquor, but a predisposition to engage in violent behaviour. In other words, we have a violence problem, not a liquor problem, and strategies which focus solely on liquor control measures are therefore unlikely to

have any effect. Therefore the focus must shift to increasing personal responsibility for violent and anti-social behaviour.

### *Survey Responses*

The responses were generally in agreement with the proposition, although there was also an acceptance of the facilitative or contributing role played by liquor in instances of violent behaviour. A recurring response was the need for a long term commitment to meeting the challenge. The responses included the following:

*Absolutely agree. The issue of increased violence within the community is complex and requires a multi-faceted approach. It is a social issue not a regulatory issue. Alcohol is not the cause of violence, it is sometimes - and importantly, not always - an exacerbating factor. Often when this occurs, the alcohol has been consumed either totally, or in large part, in locations other than on licensed premises. When we have high levels of some of the risk factors often associated with crime and violence such as illiteracy, unemployment, disengagement from education, poor socialisation, inability of parents or schools to influence a change in behaviour, access to a wide range of illicit substances some of which we casually refer to as 'recreational' etc, we have a problem far greater than what we are drinking. Addressing this issue will require some serious social reengineering and needs a courageous and committed (beyond the next election cycle) government to work with business and the community in collaborative problem solving, policy development, strategy implementation and change management.*

*People need to take responsibility for their own actions. Gov't need to bring in harsher penalties so there is punishment for bad actions.*

*We have a society that binge drinks and is prone to violence. A situation that will take generations to change, yes greater education is needed for both issues.*

*The responsibility for behaviour rests with the individual patron and the sooner the accountability is enforced thru the court system by the regulators the sooner the message will spread that anti social behaviour will not be tolerated and that alcohol consumption cannot be used as an excuse for this behaviour.*

*This is very true. They are band-aid strategies which can only have short term effects. Legislating alcohol has historically not curbed violence at all. Take prohibition for example, this created the power base for violent organised crime. Not to say that this will happen in Australia but it is an interesting point in that attacking a societal and generational problem of irresponsible and anti-social behaviour by simply legislating on-premise liquor seems irrational. Why not also ban guns, knives, violent movies, violent sports etc etc. There needs to be an intelligent direction that is looking for a long-term outcome to these issues rather than hap-hazard laws. There needs to be a overarching plan incorporating many things like education, legislation, crime prevention etc etc for any of these strategies to have an effect. If increased liquor legislation was part of a master plan to create societal change that made sense then I would be supportive, but there is nothing like this being put forward by the government.*

*Yes I agree however alcohol increases the likelihood of that behaviour emerging. Extensive Social engineering measures across the board at a national level must be introduced to encourage the proper use of alcohol and the discouraging of violent behaviour, whether it be associated with alcohol or not, beginning in the home /schools ect. Unfortunately, these social engineering measures will take a generation to kick in even if we started now. There must be an acceptance there is this increased propensity to violence in society, either associated with alcohol or not. Violent acts must attract heavy penalties and not be excused on some weak pseudo-intellectual premise.*

*I believe it is a learned generational problem. When young people reach a certain age they start to observe and learn from older peers. Binge drinking from my day and age was the same, we learnt from the older schoolies and they learnt in the same manner. The only way to break this cycle is to educate for a sustained amount of time. It may take 10 years or more and would have to address moderate drinking measures as well as the issues with violence. We could start with tougher penalties for offenders, instead of these suspended sentences as the norm at the moment.*

## **ID Scanners**

### **Background**

ID Scanners and their use has been the subject of debate among VLA licensees and other stakeholders for a number of years. A number of VLA members have systems in place, and others have indicated an intention to install.

The recurrent themes are the use of data and privacy issues associated with misuse, and the implementation costs, particularly for smaller venues. There is a fear of loss of custom, and skepticism about the benefits in certain quarters.

A singularly important factor is the belief that the forced introduction of scanning, as well as other strategies, such as glass bans, if perceived as punitive measures will have a very detrimental effect on business reputation.

As a networked tool for facilitating and enforcing precinct-wide bans, the scanners are regarded as very effective. However, the logistics of installing and networking scanners across the numbers of venues operating in Fortitude Valley is daunting. The responses from VLA members to this item evidence the need for funding and functional support.

### **Strategy**

ID Scanners - there are mixed views about the appropriateness of scanners. However, the consensus appears to be that their use, as well as the use of other technology and strategies needs to be incentivised, meaning that there should be some obvious and marketable incentive for venues to adopt the new strategies. This could be, for example, in the form of reduced licence fees, or increased trading privileges.

## Survey responses

The following responses reflect the spread of views expressed:

*I agree - it is a positive step for licensed venues to be doing this. We have had an ID scanner for 12 months now and we have noticed the difference in clientele behaviour and attitude to our venue. It has also helped us ban clients that have caused problems and we have been able to give names and addresses directly to the police.*

*Yes, licensees are constantly being asked to implement strategies that are benefit not only the better management of their venues but also other stakeholders that may become involved if an incident occurs on or near the premises/locality. We only have to look at CCTV. Firstly all public CCTV which has been installed by local governments across Qld was half funded by subsidies from the state government (it was called the Security Improvement Program run by the Department of Local Government). Who benefits from CCTV? Well everyone because they are intended to deter offenders but they also have a direct benefit to Police who often rely on CCTV footage to assist in investigations. This would be the same for ID scanners - not only would they have a deterrent effect but they would be invaluable to Police for investigations of offenders, missing persons and probably a whole heap of other things we haven't even thought of. So, where is the assistance to licensees for installing this resource? Government provides incentives for business to protect the environment - are lives less valuable? Providing an incentive could also ensure that the equipment installed was of a reasonable quality.*

*I'm an advocate, but believe the Government should assist the industry and subsidise the cost of the device. We would also need to ensure such devices have a secure location for data storage and that the info was not abused by the people collecting it. Education to the public about these privacy issues should also be communicated as to not alienate patrons from entering venues who have taken a pro-active approach installing them. Perhaps the government could push for these to be installed which would instill a sense of accountability rather than knee jerk reactions relating to current affairs.*

*I agree. The issue at the moment is that the authorities appear to be leaning towards using scanners as a "penalty" ie if a venue has, say 3 fights in a month then that venue must install a scanner. I believe using scanners can be a positive thing, in as much as it removes the anonymity of trouble makers and the use of the banning option will very quickly reduce the number of problem patrons coming to the area. My suggestion is to promote the use of these devices as a positive move rather than as a penalty. Measures such as the introduction of Scanners and Polycarbonate glasses must be sold as positive steps. PERCEPTION IS EVERYTHING. If the perception of the general public is such that if a venue has Scanners and or Polycarbonate glasses they are somehow a third rate place, no venues will voluntarily introduce these measures even they feel it would be advantageous in the long term.*

*This is a definite. We now pay more in fees than most other industries just to*

open our doors. This money was supposed to be used but the government to address issues like violence and liquor regulation, but we have not yet seen one initiative. It appears our licence money is simply funding the budget deficit. If the QLD Government is serious about what they are doing they would create a climate making compliance pay-off for the business owner rather than costing money. Many other industries enjoy tax incentives for things like adoption of environmental practices, safety practices etc surely if violence in society is such a big issue incentives like this would only make sense?

there can be issues of identity theft and confidentiality issues with id scanner. But also have the potential to reduce violence.

