

Annual Report

2009

REPORT OF THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND
FOR THE YEAR ENDED 30 JUNE 2009

*Presented to the House of Representatives
pursuant to Section 38 (1) and (2)
of the Alcohol Advisory Council Act 1976*

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ADDRESS FROM THE CHAIR

The past year has been an extremely busy one for ALAC, as alcohol issues featured strongly on both the public and political agendas.

New Zealanders' awareness is higher than ever of the harm alcohol can cause in our homes and to our whānau and communities. ALAC is responding to daily requests for help, research, information, advice and support. In the media we are seeing too many examples of families torn apart, injuries, violence, crime and demands on our health system that we can ill afford. This has led to a willingness for change.

This willingness for change is being translated into political action. In the past year we had the announcement of a major review of New Zealand's liquor laws and the introduction of a bill to provide councils with more powers to control the supply of alcohol in local communities. In addition, a private member's bill from MP Hon George Hawkins also seeking community input into licensing decisions was tabled in the House.

The new Government has continued with the Law Commission's first-principles review of the Sale of Liquor Act 1989 and has hastened the publication of the Commission's report. We welcome this fresh look at the regulatory environment for drinking in New Zealand. It is 20 years since the last major review and we are excited to be involved.

The legislative proposals and the review of New Zealand's liquor laws have seen ALAC acting in a number of different roles.

As part of our advocacy role, we made submissions on the legislation before the House. I, along with senior ALAC staff, appeared before the Social Services Select Committee, which was considering the Hawkins Bill,

and before the Justice and Electoral Select Committee looking into the Sale and Supply of Liquor and Liquor Enforcement Bill.

At the same time we have been acting in an advisory role to many who are seeking advice on how to contribute to the legislation before the House and into the Law Commission review.

We have continued our pattern of holding cross-party meetings with political parties. Given the increasing interest in alcohol, the meetings provided an opportunity for MPs to both comment and question us on the extent of the harms and the best solutions. These meetings reinforced the importance of our continuing to have the best evidence for solutions that we support.

We have had ongoing engagement with partners on the National Alcohol Action Plan. We assisted the Ministry of Health by arranging and coordinating six hui around New Zealand seeking feedback on the draft released in October. These hui provided the opportunity for Māori and Pacific stakeholders to contribute their comments on the draft Plan.

We have also put increased emphasis this past year on our priority populations, Māori, Pacific peoples and young people – who experience more alcohol harms than other New Zealanders. In recognition of this and the need to respond better, we developed action plans to give us some clear direction on what we should be focusing on in the next three years for each of these population groups. We held two rounds of consultation with key Māori and Pacific stakeholders and established a youth expert panel and youth reference group.

But while the legislative moves are exciting and important in establishing a regulatory environment that will support

our vision, just reviewing the law is not enough. As a whole community we need to take a fresh look at why and how we drink, and be prepared to make real changes. In that task, ALAC must be connecting with government and non-government agencies, industry, individual people, whānau and communities.

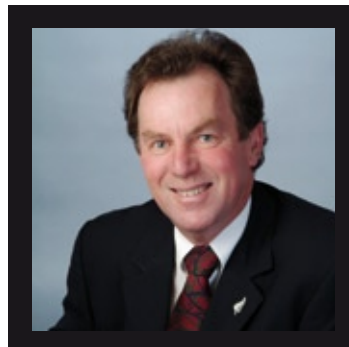
We are also acutely aware of the pressures on the economy and society as a whole. In the past year we have ensured all our work and spending have been reviewed, and that our focus is sharply and solely on our core business, as defined by the Alcohol Advisory Council Act 1976. At the same time, we know that times of stress will lead to even more concerns about alcohol abuse, and more calls on us.

I want to place on record my thanks to our hardworking and effective Council members. And we acknowledge with gratitude our excellent ALAC staff team, ably led by the Chief Executive Officer, Gerard Vaughan.



Peter Glensior

Council Chair



MANAGEMENT REPORT

From the Chief Executive Officer

ALAC is working with New Zealanders – organisations, companies and individuals – to change New Zealanders' drinking patterns and the acceptance of intoxication as a desirable and normal end point of drinking.

Bringing about real change to the way we drink requires creating multi-layered programmes across the key areas of supply control, problem limitation and demand reduction that are fundamental to change in the alcohol context.

Supply control strategies focus on achieving enforcement of and compliance with the Sale of Liquor Act, controlled purchase operations, parents' programmes and policy measures such as tax/price, outlet density, controls on alcohol advertising and purchase age.

Problem limitation strategies focus on the group of dependent and hazardous drinkers who need support and assistance to reduce or stop their drinking. These strategies include early intervention (EI) programmes, treatment, supporting the Alcohol Drug Helpline and other services.

Demand reduction strategies focus on achieving drinking culture change outcomes by using mass communications to persuade communities and individuals to make better choices about their consumption.

We promote changes in the regulatory environment, articulating the policy positions of our Council in submissions to Parliamentary select committees, territorial local authorities (TLAs) and the like on issues around the Sale of Liquor Act. Just as importantly we assist interested groups to have their voice heard during Government reviews and consultations about Government policy.

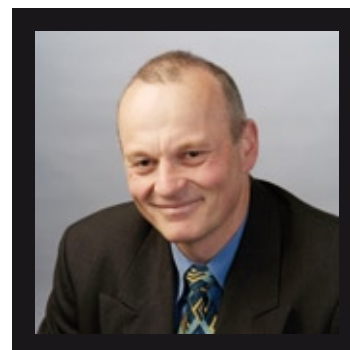
Along with getting the right balance and mix in our laws, we do need change in our social norms, particularly our society's acceptance of drinking to get drunk. So

influencing change in the non-regulatory environment is critical. To this end, we will continue to lead a national conversation about our drinking culture

using a range of communication, community action and marketing methods. Supporting communities that want to develop local solutions, in particular those with a focus on Māori, Pacific peoples and young people, will be a key part of this.

