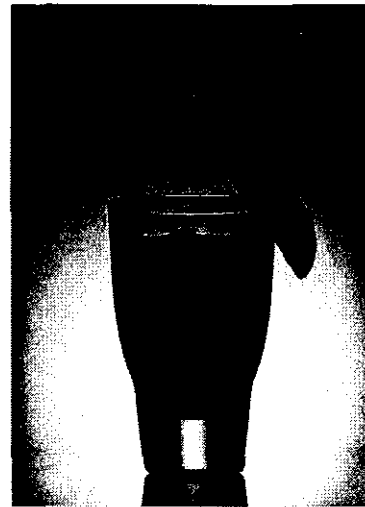




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**Queensland  
Government**  
Queensland Health

**MOVING THE LIQUOR AGENDA FORWARD  
IN THE  
FORTITUDE VALLEY**



**GETTING THE BEST OUTCOMES  
THROUGH A PLANNED AND COORDINATED  
APPROACH**

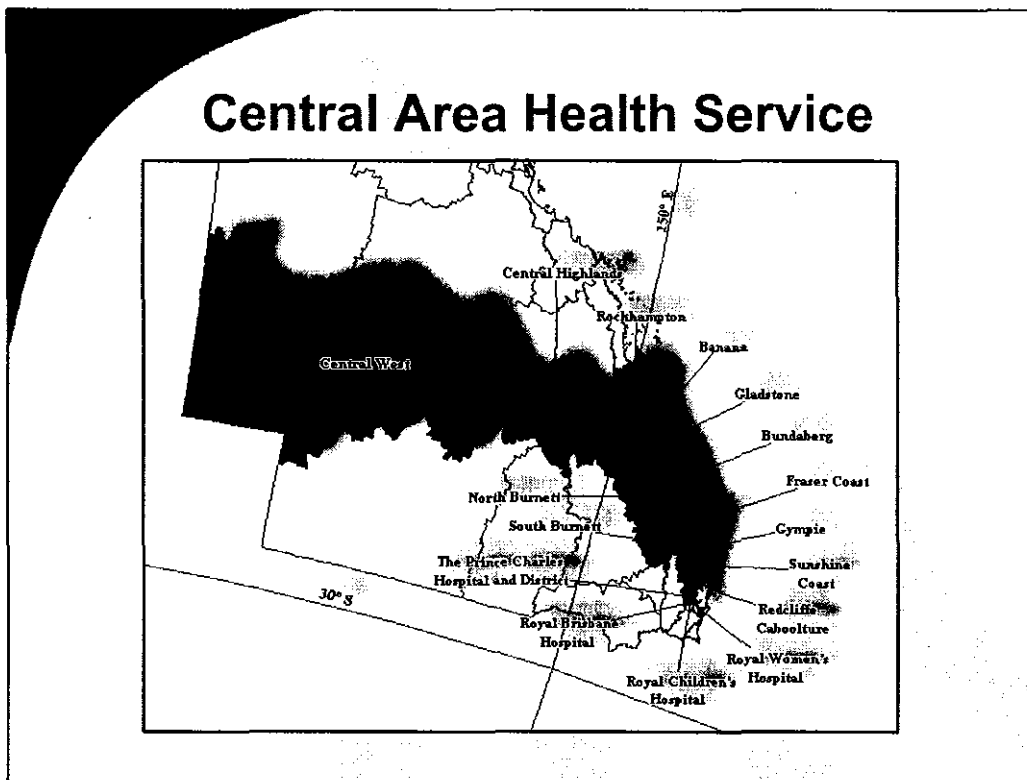
## PREFACE

Queensland Health, in partnership with other key government, business and community stakeholders, has been at the forefront of the development of a partnership approach in addressing alcohol management issues since the early 1990s. Much of this work was concentrated on the Gold Coast.

The development of an engagement process, inclusive of licensees and security providers as valuable contributors to this process, has been a hallmark of this approach.

In 2007, Central Population Health Services – Population Health Queensland commenced a dedicated process of supporting the partnership approach to alcohol management issues across local communities within the Central Area.

The Central Area includes a diverse range of communities such as Longreach, Gladstone, Bundaberg, Maryborough, Gayndah, Gympie, Noosa, Caloundra, the Sunshine Coast Hinterland, Caboolture, Pine Rivers, Redcliffe, Fortitude Valley Entertainment Precinct, Caxton Street (Brisbane) and the Brisbane Central Business District.



As part of the Alcohol, Tobacco and Other Drugs Strategic Plan, this approach was identified as the most effective way to address key alcohol components for Chronic Disease Prevention overall.

The following Action Plan represents the completion of the fourth stage of an eight step engagement process:

1. Agreement with partners to engage
2. Development of Terms of Reference
3. Review of current practice and identification of needs
4. Development of Action Plan
5. Implementation of the Action Plan
6. Evaluation of the outcomes of the Action Plan
7. Review of the direction of the cluster, strategic focus and partnership
8. Influencing the consideration of health promotion initiatives during the planning and implementation phases

The engagement process is based on international, national and local best practice and provides a useful framework for the engagement of key stakeholders in addressing local alcohol management issues within a preventative health context.

It is with great optimism that we continue to support this process into the implementation stage.

The Central Population Health Services – Population Health Queensland would like to acknowledge and thank the Valley Liquor Accord for its vision in recognising the benefits of this approach for all concerned.

The Central Population Health Services – Population Health Queensland would also like to acknowledge and thank Ms Gordana Blazevic, Managing Director of Blaze Consulting, for her facilitation and support of the partnership process through the stages of needs analysis, action planning and beyond.

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Alcohol, Tobacco and Other Drug Prevention  
Central Population Health Services – Population Health Queensland  
Queensland Health

December 2008

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## Appendices

## 1. INTRODUCTION

Alcohol plays a significant part in the Australian way of life and culture. We often consume alcohol as part of our relaxation, socialisation and celebration. Most of the time we drink responsibly however we know from available local and national research that alcohol misuse is one of the leading causes of preventable death and injury in Australia.

The Queensland picture is very similar. In addition to its health impacts, alcohol is significantly linked to death and injury in motor vehicle incidents, crime and anti-social behaviours. It impacts on the overall health and well-being of individuals and the community.

Research shows that even the most basic harm minimisation strategies such as the promotion of low alcohol content drinks and the responsible service of alcohol can lead to a significant reduction in alcohol related harm. It also shows that the best and most sustainable outcomes are achieved at the local community level when strategies are developed to respond to specific local needs.

The Alcohol, Tobacco and Other Drug Prevention area of the Central Population Health Services – Population Health Queensland has developed a comprehensive program to facilitate and support a strategic and coordinated approach to the prevention of alcohol related harms.

Underpinning this approach is the establishment of a prevention infrastructure to provide support in the delivery of evidence-based alcohol prevention programs and activities. This infrastructure requires the establishment of new, or strengthening of existing, partnerships focused on the minimisation of the impact of alcohol related issues on local communities.

This support is provided by encouraging local community partnerships to undertake a planned and coordinated approach to addressing locally identified alcohol management issues, by:

1. Identifying the issues – undertaking the collection of local data, to complement what we already know more widely about alcohol related issues, and provide the basis for the development of a response that is tailored specifically to addressing local needs.
2. Taking informed action – developing and implementing a set of achievable actions aimed at addressing locally identified alcohol management issues, including the clear documentation of goals, outcomes, actions, timelines, resource requirements and roles and responsibilities.
3. Review and evaluation – regularly monitoring and reviewing progress including the partnership process, the impact of actions undertaken and the overall outcomes of the strategies.

Developing an evidence based approach to addressing the harms associated with alcohol is both nationally and internationally recognised good practice.

The benefits of evidence-based approaches to managing the harms associated with alcohol include:

- It provides a clear direction and is outcomes focused – which means less talk and more energy invested in the delivery of meaningful alcohol management activities.
- It facilitates the prioritisation of issues - in recognition of the fact that partnerships cannot do everything but they can make a difference in key areas.
- It provides a basis for good decision-making - especially where capacity and resources are stretched.
- It provides a baseline for monitoring, review, and evaluation – which is particularly important in securing the support of key community stakeholders and the funding required to undertake alcohol management activities.

The Central Population Health Services – Population Health Queensland is providing support to existing and new partnerships by providing resources to coordinate the establishment of partnerships (where they do not currently exist), revitalise existing partnerships, collect data to assist in the identification of local alcohol management issues and facilitate the development of a planned and coordinated approach to alcohol management across local communities within the Central Area.

This report documents the Action Plan developed by the Valley Liquor Accord (Section 2).

Section 3 provides a summary of what we already know about the impact of alcohol on the general community from various national and local studies.

Section 4 and 5 describe the process undertaken by the Valley Liquor Accord in developing its Action Plan, including the results of stakeholder consultation, licensee surveys and patron surveys, which were integral to informing the development of the plan.

## 2. VALLEY ACTION PLAN

### 2.1 Key issues and Objectives

The Valley Alcohol Management Partnership (VAMP) was formed in 2004 as a locally responsive and proactive approach to managing the risks associated with alcohol. It represents an effective collaboration between local government, business and community based organisations with Fortitude Valley (the Valley).

VAMP priorities included encouraging licensed venues to participate in VAMP and to commit to a licensing accord, improving safety in public areas near licensed venues, and helping to make the Valley accessible and safe for everyone. In October 2004, licensed venues in the Valley district adopted a licensing accord. Venues that adopted the accord agree to use a proactive approach in addressing the negative impact of alcohol sale and consumption. The accord covered four main areas - responsible service of alcohol, improving safety and security in and around licensed premises, being good neighbours, and working cooperatively with police and the community to improve local outcomes.

Over the past four years, VAMP has significantly enhanced opportunities for collaboration between stakeholders in addressing alcohol management issues in the Valley. It has developed, implemented and monitored best practice in the management of licensed premises, and adapted these practices to improve service standards within licensed premises and safety in public places near licensed premises. The commitment of VAMP members to working cooperatively with Police, Council and other key government, business and community stakeholders within the Valley has also played a major role in improving perceptions of the Valley as a safe entertainment precinct. The strategies developed and implemented by VAMP, particularly in addressing critical issues such as training in the responsible service of alcohol, patron education and transport safety, have also been used as a model by other local areas addressing similar alcohol related issues.

Although a relatively mature alcohol management partnership, VAMP welcomed the opportunity to participate in the alcohol partnership process facilitated by Queensland Health. Recent changes to the Liquor Act have recognised the importance of such partnerships and the development and adoption of liquor accords as a useful harm minimisation strategy. In line with these changes, VAMP members have utilised the alcohol partnership process, which includes the development of an action plan, as a vehicle for revitalising and refocusing their partnership which will now be known as the Valley Liquor Accord. In developing their action plan, the Valley Liquor Accord agreed that they would focus their efforts over the coming 12-18 months on addressing the following four priority alcohol management issues:

- Patron education
- Drugs
- Transport
- The impact of off-premises consumption of alcohol (including the influence of the price of drinks)

## 2.2 Actions

### Patron education

| <b>ACTIONS</b><br>What will we specifically do?  | <b>HOW</b><br>1. Human resources<br>2. Financial resources<br>3. Other resources (e.g. equipment, marketing)  | <b>WHO</b><br>1. Who will take the lead role?<br>2. Who else needs to support this activity?                     | <b>WHEN</b><br>Timeframe*                               | <b>WHAT</b><br>What tangible things will we produce (e.g. guidelines, posters, drink coasters, etc)?  |
|--|---|--|---|---|
| Increase awareness of young people about the impacts of alcohol  | Lobby for national patron education programs including school based programs  | Valley Liquor Accord<br>Queensland Police<br>Queensland Health<br>Other Support services<br>Media<br>Politicians | Long-term (on-going)                                    | Television advertisements<br>Radio campaigns<br>Newspaper campaigns<br>School based programs  |
| Increase awareness of people aged 18-25 years about the impacts of alcohol, the responsibilities of all parties on licensed premises and the consequences of not meeting those responsibilities. | Development and implementation of effective communication strategy<br><br>Development and advertising of key messages utilising social marketing websites such as MySpace and Facebook<br><br>Reinforcement of key messages on the Valley Liquor Accord website and with hyperlinks to Valley Liquor Accord member websites | Valley Liquor Accord<br>Queensland Health<br>Council   | Medium-term (targeting peak periods and special events) | Update of Valley Liquor Accord (VAMP) website<br><br>Links from MySpace and Facebook to Valley Liquor Accord website and with hyperlinks to Valley Liquor Accord member websites<br><br>Flyers - Email campaigns<br><br>Surveys - Databases |

\* Timeframes are indicated as Short-Term (1-6 months), Medium-Term (7-18 months) and Long-Term (19-36 months)



| <b>ACTIONS</b><br>What will we specifically do?   | <b>HOW</b><br>1. Human resources<br>2. Financial resources<br>3. Other resources (e.g. equipment, marketing)   | <b>WHO</b><br>1. Who will take the lead role?<br>2. Who else needs to support this activity? | <b>WHEN</b><br>Timeframe* | <b>WHAT</b><br>What tangible things will we produce (e.g. guidelines, posters, drink coasters, etc)?  |
|---|--|--|---------------------------|---|
|   | Requirement that an alcohol management plan be developed, by party organisers, as a condition of booking acceptance for large parties (e.g. school formals, sporting celebrations, Christmas celebrations) | Valley Liquor Accord<br>Liquor Licensing   | Short-term                | Guidelines for party organisers<br>Number of party bookings requiring alcohol management plan<br>Decrease in incidents associated with party bookings |
| Increase the education of licensees to promote consistency of approach within licensed premises across the precinct | Compulsory participation in Accord<br>Harsher penalties  | Queensland Police<br>Liquor Licensing<br>Valley Liquor Accord                                | Short-term                | Regular communication between licensees<br>Collaborative problem-solving  |
| Reinforce awareness raising and education campaigns with stronger enforcement                                       | Signage<br>Regular and sustainable enforcement activities<br>Speedy processing of fines  | Queensland Police<br>Liquor Licensing  | Short-term (ongoing)      | Signage<br>Initial increase in enforcement activity<br>Incremental behavioural change   |