I agree, if ID scanners are introduced by the venue then the after 12 midnight license fee should be capped to a one of payment not an annual fee.

A band aid solution, that appears good on the surface but is ineffective. If venues wish to stop illegal activities they should take active steps to do so and not simply turn a blind eye.

I think there should be a reimbursement based on the scale of licensing fees so that those late traders, who would make the most of this technology, are reimbursed for being proactive. A linked system between the Licencees and the Police, similar to that in Geelong would be ideal however the scale needed in the valley may make this very difficult.

### **Miscellaneous**

Survey respondents were given the opportunity to make further comments if they chose. A small number of participants elected to add comments. These are set out in full below:

*There has not been one mention of the influence that drugs play in the anti social behaviour being exhibited in licensed premises and what strategies the VLA will introduce to combat the lethal mix.*

Note: VLA members support recent calls for Police to be given the power to drug test any person taken into custody. It is a widely held belief that certain types of drugs contribute significantly to violent behaviour, and inhibit the ability of security and others to reason with and manage the relevant persons. The ability to drug test would provide evidence of the accuracy of these views, and would, it is assumed, assist Police in targeting the more intrusive aspects of drug use.

*(Querying what happens to licence fee revenue)... if forced to spend in excess of \$20k per year I would like to see actual input back into the area - ie transport, policing, street fencing. I could have spent the money on courtesy buses to make sure everyone gets home safe.*

*Yes. I believe the CCTV system requires a major upgrade ie more cameras / more*

*coverage/ better technology and all public systems eg Traffic, Malls, throughout the city should be linked to provide police with the best opportunity to do their jobs well.*

*In addition Police need the capacity to ban particular persons from the Entertainment Precinct if necessary similar to South Bank.*

*Consultation with the hospitality industry by government would also go along way in building a better understanding and cohesiveness in solving many of these social shortcomings. It really seems as though it's a us versus them mentality at present and that blame is being shifted onto an industry that many feel is already over regulated.*

*The government introduced the 3am lockout without an independent evaluation of its effectiveness. Such an evaluation would have identified some of the impacts of the lockout on patrons and what may be required to support patrons to better manage the lockout as part of their night out. While it is probably politically unpalatable to suggest that the imposition of the lockout should be reversed - that would take too much courage - it is worth noting that some form of night-time community support service is required in high volume areas. In the Valley, CBD and Caxton Street this service is currently provided by ChaplainWatch on a voluntary basis. ChaplainWatch not only supports people at risk but also provides much needed support to Police and other emergency services in these areas. This service, or one similar to it, needs to be properly resourced so that it can continue to provide this level of support and look at responding to continual calls for the extension of the service to other high-risk areas such as Southbank, West End etc.*

# Trading hours

During the period in which these submissions were prepared, one of the Police unions through the media has called for the winding back of trading hours in entertainment precincts to 2am. The VLA does not support any change to the current trading hours regime in Queensland, with the exception of the well-publicized view that the 3am lockout should be abandoned. The following comments and observations explain the VLA's position.

As mentioned elsewhere in these submissions, the Fortitude Valley Entertainment Precinct, as a conservative estimate, is attended by at least 60,000 persons each weekend. This begs the question that if licensed premises, and the entertainment precinct are as dangerous as the media and others would maintain, why do people continue to attend in such high numbers? The patron survey undertaken in conjunction with the preparation of these submissions establishes that the majority of those attending the precinct (85.3%) do so on a recurrent and frequent basis (at least once a month). According to the survey 69.1% have been attending the Valley area since before the introduction of the lock out in 2005.

VLA members find it difficult to see how reducing trading hours could be a positive step in any overall sense. In response to an assumption that rostering issues may perhaps be a factor which has contributed to the view expressed by the Union, many are appalled that the Valley, with such a significant patron population, is attended to by fewer than 15 police officers. In a modern, progressive city such as Brisbane it is difficult to understand how the obvious matter of rostering sufficient Police officers could be a problem. The statutory span of control for late-trading licensed premises is 1 licensed security officer for each 100 patrons. One Police officer for every 2000 or 3000 persons is not sufficient, and the committee should consider a strong recommendation that Police resources be increased, rather than adjusting trading hours to try and resolve rostering issues.

As a matter of simple logic, closing down the precinct at 2.00am is likely to strain or dilute existing Police resources due to:

- the presence of all patron groups within the area at the same time, as opposed to the ebb and flow of different groups which occurs at present
- the displacement of liquor consumption and related activity from the precinct into potentially uncontrolled suburban environments
- the creation of issues associated with overloading public transport

Statements that a reduction in trading hours will simply follow the lead of European and American cities should be treated with extreme caution. Many jurisdictions both within Australia and overseas permit 24 hour trading. Others (such as New York) permit trading until 4am. Some allow trading through until 8am. Others work on the basis of "exclusion periods" and so on. Interestingly, a city such as New York, for example, addressed its long-standing violent reputation

not through the draconian winding back of liquor trading hours, but through zero-tolerance policing of violent behaviour.

Licensed premises have undergone significant changes over the last decade or so. These include the introduction of licensed security providers, statutory security ratios, mandatory Responsible Service of Alcohol training for all staff, mandatory Responsible Management of Licensed Venue training for nominees and approved managers, mandatory incident reporting, bans on priced-based advertising, restrictions on liquor-based promotions and activities, house policies, the 3am Lock-Out, licence fees and mandatory CCTV coverage of entries and exits. Licensees can perhaps be forgiven for believing that it is time for the Government to look at other avenues, such as a significant boost in Police resources to provide the ability to take strategic steps to address violent behaviour, backed up by penalties which are harsh enough to deter future offenders.