With our colleagues in the health sector we want to increase the understanding of health harms alongside the better-understood law and order impacts of alcohol misuse. Our aim is to create an environment where people drinking in problematic ways seek and receive help much earlier. Building on our long association with industry and enforcement agencies, we will also continue to promote host responsibility, with a stronger focus on the management of alcohol at events. The provision of information and research will also continue to be important, especially developing ways of measuring changes over time to answer the important question – are things getting better or worse?

Underpinning all of this is our ongoing commitment to work together with our partners.



A handwritten signature in black ink, appearing to read 'Gerard Vaughan'. The signature is fluid and cursive, with a large loop at the end.

Gerard Vaughan

Chief Executive Officer

POLICY AND ADVICE

Law Commission review

We are excited to be contributing to the Law Commission's first-principles, fresh look at the regulatory environment for drinking in New Zealand. It is almost 20 years since a full review was undertaken and the alcohol environment has changed considerably in that time. We have a policy advisor seconded to the Commission and we will be assisting with the consultation process as the Commission seeks the public's views.

Global alcohol strategy

Just as in New Zealand momentum around alcohol issues has increased, so too has the momentum increased internationally. The World Health Organization (WHO) is developing a draft global strategy to reduce the harmful use of alcohol, in accordance with a resolution by the World Health Assembly that a draft strategy be developed in collaboration with member states, by 2010. As part of the consultation process, WHO is holding six meetings with member states around the world.

In March 2009 representatives from 28 countries in the Western Pacific Region gathered in Auckland for one of the meetings to workshop strategies to reduce the harmful use of alcohol, aided by a discussion paper for regional technical consultations.

ALAC helped with the preparations for the meeting, in collaboration with the Ministry of Health, and participated in the meeting. A global alcohol strategy will support international, regional and national-level action on alcohol issues by being an authoritative document that officials and advocates can reference when engaging with decision-makers in their own countries.

It is expected that the strategy will be adopted by the World Health Assembly in May 2010.

National Alcohol Action Plan

As part of the Inter Agency Committee on Drugs (IACD), ALAC and the other member agencies completed the draft National Alcohol Action Plan that was approved by Ministers for release in August 2008. ALAC assisted the Ministry of Health by arranging and coordinating six hui around New Zealand seeking feedback on the draft Plan. These hui provided the opportunity for our Māori and Pacific stakeholders to contribute their comments on the draft Plan. Hui proceedings were written up into six submissions that were submitted on behalf of the attendees. ALAC also supported the Ministry of Health's analysis of submissions received.

Alcohol price

We have been concerned for some time at the easy availability of really cheap alcohol. Changes in the alcohol market have given rise to the need to look at alternative policies to complement the excise tax regime. Supermarket and liquor retail chains take large shares of the liquor market and the commercial environment is geared for bulk buying and high-volume sales. This translates not only to cheaper alcohol products, but also to economic incentives for consumers to buy in larger amounts.

We commissioned research to look at the impacts of various policy options to complement the excise tax regime, such as a minimum retail price floor and excise-free low-alcohol beer.

Fetal alcohol spectrum disorder (FASD)

Thousands of babies are exposed pre-natally to alcohol each year. Some develop life-long disabilities. Effects can range from the typical physical signs in children such as flattened face and wide-apart eyes. They may suffer deformities to the limbs, heart and kidney defects, hearing and sight impairment, and moderate to severe mental retardation.

Others may suffer lesser effects. These children often have trouble learning, controlling impulses, thinking abstractly, getting along with people, paying attention, remembering things and making good judgements – problems that follow them into adulthood. Often they are unable to live on their own and have difficulty holding jobs.

This year the Inter-agency Committee on Drugs (IACD) working group on FASD continued work towards a plan for the prevention and reduction of FASD in New Zealand. Experts from research, advocacy, health and social services fields were gathered on 19 November 2008 for a workshop on what actions are needed. The results showed some clear directions, including the need for workforce development and a system for early identification, referral and pathways in the health sector. We are part of the IACD working group and continue to support efforts to address FASD.

SUBMISSIONS**Select committee submissions**

In August/September 2008, we made written and oral submissions to the Social Services Select Committee regarding the Sale of Liquor (Objections to Applications) Amendment Bill, tabled by Hon George Hawkins. We presented a range of evidence supporting the need for

sharper and more efficient regulatory tools for addressing community alcohol issues, including making wider provision for objections to applications for liquor licences. We told the Committee of communities' frustration at their inability to influence the number and location of liquor outlets in their neighbourhoods. However, while supporting the intent of the Bill, our submission did not support the Bill's proposal for mandatory social impact assessments for all new licence applications, preferring a more flexible approach.

In June 2009, we made written and oral submissions to the Justice and Electoral Select Committee looking into the Sale and Supply of Liquor and Liquor Enforcement Bill, which was introduced to Parliament in 2008 by Hon Lianne Dalziel (Minister of Justice at the time). The Bill was pitched as a way to address the most pressing needs in alcohol policy reform while awaiting the results of the Law Commission's comprehensive review. Our submission supported the Bill and made a number of detailed suggestions to make the Bill's proposals more effective.

Auckland Super City

In June 2009 we made a written submission to the Auckland Governance Legislation Committee regarding the Local Government (Auckland Council) Bill, which proposes the creation of a single Auckland Council with some 30 community boards. Our submission pointed out the practical implications of the possible delegation scenarios for liquor policy under the proposed legislation. We outlined the importance of local efforts to reduce alcohol-related harm and the work involved in administering licensing responsibilities. The submission concluded that statutory responsibilities should remain with the proposed new Auckland Council, while community

boards could be key players in developing alcohol plans and articulating their communities' needs. There will be consultation on the actual delegations later in 2009.

Drivers of crime

A meeting was held in April to address the underlying drivers of crime in New Zealand. This was part of a new Government work stream led by Hon Simon Power (Minister of Justice) and Hon Dr Pita Sharples (Minister of Māori Affairs). The role of the misuse of alcohol in crime and violence emerged as a theme in itself, as well as a factor that weaves its way through the other themes discussed, including parent and family, community and identity, and schooling and education. The Ministers invited attendees to follow up with written submissions, which ALAC did.

Liquor Promotions Code

The Advertising Standards Authority (ASA) continued developing its new Liquor Promotions Code, which will cover all forms of marketing promotion such as product names, packaging, branded merchandise and sponsorship. We were consulted at an earlier stage, and gave further written advice as part of the ASA's targeted consultation.