\* Timeframes are indicated as Short-Term (1-6 months), Medium-Term (7-18 months) and Long-Term (19-36 months)

Drugs

| ACTIONS<br>What will we specifically do?   | HOW<br>1. Human resources<br>2. Financial resources<br>3. Other resources (e.g. equipment, marketing)        | WHO<br>1. Who will take the lead role?<br>2. Who else needs to support this activity?  | WHEN<br>Timeframe*  | WHAT<br>What tangible things will we produce (e.g. guidelines, posters, drink coasters, etc)?                                |
|--|--|--|---|--|
| Develop a collaborative government-community response to drug management<br><br>Identify a lead government agency to coordinate proactive cross-agency communication | Development of a drug management plan based on best practice (e.g. Melbourne, Geelong)<br><br>Source funding | Valley Chamber Safety Committee<br>Valley Entertainment Management Planning Committee<br>Queensland Police<br>Queensland Health<br>Non-Government Support Services | Terms of Reference – Short-term<br><br>Development of Plan including consultation with all agencies – Medium-term | Drug Management Plan   |
| Improve the awareness and capacity of staff of licensed premises to respond to drug related issues   | Staff training – e.g. Hospitality First Responder  | Queensland Health<br>Valley Liquor Accord  | Short-term  | Number of staff trained  |
| Identify and address any design related issues in the public space around licensed premises that may impact on drug related activity                                 | Safety audits  | Valley Liquor Accord<br>Queensland Police<br>Council   | Short-term<br>(every 6 months)  | Results of audits and improvements to the design of licensed premises based on Crime Prevention Through Environmental Design |
| Examine the need for after hours outreach and drug support services  | Research project<br>Source funding   | Valley Liquor Accord<br>Queensland Health  | Medium-term   | Recommendations for the development of an appropriate after hours outreach and drug support services                         |

\* Timeframes are indicated as Short-Term (1-6 months), Medium-Term (7-18 months) and Long-Term (19-36 months)

| <b>ACTIONS</b><br><b>What will we specifically do?</b>  | <b>HOW</b><br><b>1. Human resources</b><br><b>2. Financial resources</b><br><b>3. Other resources (e.g. equipment, marketing)</b>  | <b>WHO</b><br><b>1. Who will take the lead role?</b><br><b>2. Who else needs to support this activity?</b> | <b>WHEN</b><br><b>Timeframe*</b> | <b>WHAT</b><br><b>What tangible things will we produce (e.g. guidelines, posters, drink coasters, etc)?</b> |
|---|--|--|----------------------------------|---|
| Influence the government to investigate the costs of recreational drugs and alcohol, and the influence of price on the growing preference for recreational drug use | Promote a dialogue about the influence of price on choice of drug (recreational drugs versus alcohol)<br><br>Gather data and other information about the growing preference for recreational drugs based on price competitiveness, and its impacts | Valley Liquor Accord<br>Queensland Health<br>Liquor Licensing<br>Queensland Police                         | Short-Medium-Long-term           | Informed and documented dialogue about the influence of price on drug activity                              |

\* Timeframes are indicated as Short-Term (1-6 months), Medium-Term (7-18 months) and Long-Term (19-36 months)

## Transport

| <b>ACTIONS</b><br>What will we specifically do?   | <b>HOW</b><br>1. Human resources<br>2. Financial resources<br>3. Other resources (e.g. equipment, marketing)  | <b>WHO</b><br>1. Who will take the lead role?<br>2. Who else needs to support this activity? | <b>WHEN</b><br>Timeframe* | <b>WHAT</b><br>What tangible things will we produce (e.g. guidelines, posters, drink coasters, etc)? |
|---|---|--|---------------------------|--|
| Ensure that taxi ranks are located in appropriate locations to service the needs of precinct including late-night entertainment                     | Review of taxi rank locations   | Queensland Transport Council<br>Taxi companies   | Short-term                | Better response to transport needs of precinct   |
| Ensure that there are sufficient taxis to service the needs of precinct including late-night entertainment  | Negotiate with taxi industry to increase number of taxis available at lock-out and other peak times   | Valley Liquor Accord<br>Taxi companies   | Short-term                | Agreement with taxi companies<br>Better response to transport needs of precinct                      |
| Ensure that alternative transport options (e.g. buses) are responding appropriately to the needs of the precinct including late-night entertainment | Liaise with bus companies to coordinate services to be able to appropriately service entertainment area and peak demand periods   | Valley Liquor Accord<br>Brisbane Transport<br>Private bus companies                          | Short-term                | Agreement with bus companies<br>Better response to transport needs of precinct                       |
| Improve safety of alternative transport options particularly on high-risk routes  | Identify current safety and security issues, identify high-risk routes and examine options for improving safety and security (including viability of extending marshall service to key bus route) | Queensland Transport<br>Brisbane Transport<br>Private bus companies<br>Police                | Short-term                | Increased safety and security on all transport options servicing the precinct                        |

\* Timeframes are indicated as Short-Term (1-6 months), Medium-Term (7-18 months) and Long-Term (19-36 months)

| <b>ACTIONS</b><br>What will we specifically do?       | <b>HOW</b><br>1. Human resources<br>2. Financial resources<br>3. Other resources (e.g. equipment, marketing) | <b>WHO</b><br>1. Who will take the lead role?<br>2. Who else needs to support this activity? | <b>WHEN</b><br>Timeframe* | <b>WHAT</b><br>What tangible things will we produce (e.g. guidelines, posters, drink coasters, etc)? |
|---|--|--|---------------------------|--|
| Improve transport related signage within the precinct | Signage outside of venues<br>Maps showing taxis ranks and location of other transport options)               | Valley Liquor Accord Council   | Short-term                | Signage<br>Transport Options Map<br>Better access to transport information                           |

\* Timeframes are indicated as Short-Term (1-6 months), Medium-Term (7-18 months) and Long-Term (19-36 months)

**The impact of off-premises consumption of alcohol** (including the influence of the price of drinks)

| <b>ACTIONS</b><br>What will we specifically do?  | <b>HOW</b><br>1. Human resources<br>2. Financial resources<br>3. Other resources (e.g. equipment, marketing)   | <b>WHO</b><br>1. Who will take the lead role?<br>2. Who else needs to support this activity?  | <b>WHEN</b><br>Timeframe*  | <b>WHAT</b><br>What tangible things will we produce (e.g. guidelines, posters, drink coasters, etc)?   |
|--|--|---|--|--|
| Develop an industry driven well-researched proposal to promote the responsible management of bottle shops<br><br>The purpose of the research is to identify the benefits and potential obstacles associated with the requirement for bottle shops to adopt harm minimisation strategies such as: <ul style="list-style-type: none"> <li>• Responsible Service of Alcohol training for all staff involved in the sale of alcohol</li> <li>• Surveillance cameras</li> <li>• Security</li> <li>• Restrictions on price driven advertising</li> <li>• Restriction of trading hours (e.g. no sales after 8pm)</li> </ul> | Research design (including refining the range of harm minimisation strategies)<br><br>Source and apply for funding<br><br>Appoint research consultant<br><br>Conduct research<br><br>Present report to Minister for Liquor Licensing | Valley Liquor Accord<br><br>Valley Liquor Accord<br>Government agencies<br>Academic partner<br><br>Valley Liquor Accord<br><br>Research Consultant with oversight by Valley Liquor Accord<br><br>Valley Liquor Accord | Short-term<br><br>Short-term<br><br>Short-term<br><br>Medium-term<br><br>Medium-term | Research proposal<br><br>Potential range of harm minimisation strategies applicable to bottle shops<br><br>Research report detailing the potential benefits and obstacles to implementing harm minimisation strategies within bottle shops<br><br>Evidence-based recommendations for policy and legislative change |

\* Timeframes are indicated as Short-Term (1-6 months), Medium-Term (7-18 months) and Long-Term (19-36 months)

### **3. WHAT WE ALREADY KNOW ABOUT THE IMPACT OF ALCOHOL ON THE GENERAL COMMUNITY**

#### **3.1 About alcohol consumption levels in Australia**

- One in five Australians drink at levels that are risky, or at high-risk of harm in the short-term, at least once a month.
- A study of Australian secondary school students found that approximately 14 per cent of current drinkers consumed an amount of alcohol that exceeded the Australian Alcohol Guidelines.
- Parents were among the most common source of alcohol among students.
- Australians aged 20-29 years are the most likely of all age groups to drink at levels that are risky, or at high-risk of harm in the short-term.
- Approximately one-third of males and one-quarter of females aged in their 20s drink at levels that are risky, or at high-risk of harm in the short-term, at least once a month.
- There have been significant shifts in the alcoholic preferences of Australians, characterised by declines in the consumption of beer and increases in the consumption of wine and spirits (including 'Ready to Drink' – RTD - pre-mixed spirit based products).

#### **3.2 About alcohol consumption levels in Queensland**

- Approximately 80 per cent of Queenslanders drink alcohol.
- Approximately 40 per cent of drinkers consume alcohol at risky or high-risk levels.
- Drinking behaviours in Queensland are among the most risky and drinking levels in Queensland are higher than the national average.
- Females aged 14-19 years were twice as likely to drink at risky levels as males in the same age group.
- In 2004, the highest levels of risky alcohol consumption were among the 20-29 year age group.
- The proportion of males and females who usually drank at harmful levels decreased significantly after the age of 30 years.

#### **3.3 About the social and economic costs of alcohol misuse**

- In 1998-99, the social cost of alcohol was estimated to be \$7.5 billion including the cost of health and medical services, road accidents, lost productivity in the workplace and alcohol-related crime.

- The cost associated with alcohol related harm in Queensland was estimated at \$1.4 billion.
- Between 1992 and 2001, over 6,000 Queenslanders died and over 136,000 were hospitalised due to alcohol related causes.

### 3.4 References

What we already know about the impact of alcohol on the general community – in Australia and Queensland – has been sourced from the following publications:

Australian Bureau of Statistics (2005) *Apparent Consumption of Alcohol: Australia 2003-2004*. Cat. No. 4307.0.55.001.

Australian Institute of Health and Welfare (2005) *2004 National Drug Strategy Household Survey: Detailed Findings*. Canberra.

Australian Institute of Health and Welfare (2005b) *2004 National Drug Strategy Household Survey: State and Territory Supplement*. Canberra.

Collins, D and Lapsley, H (2002) *Counting the Cost: Estimates of the social costs of drug abuse in Australia 1998-99*. Commonwealth of Australia.

National Drug Research Institute (2003) *Australian Alcohol Indicators, 1990-2001: Patterns of alcohol use and related harms for Australian states and territories*.

Queensland Government (2003) *Finding the Balance – Queensland Alcohol Action Plan – 2003/04 – 2006/07*.

Queensland Health (2006) *The Health of Queenslanders 2006*. Report of the Chief Health Officer, Queensland Health.

White, V and Hayman, J (2006) *Australian Secondary School Students Use of Alcohol in 2005*. Cancer Council Victoria.



## **4. HOW THE VALLEY ACTION PLAN WAS DEVELOPED**

### **4.1 Who participated in the development of the Action Plan**

The Valley Liquor Accord is comprised of stakeholders from the local communities of the Bowen Hills, Fortitude Valley, New Farm and Newstead.

The following organisations provided input to the development of the Valley Action Plan:

Arena Nightclub  
Bank Vault Lounge  
Boom Entertainment  
DRUG ARM  
Family Nightclub  
I.T.S.  
Katarzyna Group  
Liquor and Gaming Specialists  
Mullins Lawyers  
Queensland Health  
Queensland Police Service  
Royal George Hotel  
The Met  
The Zoo  
Wickham Hotel

### **4.2 How local issues were identified**

While there is significant information about the impact of alcohol in Australia, and more specifically in Queensland, there is very little information available about what the key issues are for the Valley.

Often local information is very difficult and costly to collect. At times, official statistics specifically related to alcohol, such as incidents requiring Police attention and hospital admissions, are problematic to collect at the local community level.

In order to fill this gap, members of the Valley Liquor Accord assisted in the collection of information and survey data from licensees, patrons of licensed premises and other stakeholders. This information and data was collected through the facilitation of a key stakeholders' forum, and structured surveys of licensees and patrons of licensed premises.

The licensee survey asked licensees about:

- the management practices that are currently in place to prevent and respond to alcohol related issues (e.g. staff training, refusal of entry, request to leave premises)
- the major challenges they are facing in managing the sale and consumption of alcohol on their premises
- the major challenges they think their industry is facing in relation to patron safety

- their ideas about what could be done to address these issues

Surveys were completed voluntarily by licensees. A copy of this survey can be found in Appendix A.