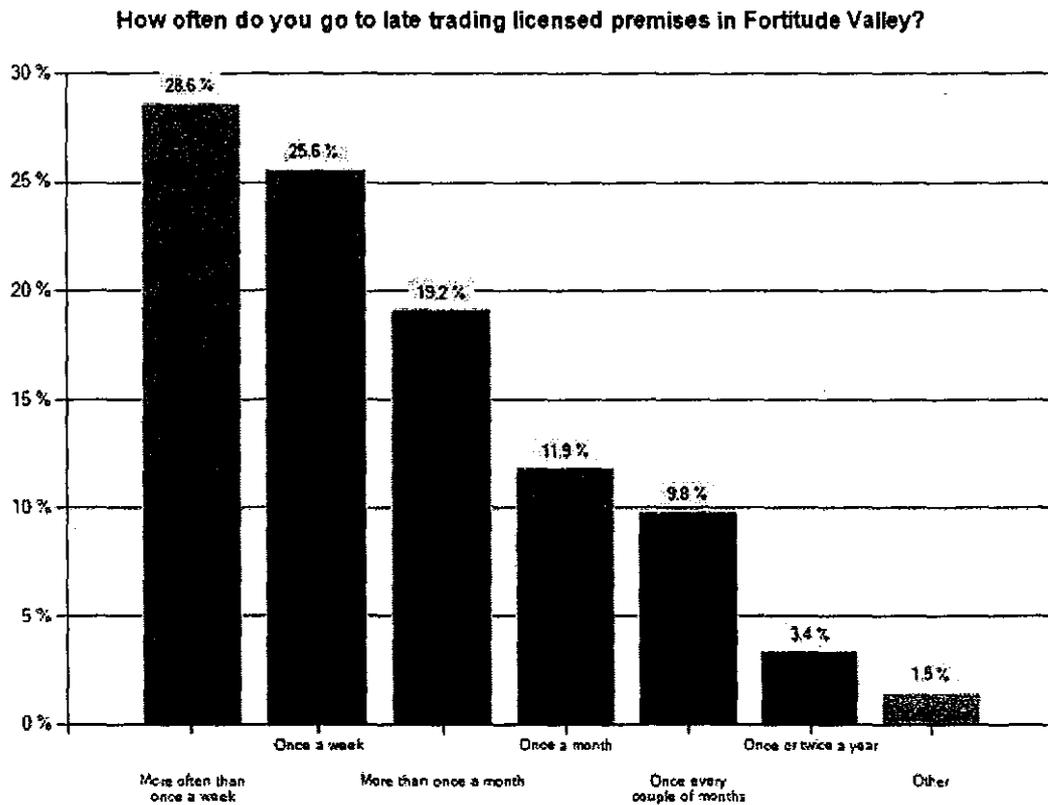
Brisbane City Council also needs to turn its attention to its own systems. Any licensed premises of reasonable size is likely to have more surveillance cameras by itself than exist in the whole of the "City Safe" system.

It is also worthy of note that late trading permits are not granted as-of-right under any circumstances. The application process is rigorous and involves lengthy community and stake-holder consultation, and detailed assessment of amenity and social impact. The permits can also be summarily cancelled if despite the initial assessment, the impacts caused by late trading warrant it. There are enough examples of this action in the past for it to be safely concluded that all premises trading beyond midnight are doing so within acceptable standards. The legislation is in place and it works. There are thousands of premises which trade until midnight or earlier, and relatively few which operate with the privilege of late trading, all in areas which are suitable for the purpose.

# Patron Survey

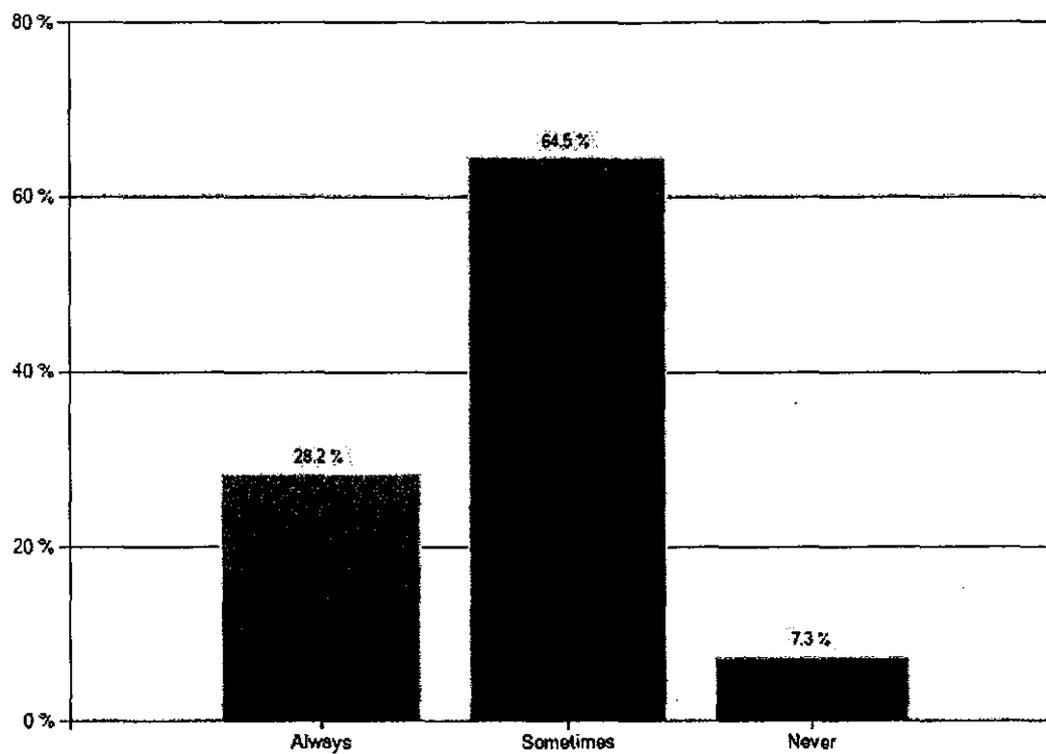
## Patron survey results

The survey was conducted using an online collection tool over a period of three weeks. The survey respondents were in the main subscribers to email databases operated by licenced venues in the Fortitude Valley area. There was also a link to the survey from the website of the Valley Chamber of Commerce.