COMMUNICATIONS AND MARKETING

We continued to undertake marketing and communications activities focused on creating a change in people's attitudes and behaviours towards drinking and drunkenness. Activities included the use of advertising and other marketing across a range of media, free-media/communications public relations, and the development of resources.

We have also been working to establish close relationships with other agencies operating in the same environment.

We aim to align messages and reduce competition with other campaigns where possible. Working with and through other national agencies and local partners has also enabled us to reach more of our target audiences more effectively and efficiently.

Our ultimate aims are to reduce the acceptance of drunkenness, to ensure that if people do choose to drink they do so moderately, and to reduce the occurrence of alcohol-related harms.

ALAC's marketing communications activities are evaluated through regular research monitor surveys with our target audiences, as well as through feedback from the public, community groups and our national and local partners.

ALAC's omnibus communications monitor surveys showed that:

- :: 89 percent of adults reported having seen, heard or read something about New Zealanders' drinking habits
- :: 96 percent of adults recalled seeing at least one of the three television advertisements after prompting
- :: 44 percent of adults stated (unprompted) that the main message of the advertising was 'Don't drink too much/drink in moderation'
- :: 64 percent of all adult drinkers reported that they had thought about the harmful effects their getting drunk might have on themselves and/or others
- :: 63 percent of all adult drinkers agreed they were more likely to cause serious harm to themselves and/or others if they were drunk.

As well as our current television and print advertisements encouraging New Zealanders to think about the personal costs of binge drinking – to them, and their friends and

family – and radio advertisements promoting the Alcohol Drug Helpline, ALAC undertook some other activities over the summer holidays.

The objective of these activities was to help ensure that when people did drink, they did so responsibly by making good decisions and not letting drunken behaviour ruin the festive season for themselves and the people they cared about.

Our website provided information specifically aimed at employers and people organising Christmas and New Year parties. We approached chief executives of a range of organisations with information about running a safe and enjoyable staff function and distributed a party guide booklet encouraging people having parties and functions over summer to be responsible hosts.

Media relations

As we developed and initiated our programme to change New Zealand's drinking culture, we embarked on a programme of communication that we have referred to as generating a 'national conversation'. This entailed placing the issue of binge drinking on the public agenda, with the premise that New Zealand has a problem: 'It's not the drinking, it's the way we're drinking'.

Through our media work we keep the debate alive in both the public and political arenas. Many of the issues in the past year have been around local government and in particular liquor licensing. Communities have been expressing their frustration at their lack of input into decisions on the number of outlets and their locations. Opening hours have also been a topical issue, particularly in Queenstown and Auckland. We fully appreciate communities' concerns and have been articulating this very publicly through the media. Other issues around

liquor licensing included Countdown in Christchurch making an application for a liquor licence to sell spirits. We took a strong stand opposing this both in our submission to the Liquor Licensing Authority and in our public comments.

Gold Effie for advertising

ALAC's controversial binge drinking advertisements won an award for effective advertising. The campaign won a Gold Effie for Social Marketing/Public Service for Clemenger BBDO at the awards run by the Communication Agencies Association of New Zealand in Auckland held in October 2008.

Comments from the judges included 'short, sharp and meaningful'; 'did a good job in a cluttered social marketing environment'; and 'the hard-hitting ads did a good job in a cluttered environment'.


The ads show graphic examples of excessive drinking leading to harm, with three realistic characters eventually making poor and dangerous choices.

RESEARCH

Liquor outlet density impacts

Communities' concern about their inability to influence the number and location of liquor outlets in their neighbourhoods has been steadily increasing. This year we funded an ongoing project in Manukau to investigate in a New Zealand context if density of location in areas of high deprivation increased the risk of harm and to develop a model applicable to other New Zealand regions.

The first stage of the project involved mapping outlets in Manukau. This showed that off-licences were most likely to be located in areas of greater deprivation and with greater population density.



The second stage was to see how alcohol outlet densities were related to crime, violent crime in particular, hospital admissions, motor vehicle accidents and police call-outs in general.

The final stage is to develop a model for compiling and assessing information that can be replicated in other areas. The project began in October 2008 and will be completed by December 2009.

Campus Watch

University students are a particular at-risk group and this year we helped fund an evaluation of Campus Watch, a community-based initiative implemented by the University of Otago in 2007 to improve the safety of the North Dunedin area by reducing alcohol-related harm and social disorder.

Campus Watch teams are employed by Student Services to patrol the streets and help students and others in the area, particularly those making the transition from their first year, usually spent in the Colleges of Residence, to their second year, out on their own as first-time flatters.

Students' behaviour is monitored with the intention of making the area safer for all. Anyone putting themselves or others at risk gets one chance to stop, and if that is not acted on, a referral to the proctor is made or the police called. Funding also came from the Inter-Agency Committee on Drugs and the Ministerial Committee on Drug Policy through the jointly managed National Drug Policy Discretionary Grant Fund.

This evaluation, which includes process, impact and outcome measures, compared the programme implementation area (North Dunedin) with similar high-risk communities across the country (other university campus areas), as well as with South Dunedin. Data was

used from a variety of sources, including student drinking surveys conducted by the University's Injury Prevention Research Unit (IPRU) from 2005 onwards, police, hospital and fire service reports, and incident reports from the implemented programme.

The aim was to determine how the initiative has been implemented; the mechanisms by which the initiative has affected the behaviour of individuals and the safety of the community as a whole; and the impact of the initiative on specific outcome variables of alcohol-related harm and social disorder.

GENACIS

An International Research Group on Gender and Alcohol is carrying out a population-based alcohol survey in 40 countries with a focus on gender differences and socioeconomic patterns in drinking and related problems. To provide for an adaptation of the questionnaire to New Zealand conditions and to obtain in-depth information on drinking contexts and behaviours that have been previously covered in such detail, ALAC has funded a Masters in Public Health supervised by Dr J Connor of the University of Otago.