The patron survey asked patrons about:

- their drinking habits (e.g. drink of choice, how much, where, when)
- what is their main criteria for a 'great night out'
- what influence the price of drinks has on their choice of venue
- their observations of the response within licensed premises to alcohol related issues (e.g. overly intoxicated, minors)
- their perceptions of the quality of management of licensed premises
- the major alcohol related problems that they think affect their community
- their ideas about what could be done to address these issues

Patron surveys were completed through a combination of face-to-face interviews and on-line using an internet based tool called 'Survey Monkey'. Partnership members assisted in disseminating information about the survey and encouraging patrons to complete the survey. A copy of this survey can be found in Appendix B.

Key points emerging from the stakeholders' forum can be found at Appendix C.

#### 4.3 How the Action Plan was developed

Based on the outcomes of the information and data collected by local stakeholders, an Action Plan is developed comprising a set of achievable actions aimed at addressing identified priority alcohol management issues over the next 12-18 months.

The Action Plan clearly documents goals, outcomes, actions, timelines, resource requirements and roles and responsibilities. It provides a direction for the partnership and a basis upon which to track progress.

|             |  |
|-------------|--|
| <b>HOW</b>  | What do we need to be able to implement this action? <ul style="list-style-type: none"> <li>• People</li> <li>• Equipment</li> <li>• Marketing</li> <li>• Funding</li> </ul>                     |
| <b>WHO</b>  | Who will take the lead role in coordinating the implementation of this action?<br>Who else needs to support this action in order for it to be implemented successfully?                          |
| <b>WHEN</b> | When will the action be implemented? <ul style="list-style-type: none"> <li>• Short-Term (3-6 months)</li> <li>• Medium-Term (7-12 months)</li> <li>• Long-Term (more than 12 months)</li> </ul> |

|             |   |
|-------------|---|
| <b>WHAT</b> | What will be the visible output(s) of this action? <ul style="list-style-type: none"><li>• Promotional/educational material</li><li>• Events</li><li>• Written policies/guidelines/procedures</li><li>• Signage</li></ul> |
|-------------|---|

For existing partnerships the same processes is used to review and revitalise current plans.

## **5. A SUMMARY OF THE LICENSEE AND PATRON SURVEY DATA**

### **5.1 Respondents' Profiles**

A total of 8 responses to the Licensee Survey were received from the Valley. All premises trade after 1.00am and all respondents have completed the Responsible Licensed Venue Management training course.

A total of 277 responses to the Patron Survey were received from the Valley. Seventy-two percent of respondents were female and twenty-eight per cent male. Eighty-seven per cent of respondents were 29 years or under, eight per cent of respondents were aged 30-39 years and five per cent of respondents were aged over 39 years. Ninety-eight per cent of respondents mostly visited licensed premises in the Valley.

### **5.2 About patron drinking patterns**

- Fifty-one per cent of patrons usually drink either straight or mixed spirits
- Sixty-six per cent of patrons drink only in the evenings – forty-six per cent of these respondents drink only on weekends.
- Fifty-four per cent of patrons mostly drink in places other than licensed premises – mostly at home or a friend's home
- Forty-two per cent of patrons mostly drink in pubs and clubs
- Four of the eight licensees who responded to the survey estimate that less than fifty per cent of their patrons have consumed alcohol before coming to their premises
- Eighty-six per cent of patrons report drinking before going out
- Seventeen per cent of patrons report having more than six drinks in a 4-6 hour period before going out
- Thirty-six per cent of patrons report having more than 6 drinks within a 4-6 hour period of arriving at a licensed premises
- Fifty-six per cent of patrons drink at a licensed premises 2-3 times a month
- Twenty-one per cent of patrons drink at a licensed premises every weekend
- Twenty-seven per cent of patrons are not influenced by the price of drinks when choosing a licensed premises

### **5.3 About going out to licensed premises**

- Eighty-nine per cent of patrons visit more than one licensed premises on a single night out
- Forty-four percent of patrons visit three or more premises on a single night out
- Ninety per cent of patrons usually go to a licensed premises after 8.00pm
- Forty-eight per cent of patrons report usually going to a licensed premises after 10.00pm

### **5.4 About management of licensed premises**

- Approximately ninety-nine per cent of wait staff in licensed premises have completed Responsible Service of Alcohol Training
- Ninety-seven per cent of patrons see 'overly' intoxicated people on licensed premises at least occasionally
- Seventy-seven per cent of patrons report seeing staff take action to manage the behaviour of overly intoxicated persons on licensed premises
- Fifty-three per cent of patrons report seeing an under-age person on licensed premises at least occasionally
- The three most important criteria of a 'great' night out, as defined by patrons, are being with their friends, listening to good music/dancing and eating good food
- Sixty per cent of patrons rated the quality of entertainment as good or very good
- Fifty-eight per cent of patrons rated the management of patron numbers as good or very good
- Fifty-seven per cent of patrons rated the management of venue security as good or very good
- Fifty-one per cent of patrons rated the management of responsible service of alcohol and management of patron intoxication as good or very good
- Forty-six per cent of patrons rated venue cleanliness as good or very good
- The key areas in which licensees would value assistance were understanding the legislation, Police liaison and managing drug related issues

## 5.5 Key Issues identified by survey respondents

- Ongoing development of Valley Liquor Accord  
*Membership growth - Participation - Representation from other agencies - Management of the VLA – Funding - Marketing*
- Patron education  
*Understanding roles and responsibilities in licensed venues - Reinforcement of key alcohol management and harm minimisation messages*
- Transport  
*Safety for patrons, drivers and others - Location of taxi ranks - Alternative transport options*
- Price of alcohol  
*Focus on harm minimisation priorities - Trading hours for bottle shops - Encourages drinking before going out (cheaper) - Access to alcohol by under-age persons*
- Drugs  
*Putting this issue on the agenda - Drug management plan - What data do we have on the use of recreational/other drugs and the impact this has on licensed premises? Focus on education*
- Alcohol consumed off premises  
*Discounting - Role of bottle shops*
- Public space management issues  
*Cleanliness - Traffic and pedestrian management – Lighting - Security cameras*
- Translating RSA training into good practice  
*Managing intoxication - Developing effective drink service strategies*
- Venue management  
*Overcrowding - Effectiveness of security - Behaviour of security*
- Venue facilities  
*Toilets - Cleanliness*

Detailed Licensee and Patron survey results can be found in Appendix D.

# APPENDIX A LICENSEE SURVEY



**Queensland Government**  
Queensland Health

Population Health Services—Central Area Health Service, Queensland Health, is currently supporting the networking of new and existing local community-based partnerships addressing alcohol management issues. The purpose of networking *these partnerships* is to support an evidence-based, collaborative approach to addressing alcohol management issues within local communities.

This survey aims to better understand local community needs in relation to alcohol management. It seeks the views of licensees about the consumption and management of alcohol within this community. The outcomes of the survey will guide ongoing work in this important area of community health and safety.

Please consider each of the questions listed below and place a tick in the box  corresponding to the statement which best represents your response.

## ABOUT YOUR PREMISES

### 1. Type of licence?

- General  
 On-Premises  
 Club  
 Other (please specify .....

### 2. Years in operation?

\_\_\_\_\_ (please insert number of years)

### 3. Does your premises operate after 1:00am?

- Yes  
 No

### 4. How many staff are involved in the service of alcohol?

\_\_\_\_\_ Number of Full-time staff  
 \_\_\_\_\_ Number of Part-time staff  
 \_\_\_\_\_ Number of Casual staff

### 5. How many staff involved in the service of alcohol hold a current RSA Certificate?

\_\_\_\_\_ Number of Full-time staff  
 \_\_\_\_\_ Number of Part-time staff  
 \_\_\_\_\_ Number of Casual staff

### 6. How many licensed security personnel do you employ?

\_\_\_\_\_ On week nights  
 \_\_\_\_\_ On Thursday nights  
 \_\_\_\_\_ On Friday nights  
 \_\_\_\_\_ On Saturday nights  
 \_\_\_\_\_ On Sunday nights

## ABOUT YOU

### 7. Your position?

- Licensee  
 Nominee  
 Manager  
 Other (please specify .....

### 8. How long have you been in this position?

- Less than 1 year  
 1-2 years  
 3-5 years  
 Over 5 years

### 9. Have you completed the Responsible Management of Licensed Venues training?

- Yes  
 No

## ABOUT YOUR PATRONS

### 10. What percentage (approximately) of your patrons would fall into the following age groups?

\_\_\_\_\_ % Under 29 years  
 \_\_\_\_\_ % 30-39 years  
 \_\_\_\_\_ % Over 40 years

### 11. What percentage (approximately) of your patrons do you think have consumed alcohol before coming to your premises?

- Less than 50%  
 At least 50%  
 Over 50%

### 12. On your busiest night of trading, how many people (on average) would be in your premises at its busiest?

- Less than 50  
 51-100  
 101-200  
 More than 200

### 13. On your busiest night of trading, to how many people (on average) would you refuse entry because they are already intoxicated?

- One  
 2-5  
 6-10  
 11-20  
 More than 20

### 14. On your busiest night of trading, how many people (on average) would be asked to leave the premises because they are overly intoxicated?

- One  
 2-5  
 6-10  
 11-20  
 More than 20

Please turn over for more questions →

**ABOUT MANAGING THE SALE AND CONSUMPTION OF ALCOHOL ON YOUR PREMISES**

**15. In which areas of managing a licensed premises would you most value assistance? (Tick all relevant responses)**

- Responsible Service of Alcohol
- Management of underage issues
- Management of intoxication
- Drink promotions
- Management of patron exit
- Security issues
- Police liaison
- Understanding the legislation
- Drug related issues
- Management of patron numbers
- Other (please specify) .....

**16. Are there any other issues you wish to raise?**

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**THANK YOU FOR PARTICIPATING IN THIS IMPORTANT SURVEY**





Population Health Services—Central Area Health Service, Queensland Health, is currently supporting the networking of new and existing local community-based partnerships addressing alcohol management issues. The purpose of networking these partnerships is to support an evidence-based, collaborative approach to addressing alcohol management issues within local communities.

This survey aims to better understand local community needs in relation to alcohol management. It seeks the views of people—particularly those aged between 20-29 years—about the consumption and management of alcohol within this community. The outcomes of the survey will guide ongoing work in this important area of community health and safety.

Please consider each of the questions listed below and place a tick in the box  corresponding to the statement which best represents your response.

**ABOUT YOU**

**1. Gender**

- Male
- Female

**2. Age**

- Under 20 years
- 20-29 years
- 30-39 years
- Over 39 years

**3. Which of the following best describes your usual place of residence?**

- This community
- Outside if this community but within a 1 hour drive
- Elsewhere in Queensland

**ABOUT DRINKING ALCOHOL**

**4. When are you most likely to drink alcohol?**

- Any day – Any time
- Any day but only in the evening
- On weekends – anytime
- On weekends – only in the evening

**5. Where do you drink most?**

- At home
- At a friend's home
- At a private party
- At a restaurant/café
- At a pub/club
- At a park/beach

**6. What type of alcohol do you mostly drink?**

- Beer
- Wine
- Sparkling Wine/Champagne
- Mixed spirits (e.g. Bundy & Cola, Jim Bean & Cola)
- Straight spirits
- Pre-mixed spirits (e.g. Cruisers)

**7. On a single night out, how many alcoholic drinks would you usually consume before going out to a licensed premises?**

- None
- 1-2 alcoholic drinks
- 3-4 alcoholic drinks
- 5-6 alcoholic drinks
- More than 6 alcoholic drinks

**8. On a single night out, for entertainment purposes other than dining, at what time would you usually make your way to a licensed premises?**

- Between 6.00pm and 8.00pm
- Between 8.00pm and 10.00pm
- Between 10.00pm and Midnight
- After Midnight

**9. On a single night out, how many licensed premises would you usually visit?**

\_\_\_\_\_ (please insert number)

**10. On a single night out, how many alcoholic drinks would you usually consume at a licensed premises (say over 4-6 hours)?**

- None
- 1-2 alcoholic drinks
- 2-4 alcoholic drinks
- 4-6 alcoholic drinks
- More than 6 alcoholic drinks

**ABOUT LICENSED PREMISES (i.e. Licensed Restaurant, Café, Pub, Club)**

**11. How often do you drink at a licensed premises?**

- Every day
- Every weekend
- 2-3 times a week
- 2-3 times a month
- Never

**12. Does the price of drinks influence your choice of venue?**

- Yes, always
- Yes, sometimes
- No

**13. Licensed premises are not allowed to serve 'excessively intoxicated' people by law. When do you think a person is 'excessively intoxicated'?**

- A person who has had too many drinks
- A person who has had too many drinks and starts to talk loudly
- A person who has had too many drinks and falls over
- A person who has had too many drinks and starts an argument
- A person who has had too many drinks and starts a fight

Please turn over for more questions →

14. How often do you see 'overly intoxicated' people at the licensed premises you go to?

- Every time
- Occasionally
- Never

16. How often do you see people who you know are under-age drinking inside the licensed premises you go to?

- Every time
- Occasionally
- Never

15. What have you seen the staff of the licensed premises do about 'overly intoxicated' people?

- They have been refused service
- They have been asked to leave
- Nothing

17. What are your main criteria for a 'great' night out? (Please number in order of priority where 1 = most important)

- Getting drunk
- Being with my friends
- Meeting new people
- Having sex
- Getting into a fight
- Listening to good music/dancing
- Eating good food

18. Thinking about the licensed premises you go to most frequently, how would you rate the management of the following items? (Please tick one box only.)

|                                | Very Poor | Poor | Okay | Good | Very Good |
|--------------------------------|-----------|------|------|------|-----------|
| Responsible service of alcohol |           |      |      |      |           |
| Patron numbers                 |           |      |      |      |           |
| Patron intoxication            |           |      |      |      |           |
| Venue security                 |           |      |      |      |           |
| Quality of entertainment       |           |      |      |      |           |
| Venue cleanliness              |           |      |      |      |           |
| Other (please specify)         |           |      |      |      |           |

19. Which of the following 'alcohol related' problems do you think most affects this community? Please rate your concerns in order of importance, where 1 = most concerned.