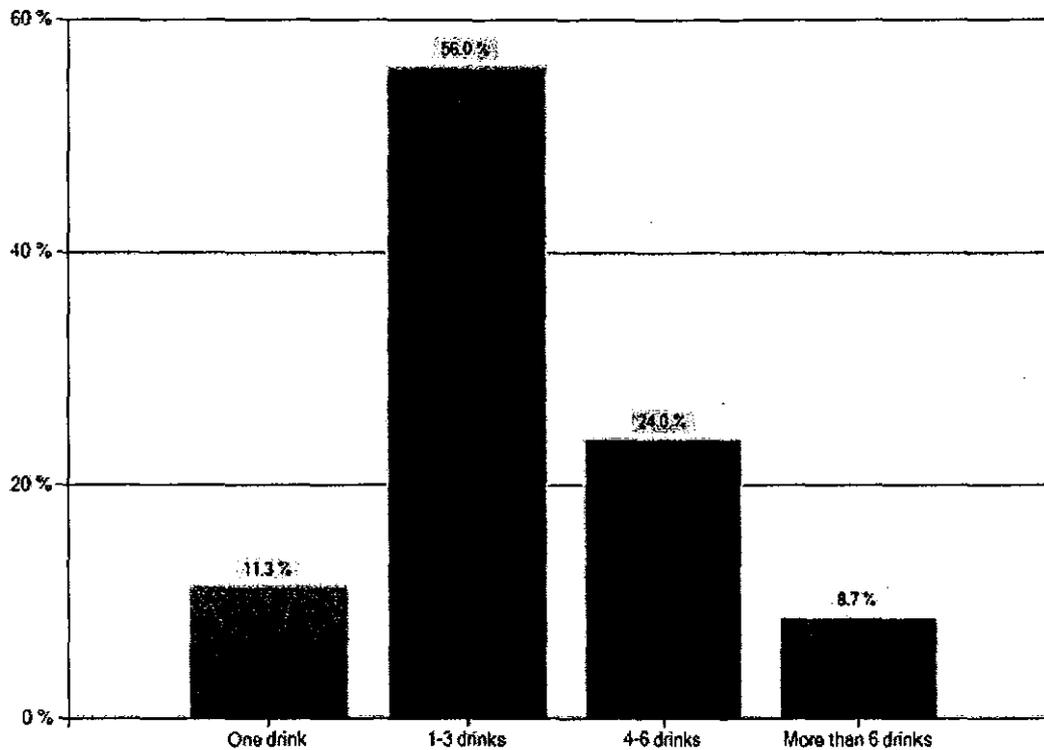


The first question on the survey asked how frequently the person visited late trading licensed venues in Fortitude Valley. More than half the respondents visited the area weekly or more often.

**When you go out, do you drink alcohol beforehand?**



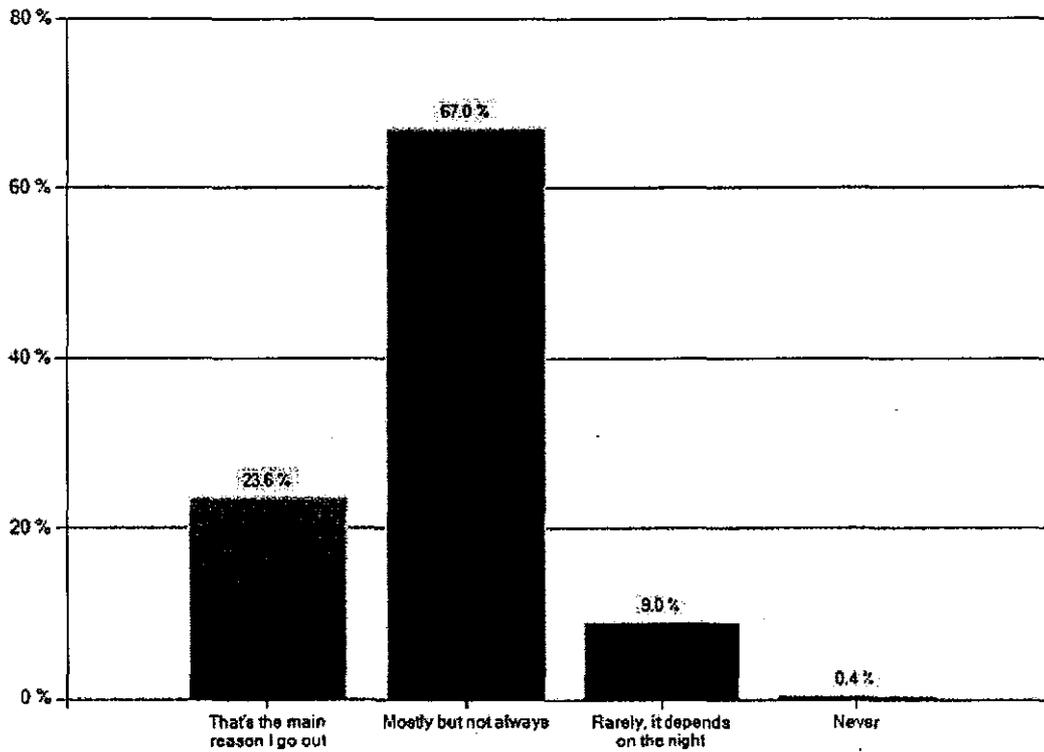
### How much do you typically drink before you go out?



Over 90% of respondents consume alcohol before leaving home. The majority (56%) typically have between one and three drinks and 8.7% have more than six drinks before going to licensed premises.

This confirms the well-established views within the industry regarding patrons' consumption patterns, and emphasises the need to consider strategies which deal with the promotion of retail packaged liquor.

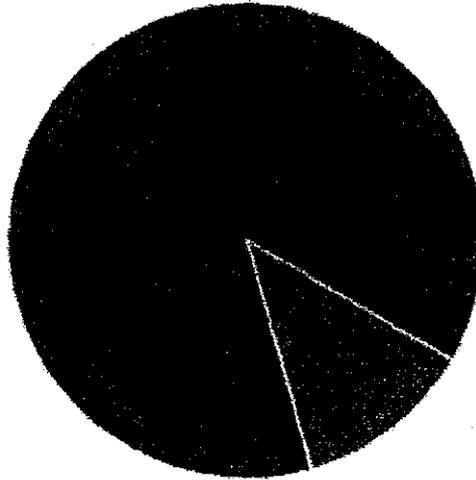
**When you go out do you consume alcohol?**



An overwhelming number of respondents consume alcohol when on licensed premises.

Many venues in Fortitude Valley and throughout Queensland are allowed to stay open until 5 am every day except for Good Friday, Christmas Day and Anzac Day. Some people believe this has caused an increase in problems associated with liquor. Do you believe the length of licensed trading hours has an effect on your consumption of liquor?