The report will look at detailed alcohol consumption data, the prevalence and nature of alcohol-related problems, and the role of alcohol in family functioning and partnerships and aggression. It will cover:

- ∴ alcohol consumption patterns by age, gender and marital or relationship status, and the similarities and differences in drinking patterns between partners
- ∴ the characteristics and drinking contexts of heavy drinkers and drinkers experiencing frequent consequences of drinking; and the characteristics of abstainers

- ∴ the association of hazardous drinking patterns with attitudes to drinking and the presence or absence of informal controls on drinking.

The study will additionally provide for international comparisons.

Youth'07

Detailed information about young people's drinking is crucial to developing actions to reduce the alcohol-related harms suffered by young people. As part of this we contributed funding to the Youth'07 Health and Wellbeing Project. Other funders included the Health Research Council of New Zealand, the Ministry of Youth Development, the Ministry of Health, the Ministry of Justice, the Department of Labour, the Accident Compensation Corporation, the Families Commission and Sport and Recreation New Zealand.

More than 10,000 secondary school students were asked a series of questions about alcohol use, ethnicity and culture, physical and emotional health, family and living arrangements, attitudes towards diet and physical activity, and neighbourhood and community engagement.

A general themed report and a more detailed technical report including alcohol data updating the data in the Youth 2000 report, 100 school reports confidential to each school and a summary Māori report were produced.

PRIORITY POPULATIONS

For a variety of reasons, Māori, Pacific peoples and young people experience more alcohol-related harms than other New Zealanders. In recognition of this and the need to respond better, ALAC has developed action plans to give

us some clear direction on what we should be focusing on in the next three years for each of these population groups.

Community input is key to developing a better sense of where we should be heading and what is likely to work well at a local level, so in the latter part of 2008, we engaged with some key Māori and Pacific stakeholders and established a youth expert panel and youth reference group to give us an initial starting point. This stakeholder input, as well as a review of seminal literature, helped to identify an overarching aim, guiding principles and broad areas for action for each group.

In May and June 2009 of this year, we held another series of engagement hui/fono throughout the country to help further shape our direction. We held 22 hui in total, canvassing as far as Whangarei to the North, Dunedin in the South, Taranaki to the east and Taranaki in the west. The hui began in Auckland and Whangarei and ended in Nelson.

A range of people attended, including high-school students, tertiary students and other youth, individuals attending alcohol treatment centres, youth workers, alcohol and other drug workers and advocates, mental health practitioners, primary health organisation and district health board representatives, Māori service providers, Pacific service providers, central government advisors and operational staff, elected local government representatives and kaumātua/community elders and other whānau members wishing to support the kaupapa.

CONFERENCES AND EVENTS

Working Together Conference 2009

The Sale of Liquor Act is a complex and technical piece of legislation to enforce. There are almost always limits on the amount of resources available to monitor and enforce the Act effectively. For those agencies charged with ensuring compliance with the Act, working together in partnership has now become a prerequisite for effective enforcement, compliance activities and projects.

More than 300 people attended ALAC's Working Together Conference, held over two days at the InterContinental Wellington in May.

The international keynote speaker was Dr Peter Rice, a member of the Scottish Health Action on Alcohol Problems Executive Committee established by the Scottish Medical Colleges to raise awareness of alcohol-related health problems. Dr Rice is one of Scotland's leading medical voices on alcohol and has played a key role in influencing the Scottish Government on the areas of alcohol services and effective alcohol policy.

In Scotland in the past 20 years, chronic health harms have increased dramatically, with a three-fold increase in alcohol-related deaths, a 52 percent increase in alcoholic liver disease between 1998 and 2002 and increasing rates of liver disease and alcohol-related cancers such as breast cancer and mouth cancer.

Cheap price and easy availability have been the key drivers influencing the rates of alcohol problem increases. The Scottish Government is looking at a number of proposals to try to tackle this problem and a key strategy is a mandatory minimum price for alcohol. This is because in the United Kingdom excise tax has ceased to have much effect on the price of alcohol as rises in excise taxes are being absorbed by the retailers.

Law Commission President Sir Geoffrey Palmer spoke to a packed house, outlining some preliminary thoughts on the Commission's review of the regulatory framework for alcohol. He then posed questions to the audience and the debate over policy options continued for more than an hour.

Other keynote speakers included Associate Minister of Health Hon Peter Dunne, New Zealand Drug Foundation Executive Director Ross Bell and Queenstown Mayor Clive Geddes.

Safe Communities Conference – working together to make a difference

We support and encourage local government to take responsibility for the role alcohol plays in its communities, so we were delighted to see the high-profile place of alcohol at the 17th International Safe Communities Conference.

Held in October 2008, the Conference was hosted by the Safe Communities Foundation New Zealand (SCFNZ) and Christchurch City Council and supported by the WHO Collaborating Centre on Community Safety Promotion. This was the first time that this Conference had been held in New Zealand. More than 500 delegates from 38 countries attended the event and came from a range of organisations including local authorities, universities, WHO, government, research institutes and private enterprises.

Alcohol was a strong theme throughout the keynote addresses and the workshop sessions. ALAC had a strong presence at the Conference. Gerard Vaughan, CEO was a keynote speaker while staff delivered four workshops and staffed an exhibitor stand in the conference hall. There was a lot of interest from both local and overseas delegates in the work New Zealand is doing to reduce

alcohol-related harms and a heavy interest in many of the ALAC resources.

During the Conference, Christchurch was designated an International Safe Community based on criteria developed by WHO. The designation reflects the systems and processes Christchurch has in place to address the three key areas of the Safer Christchurch Strategy: injury prevention, road safety and crime prevention. Christchurch joins eight other Safe Communities in New Zealand – Porirua, Tauranga, North Shore, Wellington, Whangarei, New Plymouth, Waimakariri and Waitakere.

Anamata 08 'Face the future'

Youth drinking has been in the spotlight in the past year and while many debated what to do about young people and alcohol, ALAC took the time to talk to young people about what they think the issues are around young people and alcohol.

'Anamata' is a youth event hosted by ALAC. Its aim is to provide a forum whereby young people from around Aotearoa come together to discuss alcohol issues 'as they see it'. In addition, Anamata provides the opportunity for young people to caucus in culturally appropriate ways in order for a cultural analysis of alcohol issues to take place.