- Finding transport home after a night out
- Feeling safe while waiting for a taxi/bus at night
- Alcohol related assaults
- Alcohol related vandalism, graffiti and other property damage
- Easy access to alcohol by under aged persons (i.e. under 18 years)
- Being harassed by overly intoxicated people in licensed premises
- Being harassed by overly intoxicated people on the street
- Overly intoxicated people continuing to be served more alcohol on licensed premises
- Drink promotions that encourage the rapid consumption of alcohol (binge drinking)
- Other (please specify) .....

**THANK YOU FOR PARTICIPATING IN THIS IMPORTANT SURVEY**

If you would like to participate in future surveys or discussion forums, please include your email address below:

.....

This information will not be provided to any other person or organisation and will only be used by Queensland Health to advise you of future participation opportunities for young people.

## APPENDIX C

# NOTES OF STAKEHOLDERS' FORUM

A stakeholders' forum was facilitated on 20 July, 2008. The key alcohol related issues identified at this forum were:

### **Ongoing development of VLA**

- Membership – how to grow the membership
- Participation – how to successfully encourage the participation of all licensees (not just pubs and clubs)
- Representatives from other agencies
  - Who should they be?
  - What is the role of Liquor Licensing?
  - What is the role/commitment of Police?
  - What is the role/commitment of other non-industry stakeholders?
  - How to ensure consistency of participation?
  - How important is their authority to answer questions/make decisions?
  - How important is their ability to provide policy advice?
  - How important is their ability to provide operational advice?
- Management of the VLA
  - How should it be structured?
  - Does it need to establish an Executive Management Group?
  - Does it need the involvement of Liquor Accord Coordinator?

### **Patron education**

- Understanding roles and responsibilities in licensed venues (schools based program)
- Licensees need to reinforce key messages through:
  - Banning notices
  - ID scanners
  - Signage and posters
  - Queensland Health programs
  - Liquor Licensing programs

### **Transport**

- Safety for patrons, drivers and others
- Repeat business
- Location of taxi ranks needs to be reviewed
- Need to identify alternative transport options to what is currently available and promote these to patrons
- Train timetable is difficult to remember between midnight and 5am – last bus is at 3.42am – if these things can't change then they need to be better promoted with well-lit signage in prominent places within the mall precinct, at taxi ranks and at the bottom of existing electronic signage/advertising within the entertainment precinct

## **Price discounting**

- Restrictions need to be placed on all liquor outlets in line with harm minimisation priorities
- Trading hours for bottle shops need to be reviewed/restricted

## **Drugs**

- This issue needs to be on the agenda – the focus continues to be solely on licensed venues and alcohol
- Need a drug management plan developed with all key stakeholders
- Legislation on testing needs to be applied beyond motor vehicles
- What data do we have on the use of recreational/other drugs and the impact this has on licensed premises?
- Price of alcohol is being increased making other drugs more price attractive
- Information sessions are being provided, on request, by Queensland Police for licensed venue staff
- Need to focus on education to counter the growing acceptance of drug taking
- Sniffer dogs strategy was not implemented very well – needs to be reviewed in consultation with key stakeholders

## **The Chairpersons of the Valley Chamber of Commerce and the Valley Liquor Accord also prepared the following points for discussion:**

*(copied directly from original)*

### **1. Not enough licensees currently attending liquor accord meetings out of 145 licensees.**

#### Recommendations:

- a. VAMP experience clearly shows - Accord process for Valley (with many local issues) should be primarily driven by QPS and liquor licensing division in cooperative approach with all licensees
- b. Develop relationship by regular attendance at Accord meetings i.e. 145 licensed premises not just 45 pubs and clubs
- c. Membership should be compulsory
- d. A 5 member executive committee be formed including licensees , Valley Chamber (as secretariat), Chair of Community Safety Committee, QPS and Liquor Licensing and State MPs/BCC councillors
- e. Liquor Licensing attendee must be able to make comment and deliver meaningful response to licensing management and policy queries at the meeting.
- f. Recognition in government programs and BCC of issues at all licensed premises restaurants and involvement of cafes, restaurants not only pubs and clubs to achieve best management practise for the area.
- g. Need explanation new Liquor Licensing plan i.e. is there a new style of Qld government 17 point plan?

## **2. Patron education**

Recommendations:

- a. Patron education is the new frontier – nothing short of extensive education program will help i.e. know your limits, signage, advertising including local area, general public code of behaviour in public space and licensed premises
- b. Integration of consistent safety and cleanliness advertising between state government and councils to assist branding and responsibility of patrons
- c. Incorporation of harm minimisation programs as part of general advertising for Valley Liquor Accord and the Valley entertainment precinct i.e. maps, installation of new lite directional transport, public toilets signage in Valley malls

## **3. Improved measure to manage taxis, transport buses, trains & traffic**

Recommendations:

- a. Taxi supervisor to increase cab sharing at taxi ranks
- b. Not enough taxis – increase licensees, display taxi numbers on cabs, install ID scanners at all Valley taxi ranks so taxi drivers know name and address of customers and customer held responsible to improve perception of safety and cleanliness issue for taxi drivers
- c. Department of Transport to better manage taxi supervisors re procedures i.e. who is supervising the supervisors
- d. Increase public transport as option for patrons i.e. problem Brunswick St railway station – from midnight to 5am railway station opens for trains for 15 minutes and closes for 45 minutes every hour. Translink (newly named TTA) to provide more large night lite directional signage to trains and buses needed for patrons and train times advertised in Valley malls
- e. Traffic –change synchronisation of traffic lights at night to allow more patrons to cross simultaneously at traffic lights
- f. Ensure at night 40klm variable speed signs operational and enforceable by July 08 (installed Dec 07 still not operational)
- g. Install large count down traffic lights (worldwide practice) Ann/Brunswick St & Wickham/Brunswick St as main pedestrian access points to reduce patron and vehicle frustration. Ensure walk signage is fully visible for volume of patrons
- h. Use air bridge owned by Department of Natural Resources to also advertise directional signage to public transport

## **4. Alcohol consumed off premise – accepting some people arriving late having had cheap drinks beforehand - drinks at venues can't compete commercially with sales at bottle shops**

Recommendations:

- a. We believe alcohol is not a product should be discounted in the same way petrol and dog food. Need for cost parity between bottle shops and licensed venues

- b. Recognition and publicity campaign by State Government - Liquor Licensing to publicly recognise bottle shops role in selling cheap drinks - 80% of alcohol sold off license as shared responsibility in binge drinking not sole responsibility of pubs and clubs who have RSA
- c. Liquor licensing and QPS and State Government - need to publicly recognise responsible actions of licensed venues providing safe controlled environment and responsible actions of 98% of patrons visiting licensed premises.

**5. Acceptance there is a drug problem & social issues including transference from alcohol**

Recommendations:

- a. Valley Community Safety Committee has establishing a stakeholders meeting to determine terms of reference and lead agency e.g. safety in public space management, etc and recommendations to State Government, Department of Health, QPS - coordination with State Government and authorities essential
- b. Need for establishment of drug management plan for area as part of overall operational management plan for the Valley entertainment precinct
- c. Improve State Government interagency responsibility e.g. health, police, community services, IPA, transport and Indigenous services, BCC, service providers/stakeholders e.g. QUINH, Methadone clinic and over 40 community service groups in area
- d. Over 40 different community operating in area – need to be integrated into overall much needed operational management plan for area.
- e. Real concern - cost parity of alcohol in venues could cause transference by customers to drugs – matter needs to be addressed

**6. Lack of cleanliness in public space 24/7 - perception versus reality i.e. area not being cleaned or managed/cared for**

Recommendations:

- a. Improve perception of cleanliness by make cleaner and cleaning methods more visible provide quality equipment in public space
- b. Establishment of green clean and safe campaign by Valley Liquor Accord for all venues not just 45 licensed pubs and clubs as part of Department of Health Safer Venues Program

**7. Continue to improve safety management of Valley entertainment precinct not just valley malls benefitted levies area**

Recommendations:

- a. Crowd control in public space - update and implement Queensland Transport pedestrian access plan or similar as part of overall establishment of management /operational plan for area include synchronising traffic lights

- b. Department of Health to increase opportunity for all 145 licensed venues to participate in Safer Venues program in Valley in 2009 (Department of Health to upgrade computer programming to achieve this)
- c. Improve standard of public lighting of whole entertainment precinct
- d. Establishment of green clean and safe campaign – 40 page publication, 100,000 print run and venue competition by Valley Liquor Accord/Valley Chamber of Commerce for all licensed venues (approx. 145) not limited to just 45 licensed pubs and clubs as part of Department of Health Safer Venues program
- e. Security cameras currently limited to Valley malls benefited area managed by BCC – need to increase to cover Valley entertainment precinct at key locations e.g. Ann St and Wickham St, St Paul Terrace and link to private property cameras and Green Square building camera system

**8. Need for legislation to allow to have consistent approach between authorities i.e. QPS, Liquor Licensing and BCC e.g. town planning, safety, advertising safety messages – proven success of joint approach e.g. Valley music harmony plan**

Recommendations:

- a. Improve town planning - IPA laws - to provide consistency to licensees and new venues e.g. integration between venue and public space requirements e.g. fencing, permissible usage  
Similar model to Valley harmony plan between State Government/BCC

**9. Funding and marketing of new Valley Liquor Accord**

New logo, website registered [www.valleyliquoraccord.com.au](http://www.valleyliquoraccord.com.au)

Recommendations:

- a. Marketing of precinct to include Valley Liquor Accord patron education i.e. link to [www.valleyentertainmentprecinct.com](http://www.valleyentertainmentprecinct.com) and recognition by government agencies and bcc as valley's official website with management practice, harm minimisation practices, safer venues programs, calendar of events, transport, maps of area
- b. Marketing of area to include integration of licensed venues with other cultural activities – BCC urban renewal currently have research being conducted for inclusion of cultural precinct research
- c. Joint funding initiative between Valley Chamber/Valley malls advisory – benefited levies, licensees, BCC funding, Brisbane marketing (tourism and invest Brisbane) and State Government for website, 100,000 print run of map – Valley Chamber of Commerce and Valley Liquor Accord Cooperative funding process needed between government and commercial entities.
- d. National and international tourism – marketing of music and creative industries and heritage pubs

- e. Widen marketing opportunity of Valley entertainment precinct (less focus alcohol and more on whole experience in area) - to include broad based entertainment including licensed pubs, clubs, bars, restaurants, cafes, retail, markets, creative industries, electronic video gaming

Creating perceptions:

- A. Police visibility
- B. Demonstrate to public that someone cares about the area
- C. Funding and marketing of new liquor accord and area in general
- D. Major initiative - implementation of BCC collaborative new strategic management plan for Valley malls 2009/2010 budget
- E. Always incorporate the values and brand of the Valley Liquor Accord in all print and electronic advertising.

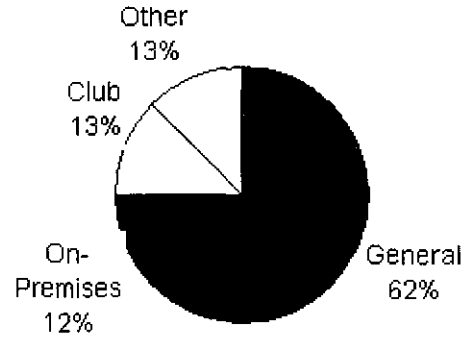


## APPENDIX D DETAILED SURVEY RESULTS

### LICENSEE SURVEY – QUANTITATIVE DATA

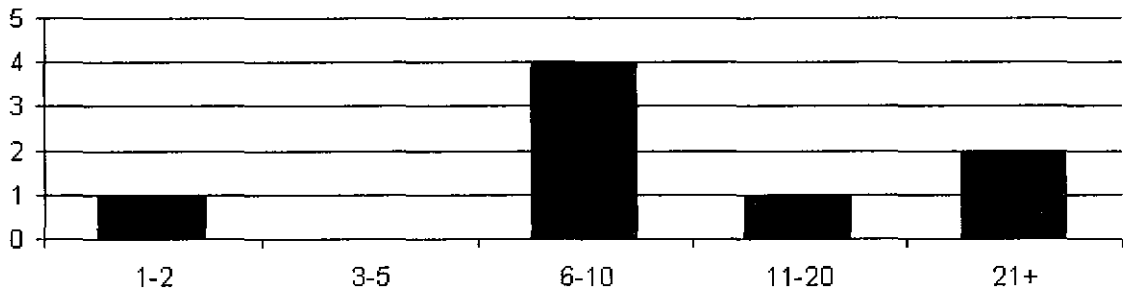
#### 1. Type of license

|             | No. | %   |
|-------------|-----|-----|
| General     | 5   | 63% |
| On-Premises | 1   | 13% |
| Club        | 1   | 13% |
| Other       | 1   | 13% |