87.7%



Yes  
No

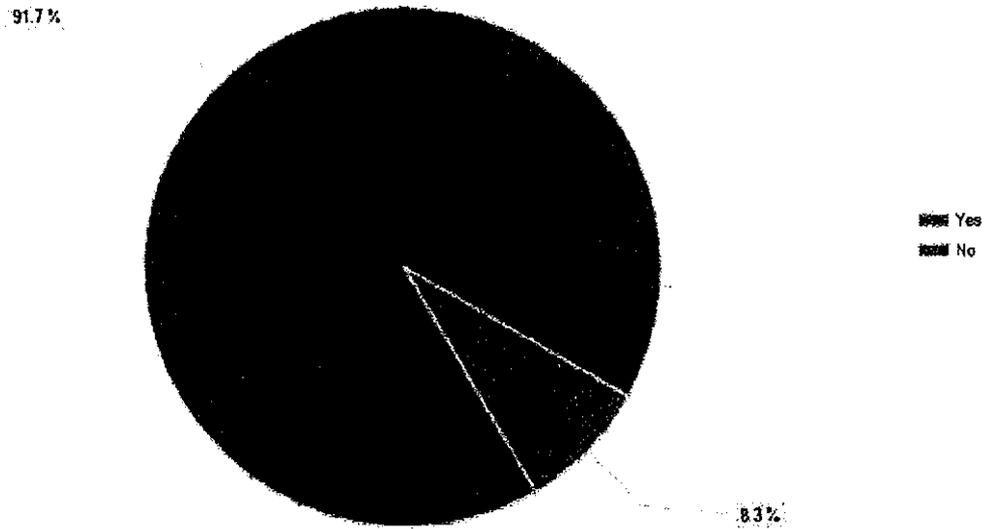
12.3%

Almost nine out of ten respondents do not believe the length of licensed trading hours affects their consumption of liquor. Of those people who do believe this has an effect, more than 80% indicated shorter trading hours increases the consumption rate, but only 40% indicated it causes a reduction in the amount consumed.

Longer trading hours caused a slowing in the consumption rate in 86.8% of respondents but increased the amount consumed by 61.2% of respondents whose drinking is affected by the length of licensed trading hours.

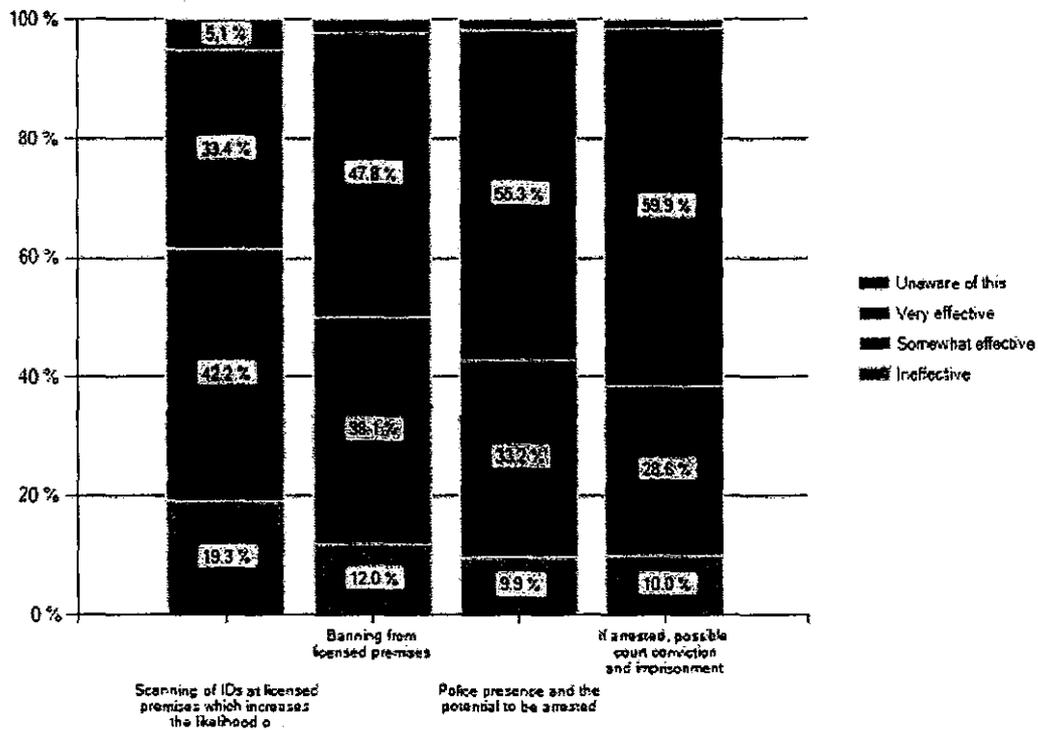
Whilst the response highlights the complexities associated with the issue of the impact of trading hours on drinking, it does not support the simplistic view that shorter trading hours will lead to better drinking practices.

**Do you believe consuming alcohol makes you a more violent person?**



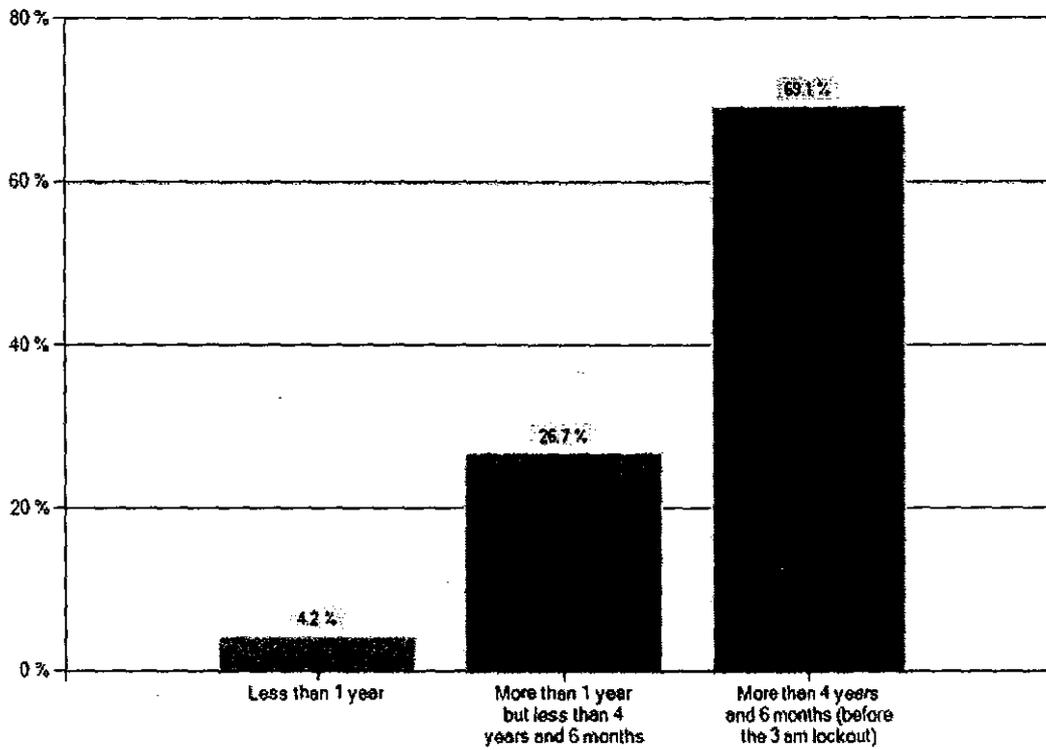
Less than 10% of respondents believe the consumption of alcohol increases their tendency towards violent behaviour. This is consistent with current academic opinion, as reflected for example in the Government-commissioned study on violent incidents involving glass (Cassebatis, Mazerolle 2009).