Anamata was held in Island Bay, Wellington at Tapu te Ranga Marae from Tuesday 7 October to Thursday 9 October 2008. All participants remained at the Marae for the duration of the conference to maintain the kaupapa of wananga. This enabled the group to maintain high levels of connection, robust discussion and trust amongst each other.

There was a total of 89 participants, comprising 19 youth workers, 55 young people and 15 other adults (ALAC staff, working group and camera crew). The geographical

areas represented included Auckland, Christchurch, Gore, Hamilton, Invercargill, Lower Hutt, Taneatua, Taupo, Tokoroa, Waihi, Wellington and Whangarei. All young people who participated were between the ages of 14 and 24.

PARTNERSHIPS AND JOINT WORK


Local government

Local government is a key stakeholder in reducing population-based, alcohol-related harm. The harms and associated costs of high per-occasion consumption can act as barriers to community wellbeing.

ALAC supports local government taking responsibility for the role alcohol plays in its communities. Apart from specific responsibilities under the Sale of Liquor Act, local government has a specific mandate under the Local Government Act 2002, which provides for local government to 'play a broad role in promoting the social, economic, environmental, and cultural well-being of their communities, taking a sustainable development approach'.

ALAC has continued to support TLAs in reducing alcohol-related harm in their communities. Currently, there are 14 TLAs with active strategies for reducing local alcohol-related harm (on which ALAC has provided advice) and at least 38 TLAs have liquor licensing policies. Specifically, during the past year we have made submissions on four liquor policies, one alcohol strategy, late night alcohol issues, one long-term council community plan, a liquor control bylaw and Auckland governance.

Approaches to the development and implementation of alcohol strategies vary between local authorities as they address the unique needs and aspirations of their communities, including different population groups and the problems of particular neighbourhoods.



ALAC worked with other key government agencies such as the Crime Prevention Unit, Ministry of Justice and Local Government New Zealand (LGNZ) to support local authorities in developing effective, evidence-based and responsive alcohol strategies and policies.

Local government alcohol reference group

In 2008 we supported LGNZ to develop an alcohol reference group. The role of the group is to inform and guide policy development, submissions and good practice for the local government sector and LGNZ. The group is a first point of contact for LGNZ when developing policies or submissions.

Liquor licensing submissions

A key concern for ALAC for some time has been the easy availability of really cheap alcohol and the increasing number of outlets seeking to sell alcohol. When The Warehouse applied for a full off-licence for its Albany store, ALAC made a submission opposing the application. A favourable decision would have been precedent-setting in New Zealand. Like many other submitters, we argued that granting the licence would be outside the intent of Section 36 of the Sale of Liquor Act, which says the sale of liquor should be an appropriate complement to the kind of goods sold on the premise. The principal business of The Warehouse is that of a department store, retailing a wide range of merchandise. We believed that granting the application would be a liberal interpretation of the law.

We also highlighted that the likely impacts of granting the licence would be more Warehouses and department stores selling beer, wine, spirits and spirit-based drinks, leading to increased competition and downward pressure on prices. The application was declined.

Local government forums

In the past year we have partnered with SCFNZ in the North Island and Sandra James, contracted by the Ministry of Health in the South Island, to deliver regional forums on alcohol and community safety.

The forums were sponsored by the New Zealand Injury Prevention Strategy (NZIPS) as part of the NZIPS implementation plan. They were developed to provide opportunities for local authorities, local community organisations, statutory partners and local businesses to meet and talk about reducing alcohol-related harm and creating safer communities.

Each forum had its own flavour and priorities depending on the area and the issues it faced. However, all of the forums were focused on working together to reduce alcohol-related harm and developing either local or regional plans for doing this.

The vast majority of attendees acknowledged that improving community safety by focusing on reducing alcohol-related harm was an excellent collaborative initiative that aligned well with national Government goals of building a positive safety culture and safer environments for all New Zealanders. The challenge lies in identifying and agreeing on relevant outcomes, obtaining meaningful and timely local alcohol/community safety data and securing support for sustainable, evidence-based community initiatives.

Working with industry

We work with industry groups on a number of fronts. Within the retail and producers' sector, we used Lion Nathan's Liquor King retail outlets as a channel for our marketing messages during our Christmas campaign. We produced a party guide containing hints and tips for

safe summer parties and used Liquor King as one of the distribution channels.

The hospitality industry has had input into a number of our resources, in particular our Host Responsibility resources, which are targeted at licensed premises. We have worked with the hospitality industry in developing a national protocol on alcohol promotions and the industry had input into the recently produced Where's the Line? resource. This is a booklet and DVD designed to help bar staff understand the idea of intoxication.

ALAC has resumed sponsorship of the Hospitality Association of New Zealand (HANZ) 'Excellence in Host Responsibility' Award, promoting strategies that go above and beyond the requirements of the Sale of Liquor Act among the hospitality and entertainment industries. This provides an incentive for HANZ members to reach beyond the level at which they might have become comfortable, and to all accounts has been received well by industry, with good interest and participation from entrants.

We are exploring the greater role and potential of alcohol accords with local areas, often playing a significant role in their development, maintenance or evaluation. The objective of most accords is to allow industry the opportunity to find solutions and work together with statutory agencies to reduce the impact of alcohol misuse and abuse in their communities. These accords are well represented by proactive hospitality venue and liquor retail operators, who often find a practical point of view to some of the solutions to liquor abuse matters.

Industry spokespeople have attended our Working Together Conferences and contributed through panel discussions on a number of topics.

We are continuing discussions about potential corporate social responsibility projects and are looking to play a wider role in promoting evidence-based social responsibility initiatives among industry interests.

ALAC meets regularly with industry representatives and, while relationships can be challenging on occasions, the industry is an important part of the alcohol environment in which we live. ALAC has also met through the year with representatives from the retail, producer and hospitality groups to communicate our Council's policy positions on various alcohol matters and to give feedback on their approaches to minimising harm

TREATMENT

Early intervention (EI)

EI is the strategic direction taken by ALAC to reduce the most significant proportion of alcohol-related harms. It provides individuals, whānau or settings with the tools to make positive changes as well as an effective means to address barriers to access to advice, support and treatment.