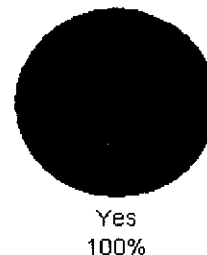
#### 2. Years in Operation

|       | No. | %   |
|-------|-----|-----|
| 1-2   | 1   | 13% |
| 3-5   | 0   | 0%  |
| 6-10  | 4   | 50% |
| 11-20 | 1   | 13% |
| 21+   | 2   | 25% |



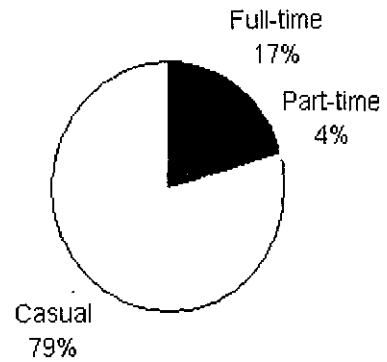
#### 3. Does your premises operate after 1:00am?

|     | No. | %    |
|-----|-----|------|
| Yes | 8   | 100% |
| No  | 0   | 0%   |



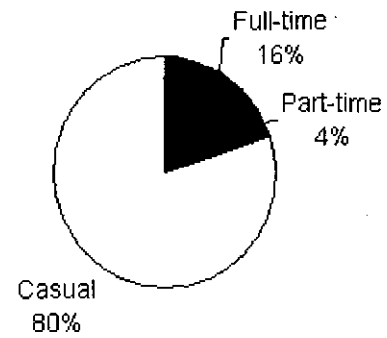
**4. How many staff are involved in the service of alcohol?**

|           | No. | %   |
|-----------|-----|-----|
| Full-time | 45  | 17% |
| Part-time | 10  | 4%  |
| Casual    | 212 | 79% |



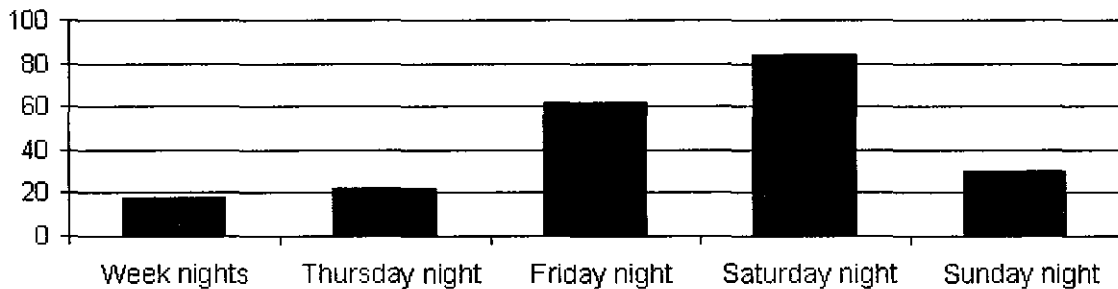
**5. How many staff involved in the service of alcohol hold a current RSA certificate?**

|           | No. | %   |
|-----------|-----|-----|
| Full-time | 43  | 16% |
| Part-time | 10  | 4%  |
| Casual    | 212 | 80% |



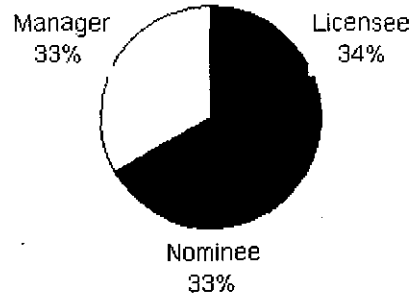
**6. How many licensed security personnel do you employ?**

|                | No. | %   |
|----------------|-----|-----|
| Week nights    | 18  | 8%  |
| Thursday night | 22  | 10% |
| Friday night   | 62  | 29% |
| Saturday night | 84  | 39% |
| Sunday night   | 30  | 14% |



**7. Your position?**

|          | No. | %   |
|----------|-----|-----|
| Licensee | 3   | 33% |
| Nominee  | 3   | 33% |
| Manager  | 3   | 33% |
| Other    | 0   | 0%  |



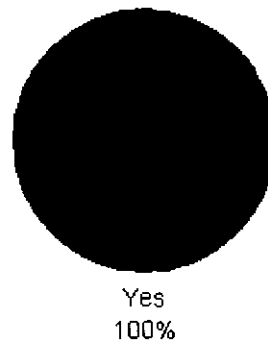
**8. How long have you been in this position?**

|                  | No. | %   |
|------------------|-----|-----|
| Less than 1 year | 0   | 0%  |
| 1-2 year         | 4   | 50% |
| 3-5 years        | 0   | 0%  |
| Over 5 years     | 4   | 50% |



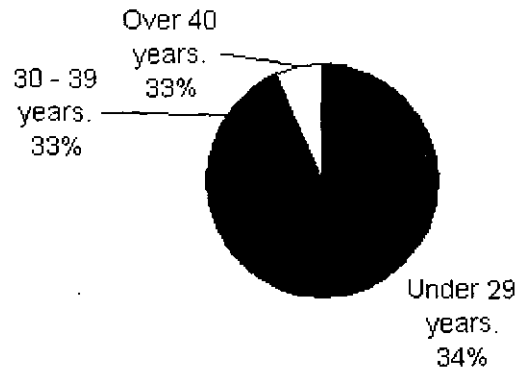
**9. Have you completed the Responsible Management of Licensed Venues training?**

|     | No. | %    |
|-----|-----|------|
| Yes | 8   | 100% |
| No  | 0   | 0%   |



**10. What percentage of your patrons would fall into the following age groups?**

|                 | %      |
|-----------------|--------|
| Under 29 years. | 75.64% |
| 30-39 years.    | 17.69% |
| Over 40 years.  | 6.67%  |



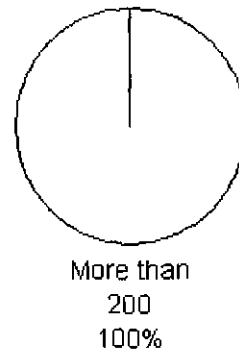
**11. What percentage of your patrons do you think have consumed alcohol before coming to your premises?**

|               | No. | %   |
|---------------|-----|-----|
| Less than 50% | 0   | 0%  |
| At least 50%  | 4   | 50% |
| Over 50%      | 4   | 50% |



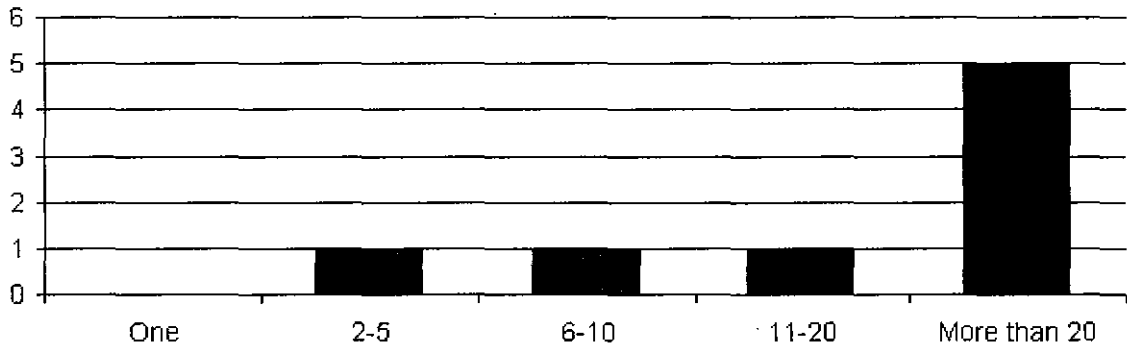
**12. On your busiest night of trading, how many people would be in your premises at its busiest?**

|               | No. | %    |
|---------------|-----|------|
| Less than 50  | 0   | 0%   |
| 51-100        | 0   | 0%   |
| 101-200       | 0   | 0%   |
| More than 200 | 8   | 100% |



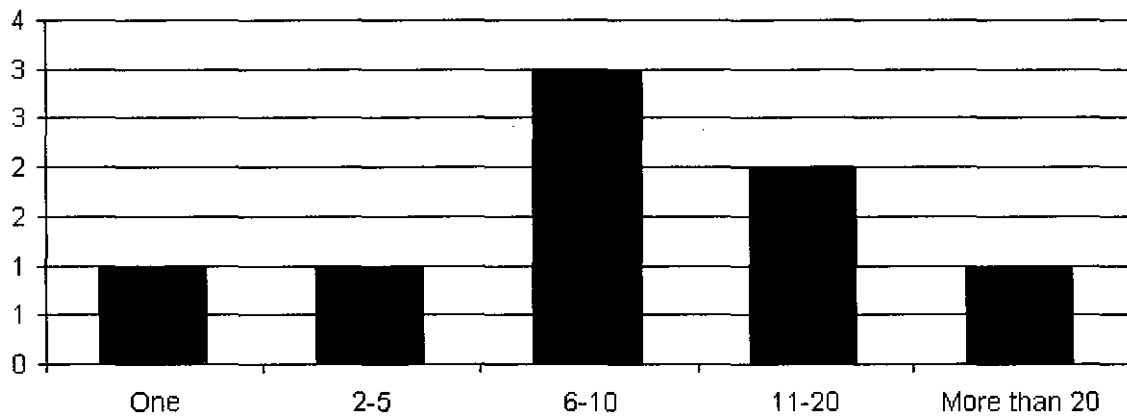
13. On your busiest night of trading, to how many people would you refuse entry because they are already intoxicated?

|              | No. | %   |
|--------------|-----|-----|
| One          | 0   | 0%  |
| 2-5          | 1   | 13% |
| 6-10         | 1   | 13% |
| 11-20        | 1   | 13% |
| More than 20 | 5   | 63% |



14. On your busiest night of trading, how many people would be asked to leave the premises because they are overly intoxicated?

|              | No. | %   |
|--------------|-----|-----|
| One          | 1   | 13% |
| 2-5          | 1   | 13% |
| 6-10         | 3   | 38% |
| 11-20        | 2   | 25% |
| More than 20 | 1   | 13% |



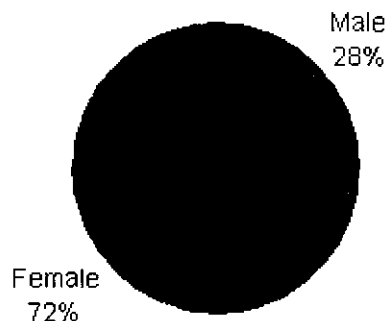
**15. In which areas of managing a licensed premises would you most value assistance?**

|                                | No. | %   |
|--------------------------------|-----|-----|
| Responsible Service of Alcohol | 1   | 5%  |
| Management of underage issues  | 1   | 5%  |
| Management of intoxication     | 0   | 0%  |
| Drink promotions               | 0   | 0%  |
| Management of patron exit      | 3   | 15% |
| Security issues                | 1   | 5%  |
| Police liaison                 | 4   | 20% |
| Understanding the legislation  | 5   | 25% |
| Drug related issues            | 4   | 20% |
| Management of patron numbers   | 1   | 5%  |
| Other                          | 0   | 0%  |

# PATRON SURVEY – QUANTITATIVE DATA

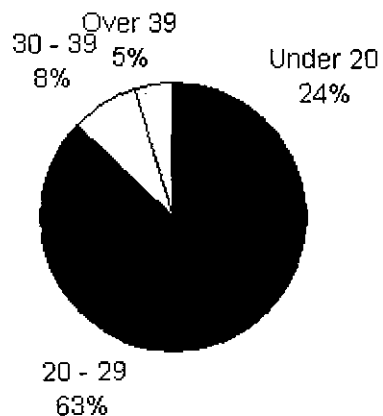
## 1. Gender

|        | No. | %   |
|--------|-----|-----|
| Male   | 78  | 28% |
| Female | 199 | 72% |



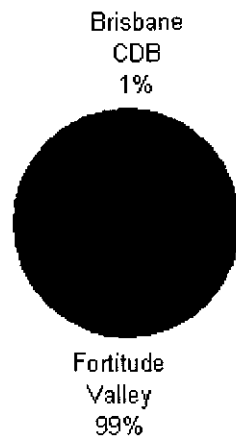
## 2. Age

|          | No. | %   |
|----------|-----|-----|
| Under 20 | 66  | 24% |
| 20 - 29  | 174 | 63% |
| 30 - 39  | 23  | 8%  |
| Over 39  | 13  | 5%  |



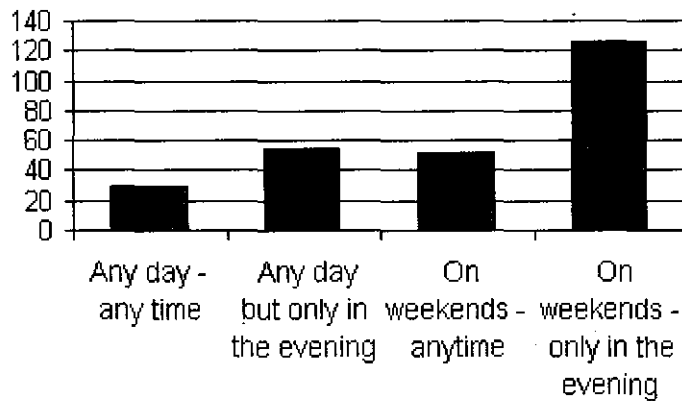
## 3. In which city area do you mostly visit licensed premises?