**Please rate the following strategies on their effectiveness in deterring violent behaviour at licensed premises?**

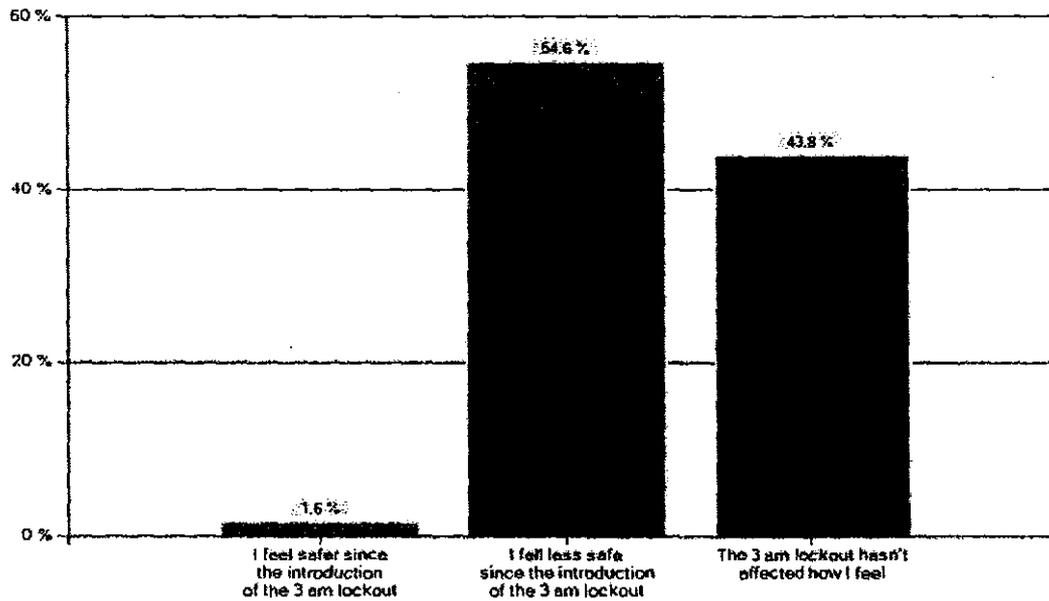


The responses received suggest that an increased police presence and the potential to be convicted or imprisoned are two of the most effective strategies in deterring violent behaviour. The potential to be banned from licensed premises also rated well. The lower ratings for ID scanners may stem from a lack of understanding of how the scanners can be used.

**How long have you been attending licensed premises in the Brisbane area?**



**Since the introduction of the 3 am lockout do you feel safer while at licensed venues late at night?**



# Conclusion

The VLA commends the information contained in these submissions to the Inquiry, and respectfully requests that the views expressed be taken into consideration when formulating recommendations to Government.

If any further information or assistance is required, please contact:

Matthew Jones  
Director



## **Fortitude Valley Safer Venues Program:**

The *Fortitude Valley Safer Venues Program* is an initiative of Queensland Health in partnership with DRUG ARM, Valley Liquor Accord and Valley Chamber of Commerce. The program aimed to recognise the contributions made by licensees to patron and staff safety and provide strategies to further improve safety standards in and around licensed premises. In June 2007, The Safer Venues Pilot Program for Fortitude Valley was launched, with a total of 12 licensed venues participating in the program. The success of Safer Venues continues to grow with the Fortitude Valley project being extended for a second round and 14 licensed venues in Fortitude Valley participated in the program for 2008/09.

Excessive alcohol consumption represents a major health risk and has been identified as a priority for preventative intervention. Safer Venues is a setting based program that aims to create environments that support positive drinking choices and reduce the negative outcomes associated with excessive alcohol consumption. Safer Venues was first piloted in Toowoomba in 2003. Since then it has also been successfully implemented in Fortitude Valley, Bay Side, Logan, Moreton Bay and Ipswich. The Valley Safer Venues program involves auditing licensed venues against a predetermined set of safety standards and providing them with feed back on mechanisms for improving patron safety. A structured awards system acts as an incentive for licensed venues to both participate and implement recommendations to improve patron safety standards.

The Queensland Health Safer Venues program provides an opportunity for the Fortitude Valley Liquor Partnership to target key issues and objectives identified in their action plans. The Valley Liquor Accord has committed their efforts on addressing priority alcohol management issues including;

- Attitudes to drinking (e.g. binge drinking)
- Managing intoxication (i.e. maximising patron safety and managing the impact of intoxicated patrons at entry, inside the venues and at the exit)
- Alcohol and drugs

### PROJECT AIM:

To reduce the negative outcomes of excessive alcohol consumption (eg. injury, violence, street crime) by working proactively with the liquor industry to improve safety in and around licensed venues.

### WHAT DOES THE PROJECT INVOLVE?

- Establishing a Project Team
  - Project team manages the implementation of the project
  - Project team may include – liquor licensing, police, emergency services, local government, ATODS, sexual assault services, workplace health and safety
  - Will determine categories, define and recruit people to undertake reviews and provide general direction/guidance for the project.