EI is an approach that aims to reduce alcohol-related harm through timely identification and tailored advice and support for those at risk of harm owing to their hazardous use of alcohol. Early detection and brief interventions are cost effective (saves money) and EI in primary health (if undertaken on a large-enough scale) will reduce alcohol-related harm across the population. Early detection of problematic drinking and brief advice in primary settings can improve health and social outcomes for individual hazardous drinkers and their whānau. Intervening early is recognised best practice for reducing harm and improving long-term outcomes

WATCH

We funded an evaluation of the Whanganui-a-Tara Courts and Health (WATCH) project, an innovative programme designed to reduce repeat offending by young adult offenders.

The project began in October 2006, started service delivery in early 2007 and has now been running for more than a year in Wellington. The project was developed and guided by an inter-sectoral working group and was funded by Capital & Coast District Health Board, the Ministry of Health and the Ministry of Social Development. Wesley Community Action was contracted as the host organisation for the service.

Suitable candidates are identified – young people who are due to appear in court and who have alcohol or drug issues. If they agree to take part and the judge agrees, there is a delay in their next court appearance so they can create a care plan with the WATCH team to try to get them back on track.

The programme involves intensive and focused interventions, seeking to address the social and health issues – especially drugs and alcohol – that are contributing to the young person's illegal or antisocial behaviour. The WATCH team reports back to the court on a regular basis, and presents a summary of progress when the time comes for the court to pass sentence for the original offence.

The WATCH team stays engaged with the young offender beyond sentencing, helping to build in the gains they've made in terms of managing substance abuse.

The service was designed with input from Judge John Walker and feedback from other judges, people with expertise in the criminal justice and health sectors,

and young people already in the criminal justice system and struggling with drug and alcohol issues. There was strong involvement and support from local police, courts, probation and health providers with experience in this area.

Overall evaluation results demonstrated that the WATCH project was meeting its objectives. The project provided real assistance and support for a group of young adult offenders, typically regarded as 'hard to treat', to make tangible gains in their lives.

Cutting Edge Conference 2008

Cutting Edge has developed as an annual conference and proved to be a highly successful meeting, consistently attracting more than 300 addiction workers who represent approximately 40 percent of the workforce. It has provided the sector with an annual update on cutting-edge research and development, as well as focus and a sense of national identity. ALAC has been the principal sponsor of the conference since 1995. We see our continued sponsorship of Cutting Edge as an important part of our role in supporting the development of the treatment sector.

More than 350 delegates attended this year's Cutting Edge national addiction conference, held in Christchurch in early September. The programme was organised around five seminars that explored different angles of the overall theme 'Life and Death'.

ALAC was again the principal sponsor, with the New Zealand Drug Foundation and the Mental Health Commission also supporting the conference. The National Addiction Centre (NAC) has run the conference for the past 13 years, but this was the last year of NAC involvement.

A feature of Cutting Edge conferences is the amount of consumer involvement, and this conference was no exception, with many personal experience illustrations of some of the problems that are present in New Zealand society today.

Alcohol Drug Helpline

The Alcohol Drug Helpline is a national 0800 telephone service that operates 12 hours a day (10am to 10pm), seven days a week and provides immediate access to expert help and support, information, interventions and referral to treatment services to people with drinking or drug problems.

There were 17,699 calls processed by the Helpline in the 2008/09 year, an 11 percent increase from 2007/08. These calls were made by approximately 12,660 people.

The Continuing Care Call Back pilot (where clients are asked if they want to receive a follow up call) was established in February 2009. This more than doubled outgoing calls made from the Helpline to clients, from 1,067 to 2,430 for the year. From February 2009 to June 2009, 196 people received help through the call-back pilot. Excluding call-back calls, there was a two percent increase in incoming calls, from 14,916 to 15,269.

When identifying the specific drugs that were an issue for calling the Helpline, 72 percent of callers identified alcohol as an issue, 14.6 percent cannabis, nine percent methamphetamine, four percent opioids and six percent other.

The service began in 1996 when ALAC contracted the Alcohol Drug Association of New Zealand (ADANZ) to conduct a feasibility study for a free alcohol helpline service. In 1997 funding was provided by ALAC to develop this national telephone service and in 2002, to

complement the Alcohol Helpline, the Ministry of Health funded a Drug Helpline. In 2006, both ALAC and the Ministry of Health funded and officially launched the combined Alcohol Drug Helpline. The combined funding is managed by ALAC, which has a contract with ADANZ to manage and deliver the Helpline service.

COMMUNITY ACTION

ALAC's work to change New Zealand's drinking culture involves participation on many levels, not least of which is community action to address local problems with local solutions. While many communities have innovative ideas to reduce alcohol-related harm, many do not have the resources to do so.

In 2009, ALAC established the Community Alcohol Action Fund (CAAF) to resource community groups to undertake activities aligned to and in support of ALAC's strategic objective to lead a change in New Zealand's drinking culture. Preference is given to community action projects that:

- :: target ALAC's priority population groups: Māori, Pacific peoples and young people
- :: assist ALAC's strategic direction and messages to be echoed, made relevant and acted on in local communities
- :: build local leadership and community ownership of and commitment to the prevention of alcohol-related harm and support local change
- :: encourage community organisations to work collaboratively to prevent alcohol-related harm.

Twenty applications were received during the pilot round, of which nine were successful in receiving funding.

RESOURCES

Alcohol and older people – information for older people, family, friends and carers

During our work last year a gap was identified in providing information to older people who were having alcohol problems. We partnered with ACC and Age Concern and produced a booklet called *'Alcohol and Older People – Information for older people, family, friends and carers'* to highlight the potential dangers alcohol has for the 65+ age group.

The booklet is aimed at older people as well as their families, friends and carers. It identifies symptoms that may indicate a problem with alcohol, such as a general decline in health, withdrawal from friends and family, memory loss, depression and anxiety, falls or other injuries, stomach upsets and loss of appetite.

It also offers tips for older people to self-regulate their alcohol consumption.

Where's the Line?