|                        | No. | %   |
|------------------------|-----|-----|
| Brisbane CDB           | 4   | 1%  |
| Fortitude Valley       | 277 | 98% |
| Caxton Street Precinct | 1   | 0%  |



#### 4. When are you most likely to drink alcohol?

|                                   | No. | %   |
|-----------------------------------|-----|-----|
| Any day - Any time                | 29  | 11% |
| Any day but only in the evening   | 54  | 20% |
| On weekends - Any time            | 52  | 19% |
| On weekends - only in the evening | 126 | 46% |



#### 5. Where do you drink mostly?

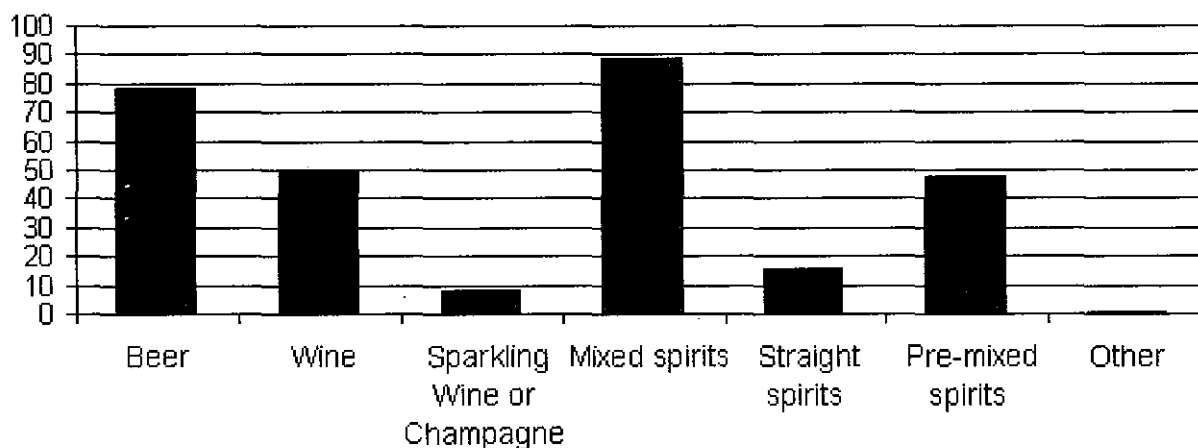
|                      | No. | %   |
|----------------------|-----|-----|
| At home              | 71  | 24% |
| At a friend's home   | 56  | 19% |
| At a private party   | 16  | 5%  |
| At a restaurant/café | 20  | 7%  |
| At a pub/club        | 126 | 42% |
| At a park/beach      | 1   | 0%  |





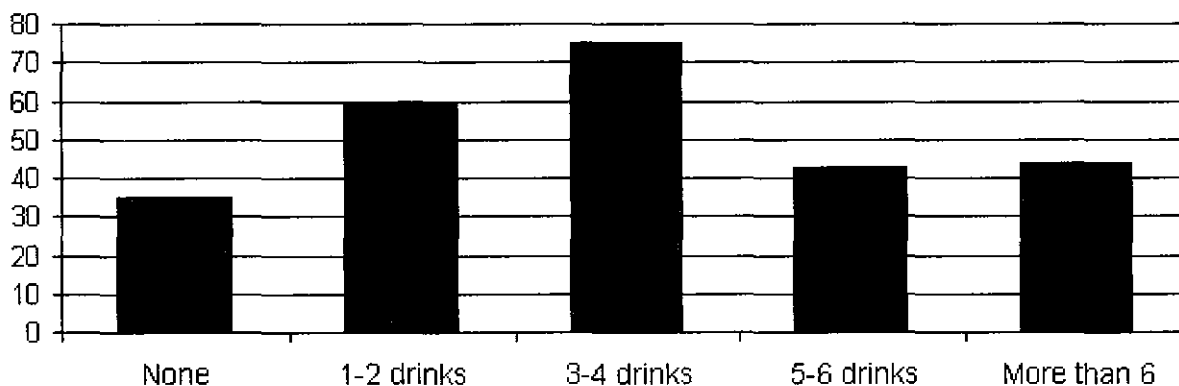
**6. What type of alcohol do you usually drink?**

|                           | <b>No.</b> | <b>%</b> |
|---------------------------|------------|----------|
| Beer                      | 78         | 26%      |
| Wine                      | 49         | 16%      |
| Sparkling Wine/ Champagne | 8          | 3%       |
| Mixed spirits             | 89         | 30%      |
| Straight spirits          | 16         | 5%       |
| Pre-mixed spirits         | 48         | 16%      |
| Other                     | 1          | 0%       |



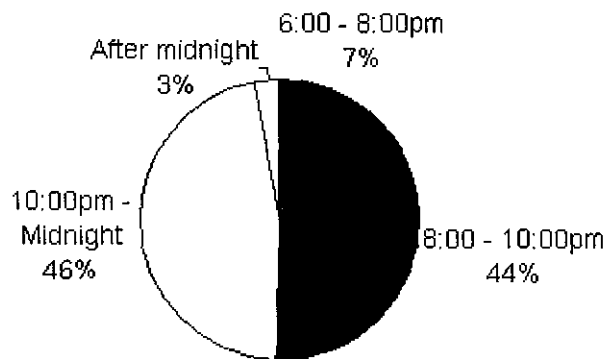
**7. On a single night out, how many alcoholic drinks would you usually consume before going out to a licensed premises?**

|             | <b>No.</b> | <b>%</b> |
|-------------|------------|----------|
| None        | 35         | 14%      |
| 1-2 drinks  | 60         | 23%      |
| 3-4 drinks  | 75         | 29%      |
| 5-6 drinks  | 43         | 17%      |
| More than 6 | 44         | 17%      |



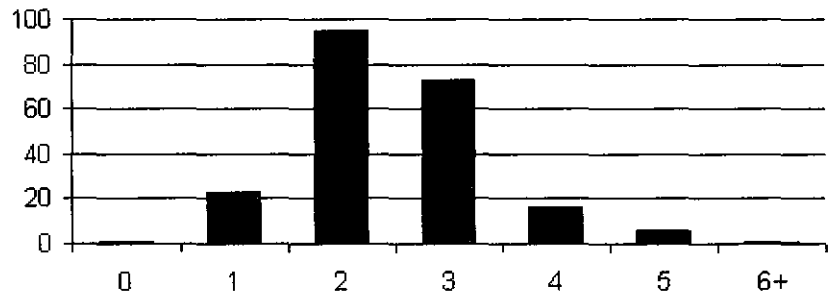
8. On a single night out, for entertainment purposes other than dining, at what time would you usually make your way to a licensed premises?

|                    | No. | %   |
|--------------------|-----|-----|
| 6:00 - 8:00pm      | 17  | 7%  |
| 8:00 - 10:00pm     | 110 | 42% |
| 10:00pm - Midnight | 118 | 45% |
| After midnight     | 7   | 3%  |



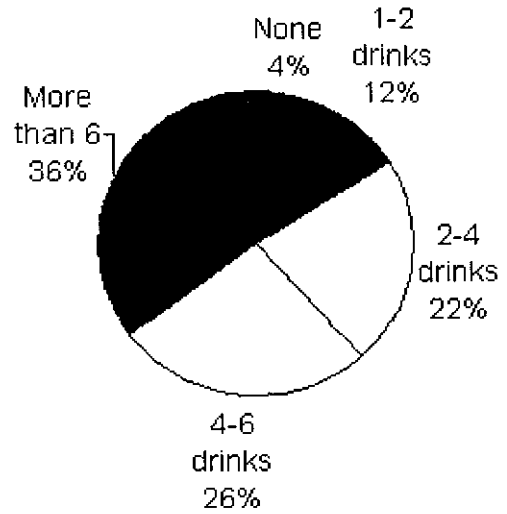
9. How many licensed premises would you typically visit in a night?

|    | No. |
|----|-----|
| 0  | 1   |
| 1  | 23  |
| 2  | 95  |
| 3  | 73  |
| 4  | 16  |
| 5  | 6   |
| 6+ | 1   |



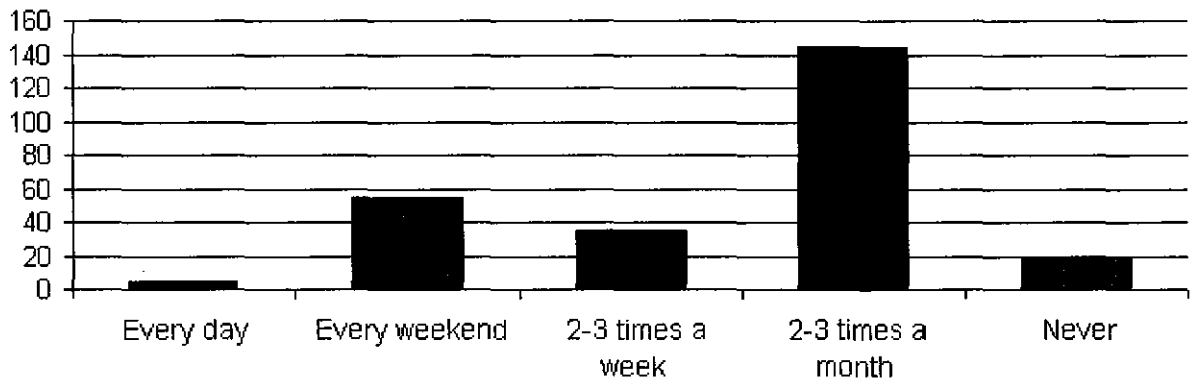
10. On a single night out, how many alcoholic drinks would you usually consume at a licensed premises (say over 4-6 hours)?

|             | No. | %   |
|-------------|-----|-----|
| None        | 11  | 4%  |
| 1-2 drinks  | 31  | 12% |
| 2-4 drinks  | 58  | 22% |
| 4-6 drinks  | 69  | 26% |
| More than 6 | 92  | 35% |



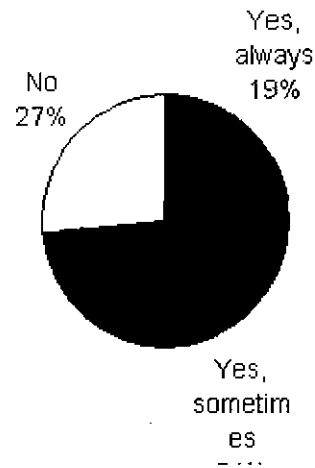
11. How often do you drink at a licensed premises?

|                   | No. | %   |
|-------------------|-----|-----|
| Every day         | 5   | 2%  |
| Every weekend     | 54  | 21% |
| 2-3 times a week  | 35  | 14% |
| 2-3 times a month | 144 | 56% |
| Never             | 19  | 7%  |



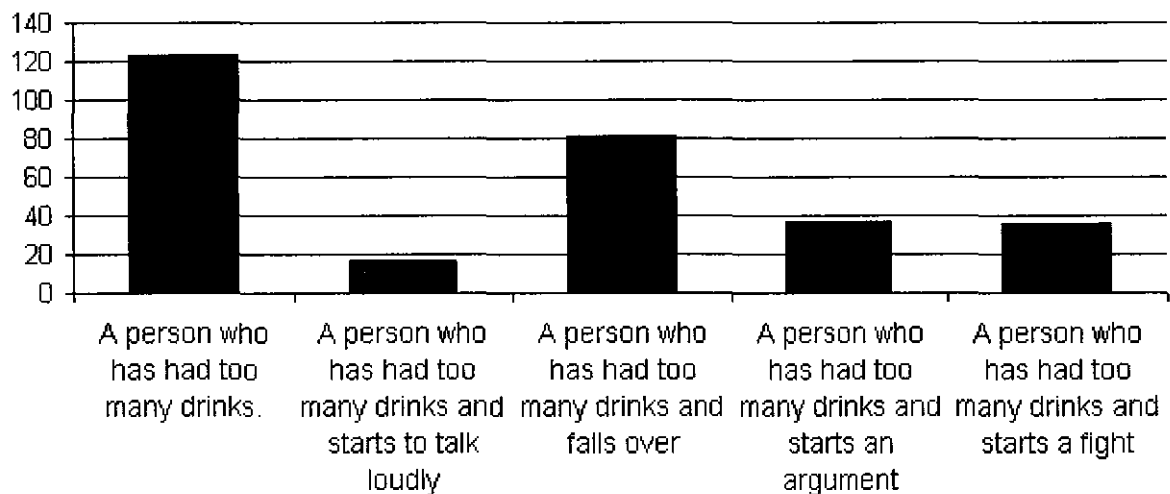
**12. Does the price of drinks influence your choice of venue?**

|                | No. | %   |
|----------------|-----|-----|
| Yes, always    | 48  | 19% |
| Yes, sometimes | 142 | 55% |
| No             | 69  | 27% |



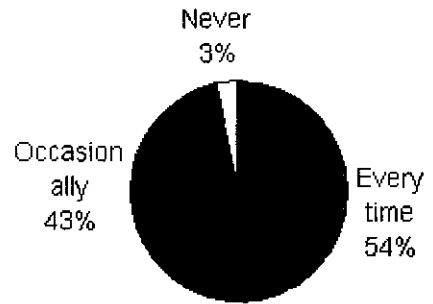
**13. Licensed premises are not allowed to serve 'overly intoxicated' people by law. When do you think a person is 'overly intoxicated'?**

|   | No. | %   |
|---|-----|-----|
| A person who has had too many drinks.                           | 123 | 42% |
| A person who has had too many drinks and starts to talk loudly. | 17  | 6%  |
| A person who has had too many drinks and falls over.            | 81  | 28% |
| A person who has had too many drinks and starts an argument.    | 37  | 13% |
| A person who has had too many drinks and starts a fight.        | 36  | 12% |