- Invite Licensed Venues to nominate
  - Ⓢ Open invitation to Licensed Venues to nominate for Safer Venues Award
  - Ⓢ Application Forms sent to all Licensed Venues.
- Promote the project via media
- Safety Survey's conducted

Six main safety criteria are covered in the reviews are:

- Ⓢ Access
- Ⓢ Workplace Health & Safety
- Ⓢ Fire & Emergency Evacuation
- Ⓢ Responsible Service of Alcohol
- Ⓢ Tobacco Legislation
- Ⓢ General Safety
- Ⓢ Safety survey is based on Liquor Licensing Division 'No More Risky Business' and STRAWS Project

Four separate surveys are conducted over 2 separate visits:

- Ⓢ Physical Review (Visit 1)
- Ⓢ Interview with Manager (Visit 1)
- Ⓢ Interview with Staff (Visit 1)
- Ⓢ Random Anonymous Evening/Night Review (Visit 2)
- Data analysed and feedback prepared
- Awards Ceremony conducted
  - Presented by the Mayor or Councillor and Other agencies.
  - Based on review results venues awarded Gold, Silver & Bronze Achievement Awards in recognition of their contribution to patron safety
  - All participating venues are provided with a certificate of participation.
  - Excellence Award Winner
- Feedback provided to Venues
  - All venues provided with feedback on results of reviews
  - Acknowledge good work already done – positive contributions that venues have made to patron safety
  - Suggest any potential strategies for improving patron safety

### **The Assessment Process:**

The assessment process for the Safer Venues Program begins once nominations from licensed venues to participate in the program have been received. Assessment of each participating venue is done through the use of safety surveys. These surveys have been based on 'No More Risky Business' a safety and compliance guide for licensees produced by the Queensland Liquor Licensing Division, and 'Safer Times' an innovative strategy to reduce violence against women in and around licensed premises developed by the Albury Wodonga STRAWS Project.

The surveys are designed to cover the following areas: lighting in and around the venue, access to the venue, parking and transport, external and internal environment, security, toilets, telephone facilities, responsible service of alcohol and drink spiking prevention, attitudes of management and staff to patron safety, fire safety and emergency evacuation

procedures, workplace health and safety, tobacco legislation, and general safety in the venue.

Four surveys are conducted over two visits. The first visit is conducted during the day and involves interview surveys with both a representative from management and staff, as well as a physical safety survey of the venue. The second visit is made when the venue is at its peak time, usually in the evening. This is a random anonymous survey and allows a true picture of the venue to be seen. The Information gathered from the manager, staff, day and night surveys provided feedback on areas such as Alcohol Management, Tobacco Management, Policies and Procedures, Health and Safety, and Transport. This information is separated into two sections including positive attributes regarding patron and staff safety that the venue should be acknowledged for, and changes that the venues can make to improve the safety for their patrons and staff. It is important to note that the information gathered provides a snapshot of the venue and can be influenced by varying employment levels and training of staff, how long a manager had been at a particular venue, venues under going renovations, and external issues such as council lighting and transport. Results from the surveys are entered into a database which utilises an assessment scale to determine an overall score for each venue. Based on this overall score gold, silver, bronze or a certificate of participation is awarded. For the 2007/08 and 2008/09 program an excellence award was presented to the venue with the highest overall score.

Based on the surveys there is potential for licensed premises to improve their venues by focusing on areas such as reducing happy hours and limiting the supply of shots and doubles, educating staff how to manage syringes, educating staff how to manage a fire and also implementing and formalising a other community safety program.

The following awards given to participating venues were as follows:

**Safer Venues Award 2007/08:**

Excellence Award -The Elephant and Wheelbarrow

Gold -Royal George Hotel, Press Club, The Elephant and Wheelbarrow

Silver- Bank Vault Lounge, The Waterloo, Hotel, The Fringe Bar, Birdee Num Num, The Empire Hotel, The Family Nightclub

Bronze -The GPO Hotel, Alhambra Lounge, The Monastery

**Safer Venues Award 2008/09:**

Excellence Award- Royal George Hotel

Gold Awards- Royal George Hotel, Bank-Vault Lounge, Judith Wright Centre of Contemporary Art, Fringe Bar, Mystique Nightclub, Family Nightclub, Planet Night Club

Silver Awards- Rockafellas, Monastery, Press Club, The Beat Megaclub, Empire Hotel

Bronze Awards- Beccofino, Garuva Restaurant & Bar

All participating venues received window stickers, bar mat, and framed certificates to promote their participation in the program and identify their award status.

### **Relevant Outcome/ Partnership Area/s**

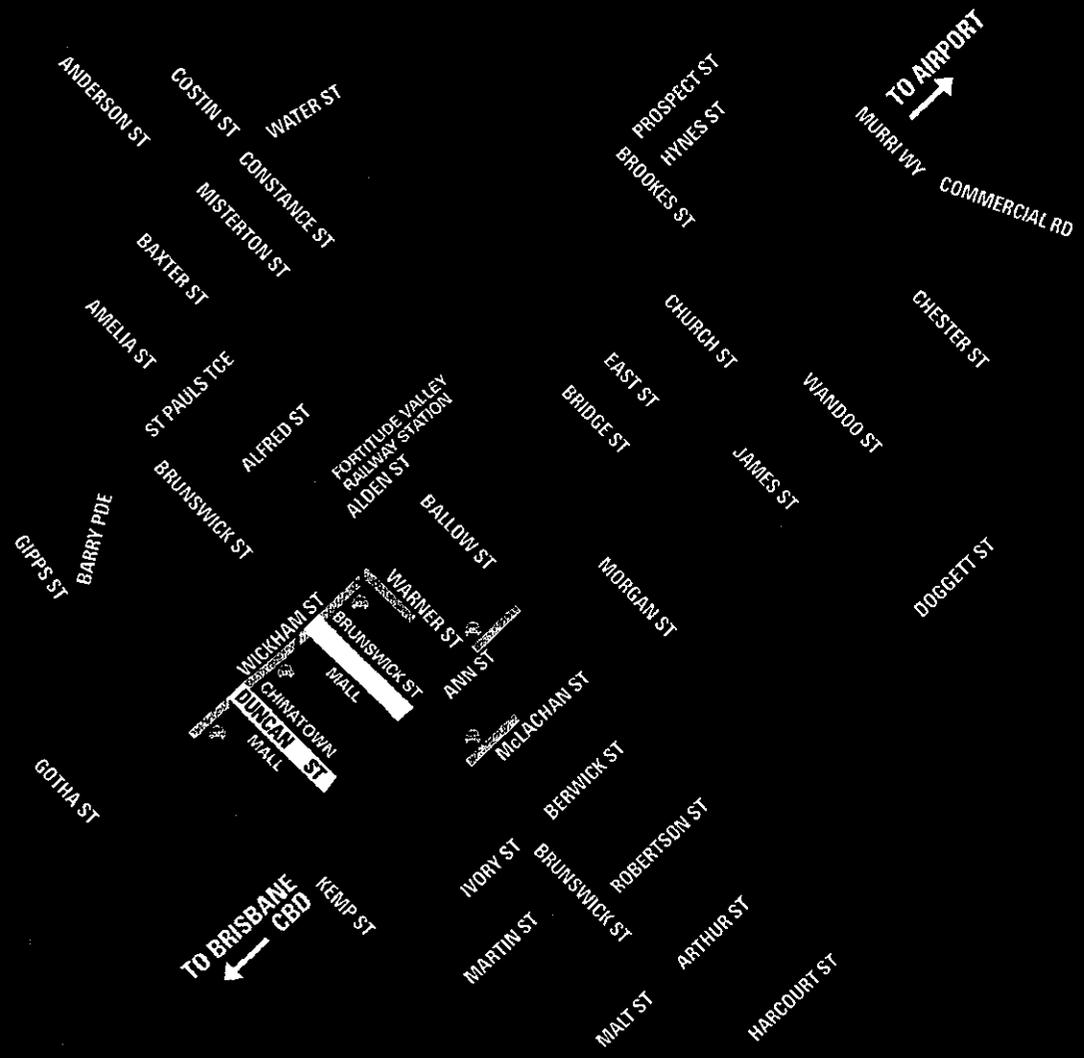
The Valley Safer Venues program was successfully implemented in the Fortitude Valley in 2007/08 and 2008/09 with support from the Valley Liquor Accord. It has also strengthened the partnerships developed between the liquor partnership and key Government and Non government organisations including,