Licensed premises' operators have a role to play in contributing to the safety and wellbeing of the communities in which they work. They can contribute by ensuring their premises are run safely and within the law. *Where's the Line?* is a booklet and DVD produced for the hospitality industry. It is designed to help bar staff to understand the idea of intoxication. It offers tools and tips to help keep customers safe and ensure staff operate within the law.

Smashed 'n Stoned?

An ALAC resource for young people is making its presence felt on the international stage. Countries as diverse as Cameroon, Zambia, Portugal, Chile and Canada have approached ALAC for permission to use this resource.

Although it is a distinctly New Zealand resource that incorporates the Te Whare Tapa Wha model of health that focuses on the social, spiritual and whānau aspects of young people as well as personal responsibility, clinicians from other nations are keen to use it.

Smashed 'n Stoned? is an EI programme to assist at-risk young people to focus on their alcohol and drug use and draw on their own strengths to see they can make choices to improve their health and wellbeing. It is based on the Guided Self-Change model of working with addiction developed by the Addiction Research Foundation in Toronto.

The programme is motivational, designed to help young people to move through stages of change and, importantly, non-judgemental, providing a supportive environment where group participants can examine their alcohol and drug use and come to their own conclusions. It provides a framework for setting goals and creating a plan to make positive changes.

Smashed 'n Stoned? is a small group programme for 13 to 18-year-olds with a series of four workbooks. Young people work through these with the assistance of a counsellor or alcohol and other drug worker.

Pacific Reference Group

ALAC's Pacific Reference Group is the organisation's advisory body on issues relating to developing and implementing ALAC's Pacific programmes. Established in October 2000, it comprises 12 members, each selected for their experience in a relevant field and their links with Pacific communities. Other members are ALAC's Manager Pacific Programmes, Metua Faasisila, and ALAC Council member Papa'ali'i Dr Kim Ma'ia'i.

Our people and culture

We aim to recruit and retain skilled, talented and motivated staff to achieve our key outcomes. Currently we employ 32 people. Of these 18 percent are Māori, six percent Pacific, three percent Chinese, three percent European and the remainder New Zealand Pakeha.

Our vision, mission and values underpin the collective spirit of service that staff have towards the government and community.

Leadership – We provide positive and inspirational leadership so that we share knowledge and cooperate with each other.

People matter – We create a safe environment where people matter.

Excellence – We are committed to personal and professional excellence, are innovative, creative and we learn from our mistakes.

Integrity – We create an environment of openness through positive communication and transparency.

GOOD EMPLOYER

During the past year we reviewed our administrative manual to ensure it fits with the seven main criteria for a good employer as recommended by the Human Rights Commission in its *Good Employer Guidance and Status Report*, namely:

- :: Leadership, Accountability and Culture
- :: Recruitment, Selection and Induction
- :: Employee Development , Promotion and Exit
- :: Flexibility and Work Design
- :: Remuneration, Recognition and Conditions
- :: Harassment and Bullying Prevention
- :: Safe and Healthy Environment.

This has involved updating our manual in consultation with staff to ensure all staff roles are job sized and salaries scaled externally, and job descriptions adequately fit each individual's role.

We provide and support an environment where employees feel valued and respected, where difference is celebrated and diversity encouraged, where there is active staff engagement, transparency on policies and procedures, and regular opportunities for staff to provide feedback. ALAC strives to ensure that it makes maximum use of the skills and strengths of all staff.

THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

ALAC is an autonomous Crown entity. It was established in 1976 under legislation by its original name – the Alcoholic Liquor Advisory Council – following a report by the Royal Commission of Inquiry into the Sale of Liquor. The Commission recommended establishing a permanent council whose aim was to encourage responsible alcohol use and minimise misuse.

The name was formally changed when the Alcohol Advisory Council of New Zealand Amendment Act came into force in August 2000.

AIMS AND OBJECTIVES

The Alcohol Advisory Council of New Zealand Amendment Act 2000 states that ALAC's primary objective is:

'The encouragement and promotion of moderation in the use of liquor, the discouragement and reduction of the misuse of liquor, and the minimisation of the personal, social, and economic harm resulting from the misuse of liquor'.

Our Vision

A New Zealand drinking culture that supports the moderate use of alcohol so that whānau and communities enjoy life, free from alcohol harms.

We will know we are on track when New Zealanders share responsibility for:

- :: minimising harm that results from alcohol misuse in our communities, families and whānau
- :: a culture where all aspire to moderate consumption and reject drunkenness, or choose abstinence if that is best for them
- :: widespread understanding of the harms associated with the misuse of alcohol
- :: supporting the measures that control the environments where alcohol is consumed
- :: ensuring that those who do have problems with alcohol consumption have access to appropriate support and treatment for themselves, their whānau, families and communities

THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND CONT'D

OUR MISSION

To lead a change in New Zealand's drinking culture

We will know we are on track when:

- :: moderation is encouraged and expected by everyone
- :: drunkenness is seen as socially unacceptable and its occurrence is significantly reduced
- :: whānau, hapū and iwi exercise rangatiratanga over oranga in their communities
- :: young people delay drinking until they are older
- :: there is an active involvement of communities, families and whānau in the prevention and reduction of alcohol-related harm
- :: there is compliance with the law, and responsible behaviour, by suppliers and providers of alcohol.

ALAC will undertake this mission by:

- :: sharing responsibility for changing the drinking culture – with individuals, communities, non-government organisations, the liquor and hospitality industries, and national and local government and their agencies
- :: working to identify, implement and monitor programmes to meet the specific needs of Māori, Pacific peoples and young people
- :: ensuring that those with established alcohol problems receive appropriate treatment
- :: putting in place programmes and support, with the help of others, that contribute to change, so that a new drinking culture can emerge

- :: recognising our unique relationship with Māori and ensuring our Treaty of Waitangi obligations are reflected in all we do
- :: ensuring that people who are beginning to experience problems as a result of alcohol misuse are identified and assisted.

HOW WE LEAD

Mā te tika o te mahi i roto i te pono me to aroha

Ka eke ki ngā taumata o te ora

Integrity, honour and passion will ensure success

Our key role is that of leadership – facilitating and effecting action by individuals, communities and people who can influence change in the drinking culture.