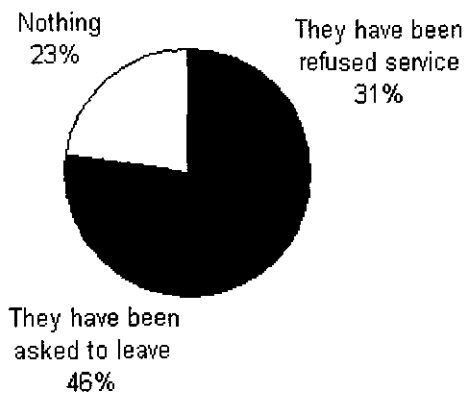
14. How often do you see 'overly intoxicated' people at the licensed premises you go to?

|              | No. | %   |
|--------------|-----|-----|
| Every time   | 140 | 54% |
| Occasionally | 110 | 43% |
| Never        | 8   | 3%  |



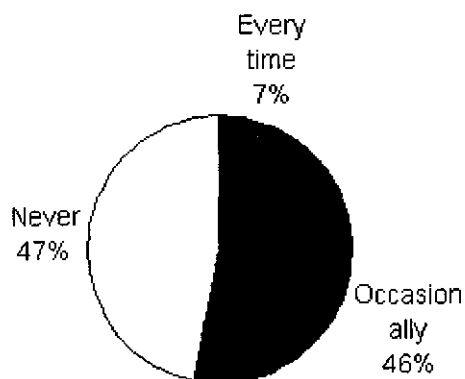
15. What have you seen the staff of the licensed premises do about 'overly intoxicated' people?

|                                | No. | %   |
|--------------------------------|-----|-----|
| They have been refused service | 85  | 31% |
| They have been asked to leave  | 128 | 46% |
| Nothing                        | 63  | 23% |



16. How often do you see people who you know are under-age drinking inside the licensed premises you go to?

|              | No. | %   |
|--------------|-----|-----|
| Every time   | 17  | 7%  |
| Occasionally | 119 | 46% |
| Never        | 120 | 47% |



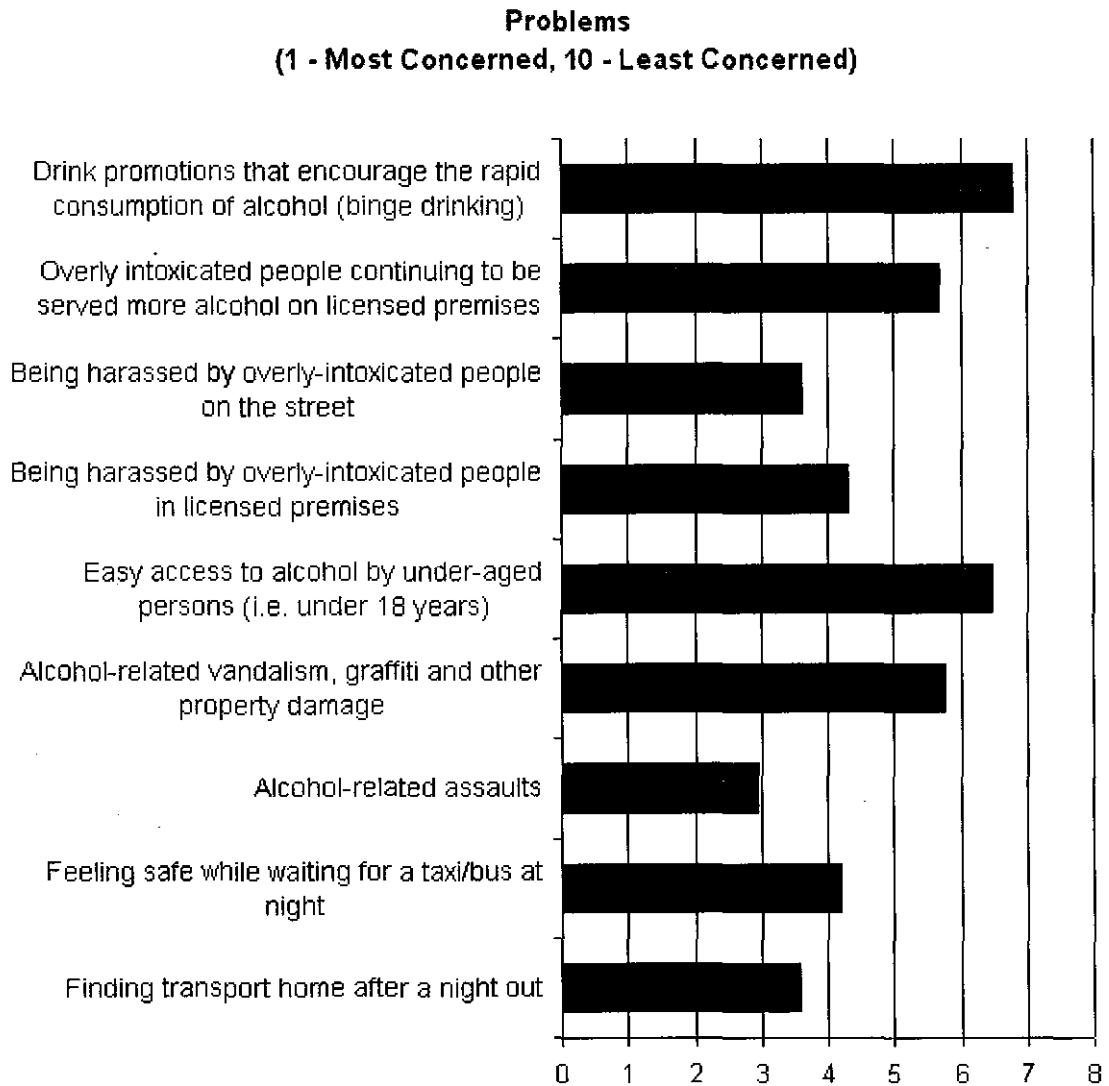
17. What are your main criteria for a 'great' night out? (Please number in order of priority where 1 = most important)

|                                 | 1s  | 2s  | 3s | 4s | 5s | 6s  | 7s  |
|---------------------------------|-----|-----|----|----|----|-----|-----|
| Getting drunk                   | 10  | 20  | 40 | 45 | 67 | 34  | 5   |
| Being with my friends           | 185 | 45  | 8  | 4  | 2  | 2   | 0   |
| Meeting new people              | 12  | 26  | 57 | 93 | 38 | 5   | 5   |
| Having sex                      | 11  | 6   | 6  | 18 | 57 | 104 | 18  |
| Getting into a fight            | 1   | 1   | 2  | 2  | 5  | 22  | 176 |
| Listening to good music/dancing | 44  | 101 | 65 | 21 | 9  | 5   | 1   |
| Eating good food.               | 18  | 35  | 62 | 46 | 37 | 35  | 4   |

18. Thinking about the licensed premises you go to most frequently, how would you rate the management of the following items?

|                                | V Poor | Poor | Okay | Good | V Good |
|--------------------------------|--------|------|------|------|--------|
| Responsible service of alcohol | 8      | 28   | 85   | 96   | 32     |
| Patron numbers                 | 5      | 29   | 64   | 103  | 33     |
| Patron intoxication            | 7      | 42   | 68   | 92   | 30     |
| Venue security                 | 8      | 24   | 70   | 95   | 40     |
| Quality of entertainment       | 5      | 13   | 74   | 100  | 41     |
| Venue cleanliness              | 9      | 46   | 73   | 83   | 25     |
| Other                          | 4      | 3    | 60   | 75   | 20     |

**19. Which of the following alcohol-related problems do you think most affect this community?**



**PATRON SURVEY – QUALITATIVE DATA**

**Additional comments (unedited unless otherwise indicated):**

- I think the small numbers bar staff and line-ups at bars create a lot of frustration amongst patrons. I can see perhaps they want to make it harder for people to get a drink so they don't drink as much and get crazy, but from my observations - I work in the club scene every weekend - it results in patrons buying multiple drinks at once and "downing" them in the one sitting, rather than taking a drink one at a time.

- I have actually asked security personnel to remove a friend of mine from the club because he was overly intoxicated and was still being served drinks and I thought that he would get into a fight because he kept tripping over and onto people. The bouncer told me that I - a 21yo girl - should take care of it. It took me 30 mins to get him out of the club and I put him into a taxi. By the time I got back it was 3:05 and they locked me out, they said "it's the law". Its also the law to not serve an intoxicated person and to do their job and protect patrons by securing the premises which they wouldn't do!
- Refusing entry to my friends because they are not dressed "indie" or "mod" angers me, as it can ruin a whole group's night.
- If someone lights up on a veranda or outside, I believe they should receive a warning before being asked to leave.
- Drinks are overpriced and there should be cheaper options such as \$3 glasses of box wine for poor students.
- Venues are often overcrowded.
- Staff aren't always preventing fights - staff are often rude.
- Generally, in most venues the toilet facilities are usually in VERY poor condition.... i.e. no toilet paper, rubbish everywhere, no toilet seats, vomit on the floor/toilet/hand basin.... it's really disgusting.
- Restrictions of patrons according to level of intoxication and dress code, and on some nights they do security search on guys which makes the premises safer.. yes.
- I hate the [name of premises deleted]. Heaps of underages, bad staff, constantly fights and trouble, security are aggressive! I would hate the club and not go there... If my friends didn't like it. I know that makes me a follower, but I would prefer to be with my friends.
- Dress standards are variable depending on the night.
- Lack of public toilets or directional signage to public toilets is a problem that needs to be addressed.
- There seems to be a demarcation area of dispute between public space and external area of venues over who cleans the area BCC or venue owner - particularly a problem with water restrictions - needs solution discussed and resolved between relevant parties.
- Suggest you reward the good venue owners more and media recognition needed otherwise the industry will start to only attract irresponsible types otherwise responsible people will shy away from becoming licensees because of the negative public perception they personally will receive - resulting in more legislation requirements and policing enforcement costs being incurred by government.
- The toilets are a right-off, it's a joke. There is one downstairs in a club that ALWAYS exceeds patron limits.



- Dress code differences between places.
- Inappropriate bouncer activity - too much force.
- Some people should not be bouncers.
- I think if light beers and low alcohol wine were cheaper, people would buy these and be less drunk. Rather than having spirits the same price as bottles of beer, people will always go for the spirit as it will get them more drunk. I also think self serve water on the ends of bars is really important for encouraging rehydration over the night.
- The price of alcohol continuing to rise, gives people more incentive to try worse drugs.
- Venues drinks being too expensive thus leading to binge drinking before leaving home to save money, instead of people drinking slowly.
- Availability of cheap drinks at free standing bottle shops e.g. maximum 2 cartons Vodka specials @ \$26 a bottle (e.g. liquor barns) or maximum 5 cartons beer per person.
- Transference by some people who would use licensed pubs, bars, premises, etc (except for bottle shops) from alcohol to drugs because drugs now cost competitive. RESULT mixed use of alcohol and drugs an option. Drug management plan needed for public space management needs to be implemented by State Government as uses a lot of police enforcement & health resources and often confused with alcohol management by the public (needs delineation between issues).



Valley Entertainment Management Precinc  
AGENDA

For Action: Meeting 2-3pm Thursday 29 November 2007

**Chair:** Councillor David Hinchliffe on behalf of the Valley Chamber of Commerce Inc – Valley Entertainment Management Plan.