- Valley Liquor Accord
- Valley Chamber of Commerce
- Queensland Police Service
- Queensland Health
- Brisbane City Council
- Office of Liquor and Gaming Regulation
- DRUG ARM

Given that Safer Venues Program received strong support from members of the Valley Liquor Accord, it represents a sustainable health promotion project which further increases community safety through the creation of supportive environments by addressing the negative outcomes and risk factors associated with excessive alcohol consumption.

# VALLEY ENTERTAINMENT PRECINCT VENUE LOCATIONS

WWW.VALLEYENTERTAINMENTPRECINCT.COM  
WWW.VALLEYLICQUORACCORD.COM



- |  |                                     |
|--|-------------------------------------|
| 2002 Cyber City L5                               | Luxe L15                            |
| Aihambra N8                                      | Mandarin Palace M5                  |
| alloneword M4                                    | Mecca Bah E15                       |
| Arena I4   | Mellino's Restaurant L7             |
| Bank Vault Lounge M7                             | Mint Indian Gourmet O9              |
| barsoma I9                                       | Mitho Nepali Restaurant L5          |
| Belle Epoque E14                                 | Mix Bar M8                          |
| Bow Thai Restaurant M4                           | Mustang Bar N7                      |
| Bravo Wine Bar Bistro R11                        | Nest Licensed Cafe D6               |
| Brazilian Touch M9                               | Oyama Japanese Restaurant O3        |
| Bruce Watling Galleries G16                      | Palace Centro Cinema K14            |
| Birdee Num Nums O5                               | Plan B Restaurant & Bar K6          |
| Buzz Bistro J14                                  | Planet Nightclub K8                 |
| Café 131 Q2                                      | Queensland Liquor Supplies E5       |
| Café Restaurant Capri E14                        | Queens Arms Hotel L16               |
| Caxton Street Catering N10                       | Rics Café M7                        |
| Central Brunswick Apartments Hotel S13           | RNA Showground C8                   |
| Chinahouse Seafood Restaurant Pty Ltd M5         | Rockafellas Bar K5                  |
| Chopstix O9                                      | Royal George Hotel M7               |
| Cloudland N7                                     | Scores Night Club K5                |
| Club 299 L6                                      | Sirianni Fine Foods Pty Ltd E15     |
| Constance St Fine Wine Cellar E5                 | Sky Room K5                         |
| Cosmopolitan Coffee Valley L7                    | Societe Bar Bistro P10              |
| Cru Bar & Cellar J14                             | Spanish Tapas Bar R13               |
| Culmart Creative Catering Pty Ltd M5             | Step Inn I3                         |
| Depot Emporium E15                               | Sukiyaki Express O9                 |
| Don't Tell Mama J5                               | Sushi On The Run O3                 |
| Elephant and Wheelbarrow M7                      | Tabu Lounge Bar-Nightclub K5        |
| Emperor's Palace Chinese Restaurant N6           | Tara Thai Restaurant L4             |
| Empire Hotel N8                                  | Thai On Brunswick O9                |
| Emporium Hotel D14                               | Thai VV-Rat N5                      |
| Enjoy Inn M4                                     | The Beat Cabaret & Restaurant M8    |
| Family Nightclub O7                              | The Buffalo Club K5                 |
| Freestyle E15                                    | The Bowery M7                       |
| Fringe Bar J10                                   | The Cabaret Nightclub L6            |
| Garuva G10                                       | The Church K7                       |
| Genghis Khan Mongolian Restaurant D7             | The Coffee Club Café O9             |
| Giardinetto Restaurant D11                       | Valley Hotel / Lassiters Bar 388 N9 |
| Glass Bar & Restaurant O9                        | The Met K5                          |
| Globe Theatre J4                                 | The Metro On Gipps J2               |
| Golden Palace N6                                 | The Monastery N7                    |
| GPO Hotel K9                                     | The Original Montezuma's R13        |
| Harveys L15                                      | The Thirsty Camel Liquor Store K5   |
| Hospitality Training Association Incorporated J7 | The Troubadour L7                   |
| Hunan Chinese Restaurant N6                      | The Vietnamese Restaurant L5        |
| James St Market J14                              | The Wickham Hotel I7                |
| James Street Bistro L15                          | The Zoo L8                          |
| Jubilee Hotel E5                                 | Three Bistro E15                    |
| Judith Wright Centre O10                         | Tibetan Kitchen S13                 |
| Kaliber Boutique Lounge Dining L6                | Tisane Tea Room J16                 |
| King Of Kings Seafood Restaurant M4              | Tivoli Cabaret C3                   |
| Koh-ya Brisbane P4                               | Tony's Niteclub L4                  |
| La Ruche L8                                      | V Lounge & Restaurant P2            |
| Les Amis E7                                      | Vroom Cafe Bar L16                  |
| Limes Hotel F6                                   | Wagamama E15                        |
| Loki Bar M7                                      | Waterloo Hotel E16                  |
| Love and Rockets L8                              | X & Y Bar N6                        |
| Luckys Trattoria O9                              | Yee Foong Chinese Restaurant L5     |
| Lunar Lounge On James N17                        | Zuri Lounge N8                      |

VALLEY MARKETS Saturday 8am-4pm & Sunday 9am-4pm.

This map is produced by Valley Chamber of Commerce Inc as indicative location of venues

Subject to change without notice