**Venue:** Valley Chamber of Commerce Inc Boardroom Level 1, 277 Brunswick St Mall, Fortitude Valley

**Invitees:** BCC, Liquor Licensing, QPS, QT, QR, VAMP, Dept Health, Property Owners representatives  
**Present:**

**Apologies:**

**Note:** no minutes recorded of previous meetings as requested

**Aim & Objective of Meetings:** Bring all State, Council and local committees & organisations in the Entertainment Industry together to share information & formulate a sustainable management plan for the Valley Entertainment Precinct

| <u>Action</u>   | <u>By Whom</u>   |
|---|--|
| A.Address to VEMP committee re QR Brunswick St Railway Station upgrade program  | Chris Gardiner QR State Rail<br>update – email provided  |
| B.1 BCC Traffic and Transport to provide update on permanent variable message signage ie 16 units including speed limit, location, design, install dates<br>B.2 Update on install of street barricades  | <b>BCC Traffic and Transport</b><br><br>Vic Nash   |
| C1. Impact of Valley Vision Plan - Urban Renewal BCC on Valley Entertainment Precinct<br>C2. Pedestrian Access Plan - Valley Vision   | Urban Renewal<br><br>Urban Renewal   |
| D1.. Status on upgrade of Brunswick St Mall<br>Status of Pedestrian Counters Brunswick St Mall<br>D2.. Additional research for the cost benefit analysis of the VEMP including impact on night v day economy + Valley Local Plan – cost estimate \$33,000 incl to be administered by V Chamber  | <b>John Dwyer BCC</b><br><br>Awaiting BCC approval to proceed .<br>Two research companies to quote   |
| E 1: Valley Chamber GREEN CLEAN & SAFE STRATEGIC INITIATIVES<br>Requires policy decisions from BCC and State Government departments and Valley Property owner and business owners participation<br>Funding<br>Refer attached document or link through <a href="http://www.valleychamber.com.au">www.valleychamber.com.au</a><br>E2 GREEN – environmental projects, eg lighting, building ratings, WEMP – policy meeting needed<br>Valley Property Owners publication Valley Green Clean and Safe<br>E3 CLEAN -<br>Upgrade cleaning equipment – public face of the Valley – meeting to be called with BCC Policy to address options and budget consideration<br>E4 SAFE –<br>QPS initiatives and response to Green Clean & Safe<br>QR /QT/Translink initiatives<br>BCC Traffic policy overview<br>BCC Safety initiatives<br>E5. Need for Strategic Transport and Traffic Plan for whole of Valley Entertainment Precinct | Louis Bickle /Carol Gordon<br><br>BCC representative /Carol Gordon<br><br>Carol Gordon/Charles Apostolos<br><br>John Dwyer/Carol Gordon<br><br>Inspector Brent Carter<br><br>TBA<br>Vic Nash BCC<br>Andrew DeZilva<br>Valley Chamber request |

|  |   |
|--|---|
| <p>F1. BCC Valley Safety Audits results 8 November audit and date for next audit<br/> F2. BCC – Traffic - update on 40klm signs<br/> F3. BCC – Traffic – update on street barricades<br/> F4. Taxi services update including issuing of 300 peak hour taxi licenses, and QT status report on taxis rank</p>  | <p>Andrew DeZilva BCC<br/> Vic Nash BCC<br/> Vic Nash BCC<br/> Peter Bradley QT</p>   |
| <p><b>G1: Liquor Licensing – report on incidents, licensee meeting and any changes to regularisation.</b><br/> <b>G2: Response to Green Clean and Safe initiatives</b><br/> G3. Liquor Licensing to table an update list of licensees and indicate if possible number of licensee pending<br/> G4 supply if possible full list of licensed venues including cafes and restaurants in 4006 postcode and/or Valley Entertainment Precinct</p>                        | <p>Liquor Licensing representative to report on result of meeting</p>   |
| <p><b>H. Marketing of Valley Entertainment Precinct –Dublin model</b><br/> <b>Proposal to incorporate day and night economy and whole of entertainment precinct</b><br/> <b>RNA showgrounds, arts, restaurants &amp; cafes, events, movies, markets</b><br/> <i>To incorporate Green Clean and Safe and operational objectives</i><br/> <b>Strategic paper required by Chamber to incorporate marketing plan and funding option and key stakeholder groups</b></p> | <p>Valley Chamber<br/> Refer Green Clean and Safe written presentation at back of powerpoint presentation.</p>  |
| <p>Valley Chamber update<br/> Board of Directors, subcommittees<br/> <b>Roles and responsibilities regarding the growth of the Valley Entertainment Precinct</b></p>   | <p><a href="http://www.valleychamber.com.au">www.valleychamber.com.au</a><br/> <a href="http://www.thevalleybrief.com.au">www.thevalleybrief.com.au</a></p> |
| <p><b>Translink – infrastructure report on future of transport in the Valley including infrastructure plans for rail and connection to bus</b></p>   | <p>Request Translink representative give update</p>   |
| <p><b>General Business</b></p>   |   |
| <p><b>Next Meeting: Date to be confirmed at meeting</b><br/> <b>Meeting closed:</b></p>  |   |



## QUEENSLAND POLICE SERVICE

BRISBANE CENTRAL DISTRICT  
SUPERINTENDENT'S OFFICE  
3<sup>RD</sup> FLOOR, 46 CHARLOTTE STREET, BRISBANE QLD 4000  
GPO BOX 1440, BRISBANE QLD 4001  
TELEPHONE (07) 3258 2426 FACSIMILE (07) 3258 2450

Our Ref: 09/8391

24 August 2009

Les Pullos  
Chairperson  
Valley Liquor Accord  
c/- Valley Chamber of Commerce Incorporated  
PO Box 606  
Fortitude Valley QLD

*Les*  
Dear Mr Pullos

### RE: Your request for statistics

I refer to your recent request for information concerning incidents involving glass that have occurred in the Fortitude Valley Entertainment Precinct. I trust that this information will assist your Liquor Accord to continue its positive approach in developing appropriate preventative measures in the future.

The Queensland Police Service broadly defines a 'glassing' incident as an assault in which an offender has used an item of glass or glassware in the commission of an offence of this nature. Such a broad definition means that the injuries suffered by complainants in the course of these types of offences can theoretically range from no visible injury being received to 'grievous bodily harm' or death occurring.

This broad range of victim injuries is reflected in the supplied statistics.

Relevant statistics provided in the attached schedule relate to calendar years for 2007 and 2008 reported in the Fortitude Valley Police Division.

You will note from the statistics provided that this type of offence, although extremely serious in nature, accounts for only a small percentage of the overall level of reported assaults in the Fortitude Valley Police Division.

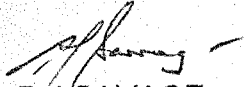
The Brisbane Central District Liquor Enforcement Unit continues to monitor these offence types very closely and is examining several options to effectively address them.

I would like to take the opportunity of recognising the positive contribution that the Fortitude Valley Liquor Accord is making to enhance the level of personal safety in and around the entertainment precinct.

I look forward to continuing to work closely with the members of the Accord in the future.

I trust this information will be of some assistance to you.

Yours sincerely



P J SAVAGE APM  
SUPERINTENDENT  
DISTRICT OFFICER  
BRISBANE CENTRAL DISTRICT

## Reported Offences by Glass Weapon Involvement, Fortitude Valley, 2007 and 2008

| Offence                            | 2007     | 2008      |
|------------------------------------|----------|-----------|
| <b>Assault</b>                     | <b>6</b> | <b>9</b>  |
| Grievous Assault                   | 2        | 5         |
| Serious Assault                    | 2        | 4         |
| Serious Assault (Other)            | 1        | 0         |
| Common Assault                     | 1        | 0         |
| <b>Robbery</b>                     | <b>1</b> | <b>1</b>  |
| Armed Robbery                      | 1        | 1         |
| <b>Offences Against the Person</b> | <b>7</b> | <b>10</b> |

(1) These figures are preliminary and may be subject to change and must not be provided to any other person or agency without appropriate authority.

# YOUR INVITATION TO RAPID RESPONSE TEAM MEETING

Friday 13 March 2009      12noon – 2pm  
City Care 170 Alfred Street Valley

The main purpose of the meeting is to:

- (1) seek a rapid response team approach to the issues discussed at the Taskforce Meeting held on 4 March at the Valley Chamber of Commerce office (refer to their Terms of Reference below);
- (2) identify how community agencies can deliver their services more effectively and contribute to a safer/cleaner street environment; and
- (3) produce a time frame for delivery of Rapid Response and 'benchmarks' to assess effectiveness.

*Note: Any Action Plan is to be formulated in consultation with residents, community, business and government sectors.*

**PLEASE RSVP: by Wednesday, 11 March to Carol Gordon, Valley Chamber of Commerce  
at: [carolg101@optusnet.com.au](mailto:carolg101@optusnet.com.au)**

**Terms of reference of Brunswick Street West Precinct Safety Taskforce:**

The Brunswick Street West Safety Taskforce has been established as a sub-committee of the Valley Chamber of Commerce Valley Safety Group to carry out the following tasks:

- to investigate and report back on the specific nature and causes of the problem of safety in the area west of Wickham Street, generally bounded by Wickham, Constance, St Pauls Terrace, Barry Parade and Gipps Street;
- to consult with relevant stakeholders in relation to the problem and potential responses; and
- to report back to the Valley Safety Group on prospective actions which could be taken to provide a great degree of safety and security for both members of the general public and for people with high social needs who frequent this area.

# VALLEY ENTERTAINMENT PRECINCT

## “ at a glance”

### Harm minimisation & safety initiatives

As at 18 November 2009

Prepared by Carol Gordon CEO Valley Chamber of Commerce

**Valley Chamber of Commerce (VCC)**

**Valley Liquor Accord (VLA)**

**Valley Community Safety Group (Valley Safety Group)**

- May 2000 Chamber commenced monthly meeting every 2<sup>nd</sup> Thursday all business, property owners, government agencies, community organisations, residents to attend
- Two safety audits per year now conducted by Valley Chamber, BCC & QPS – any time of day and night in public space area
  - 12 March 09 – Valley Safety formation of Rapid Response Team headed by Tim Bean City Care in Brunswick St West working as joint community organisation program
- 30 June 2006 State Legislated “special Entertainment Precinct announced  
First in Australia re increased noise levels to support music industry and specific building codes in area  
May 2000 -Valley Safety Group coordinated by Valley
- Sept 06 -08 Valley Chamber conducts Valley Fiesta event – to promote national importance of music scene in Valley – contracted to BCC – none alcohol public space event**
- 22 Nov 2007 Valley Chamber establishes Valley Entertainment precinct
- Feb 2009 First of 7 Familiarisation tours – 2009 conducted by Valley Chamber of Commerce for key decision makers including politicians, policy makers, within State and local government ie 11am – 4am Friday or Saturday nights
- 13 March 2008 VLA & VCC submissions to Liquor Licensing re change of laws and regulations
- May 08 Qld Health - Valley Chamber & VAMP now Valley Liquor Accord – PILOT SCHEME re Safer Venues Program
- Aug – Oct 2008** VLA worked with Qld Health to establish an action plan for the Valley Liquor Accord
- Qld Health survey and patron survey conducted result – result licensee workshop held and 4 point action plan established and formalisation of management structure for VAMP and rebranding to VLA



- March 2009** Valley Chamber of Commerce agrees to auspice Valley Liquor Accord re legal, accounting and sponsorship – result change to VCC constitution ratified at AGM
- 22 June 2009** VLA OFFICIAL LAUNCH of Valley Liquor Accord Toolbox – 20 page publication produced in cooperation with Brisbane City Council Families and Communities- established code of conduct, constitution, safer venues program o transport - refer booklet
- Oct 09** Valley Chamber submission to BCC re the Draft Valley Neighbourhood Plan regarding all townplanning issues including the Valley Entertainment Precinct . VCC submission prepared pro bono by Conics Townplanners available on line [www.valleychamber.com.au](http://www.valleychamber.com.au)
- Oct 09** **Valley Chamber as secretariat of the Valley Community Safety Group establishes Safety Reference Group for submission to Law, Justice and Safety Commission – alcohol – related violence study - now extended reference group for ongoing purposes**
- Oct 09** **Valley Malls Advisory Committee agree to support 3 tier Management Plan for the Valley Entertainment Precinct – policy...operations and communications**  
**Note:** VCC has put this forward since 2007 to government at all levels seeking support as no current mechanism to manage the area outside the Valley Malls area and no comprehensive enough including the establishment of a Drug Management including addressing town planning issues
- Nov 09** VCC & VLA prepare separate submission to Law Justice & Safety Commission  
VCC meet with Commission and do familiarisation tour of Valley
- Nov 09** VCC meet with CMC to request support for Drug Management Plan for the Valley – result CMC Director providing latest drug report when released by end of November09 to Chamber
- Nov 09** **Chaplain Watch – relocation of his service to operate out of the Valley Chamber office (Chaplain Watch announced winner of Federal award re safety regular on -line patron /venue surveys as part of monitoring processes of public sentiment**
- 18 Nov 09** **Launch of Valley Entertainment Precinct branding - harm minimisation and safety initiatives your playground....play nice....play safe**
- **2 campaigns with Qld Health + 1 with Drug Arm to run consecutively in till December 2010 – play nice....play safe campaigns includes:**
    - a> **PM Plus Public Health Services funding: \$5175.00**
    - 18 – 25 yrs olds including 3000 x full colour “play nice-play safe slap bands, 500 A0 & A3 Posters + 1 street banner.**
  - **Qld Health Safer Venues Program – Chamber to 50% fund with Qld Health June – November 2010 – do have Qld Health documentation if needed. All VLA members signed code of conduct to participate ie 56 members however Qld Health resources can only provide 1 person in 2010 and**

computer system can only deal with upto 30 applications so all licences in VEP who have license to trade past 3am ie 29 will participate in the Qld Health Safer Venues Program

- Establishment of partnerships and associations with number of organisations to utilise this branding to sell messages  
eg QR billboards at Fortitude Valley Railway Station, cross street banners Ann St Fortitude Valley with permission of property owners ....your playground...play ....nice ....play safe

Poster produced same message no logos for inside local businesses and licensed venues....welcome to your playground....play nice...play safe

Dec 09 50 signs for 6 months 800mm x 400mm back of 50 taxis with “VEP logo your playground ...play nice...play safe” on supplied free of charge by Black and White Taxis

10 Dec 09 Qld Health & VLA will announce results of the Valley Liquor Accord Action Plan VLA Action plan on [www.valleyliquoraccord](http://www.valleyliquoraccord.com) includes:

- patron education programs
- drugs management,
- transport
- off –premise service of alcohol

Dec 09 BCC Visible Ink Night Rec program

Many more programs are conducted however the changing mood of government, media, funding, legislation, impact on business within the State and Federally is not allowing for long term strategic planning to be implemented on a rational basis effectively at this point in time

Valley Chamber request to State Government for a Governance Plan = 3 TIER GOVERNMENT MANAGEMENT PLAN INCLUDING COMMUNICATION, OPERATIONS AND POLICY.

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[www.valleyliquoraccord.com](http://www.valleyliquoraccord.com)