We are committed to exercising leadership that is:

- :: **authoritative** – using our knowledge and expertise to effect understanding and change, and be supportive of our partners
- :: **challenging** – taking informed, assertive stances and ensuring they are communicated well. Ensuring that the 'big conversations' are had about issues relating to New Zealand's drinking culture, within families, whānau, communities and organisations
- :: **dedicated** – being committed to making a difference to New Zealand's drinking culture, through our own actions and our support of others
- :: **inspirational** – providing a positive vision, and using our knowledge and expertise to bring others along with us
- :: **inclusive** – being committed to strong, honest, productive relationships with a wide range of communities. Supportive of partners, consultative and facilitating engagement

- :: **informed** – knowing about the issues, the environment, the people in New Zealand, the sector and the evidence in all our work
- :: **respectful** – seeking advice on the most appropriate ways in which to engage with a wide range of cultures – respecting that there are many ways to engage with communities
- :: **non-judgemental** – not pointing the finger. We accept that people will recognise and judge behaviour for themselves
- :: **strategic** – assisting with building sustainable community capability to support long-term solutions.

O le ala I le pule, o le tautua

Leadership through service

PRIORITY POPULATIONS, PRIORITY SETTINGS

We will continue to have a strong commitment to three groups that experience disproportionate alcohol-related harm compared with the rest of the population. They are:

- :: Māori
- :: Pacific peoples
- :: young people (aged 12 to 24)

We will use a participatory approach with these communities and with our partners in the next five years. Our participatory approach will involve work with these groups to quantify and measure whether we are achieving the outcomes and changes that we all want.

We recognise that gains for the priority populations will be achieved through changing the drinking culture of our whole society. So at the same time as we focus on the three priority populations, we seek to address the issues of the wider population.

THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND CONT'D

STRUCTURE

COUNCIL, EXECUTIVE TEAM

Council

Peter Glensor *Chair*

Trevor Shailer *Deputy Chair*

Gavin McFadyen

Robyn Northey

Alick Shaw

Anne Hobby

Helen Moriarty

Kim Ma'ia'i (appointed July 2008)

Fuimaono Karl Pulotu-Endemann (retired August 2008)

Executive Team

Gerard Vaughan *Chief Executive Officer*

Andrew Hearn *Manager Strategy and Research*

Tuari Potiki *Manager Strategic Operations*

Chris Allen *Manager Corporate Services*

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Wellington 6011

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central@alac.org.nz

Northern Regional Office

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Ascot Central

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Greenlane

PO Box 11791, Ellerslie

Auckland 1542

Phone (09) 916 0330

Fax (09) 916 0339

northern@alac.org.nz

Southern Regional Office

Level 4

Equitable House

77 Hereford Street

PO Box 2688

Christchurch 8140

Phone (03) 365 8540

Fax (03) 365 8542

southern@alac.org.nz

Website

www.alac.org.nz

STATEMENT OF RESPONSIBILITY

for the year ended 30 June 2009

In terms of Section 42(2)(b) of the Public Finance Act 1989, in the financial year ended 30 June 2009 the Council and Management of the Alcohol Advisory Council of New Zealand were responsible for:

- :: the preparation of the annual financial statements and the judgements used herein
- :: establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of financial and non-financial reporting.

In the opinion of the Council and Management of the Alcohol Advisory Council of New Zealand, the annual financial statements for the year ended 30 June 2009 fairly reflect the financial position and operations of the Alcohol Advisory Council of New Zealand.



Peter Glensor

Chair

22 September 2009



Gerard Vaughan

Chief Executive Officer

22 September 2009



Trevor Shailer

Deputy Chair

22 September 2009

AUDIT REPORT

for the year ended 30 June 2009

TO THE READERS OF THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND'S FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

The Auditor-General is the auditor of the Alcohol Advisory Council of New Zealand. The Auditor-General has appointed me, Rhys Barlow, using the staff and resources of BDO Spicers Wellington, to carry out the audit of the financial statements and performance information of the Alcohol Advisory Council of New Zealand, on his behalf, for the year ended 30 June 2009.

Unqualified Opinion

In our opinion the financial statements of the Alcohol Advisory Council of New Zealand on pages 26 to 47:

- :: comply with generally accepted accounting practice in New Zealand; and
- :: fairly reflect:
 - the Alcohol Advisory Council of New Zealand's financial position as at 30 June 2009;
 - the results of its operations and cash flows for the year ended on that date; and
 - its service performance achievements measured against the performance targets adopted for the year ended on that date.

The audit was completed on 22 September 2009, and is the date at which our opinion is expressed.

The basis of the opinion is explained below. In addition, we outline the responsibilities of the Council and the Auditor, and explain our independence.

Basis of Opinion

We carried out the audit in accordance with the Auditor-General's Auditing Standards, which incorporate the New Zealand Auditing Standards.

We planned and performed our audit to obtain all the information and explanations we considered necessary in order to obtain reasonable assurance that the financial statements and performance information did not have material misstatements, whether caused by fraud or error.

Material misstatements are differences or omissions of amounts and disclosures that would affect a reader's overall understanding of the financial statements and performance information. If we had found material misstatements that were not corrected, we would have referred to them in the opinion.

The audit involved performing procedures to test the information presented in the financial statements and performance information. We assessed the results of those procedures in forming our opinion.

Audit procedures generally include:

- :: determining whether significant financial and management controls are working and can be relied on to produce complete and accurate data;
- :: verifying samples of transactions and account balances;
- :: performing analyses to identify anomalies in the reported data;
- :: reviewing significant estimates and judgements made by the Council;
- :: confirming year-end balances;
- :: determining whether accounting policies are appropriate and consistently applied; and
- :: determining whether all financial statement disclosures are adequate.

We did not examine every transaction, nor do we guarantee complete accuracy of the financial statements and performance information.

We evaluated the overall adequacy of the presentation of information in the financial statements and performance information. We obtained all the information and explanations we required to support our opinion above.

Responsibilities of the Council and the Auditor

The Council is responsible for preparing financial statements in accordance with generally accepted accounting practice in New Zealand. Those financial statements and performance information must fairly reflect the financial position of the Alcohol Advisory Council of New Zealand as at 30 June 2009. They must also fairly reflect the results of its operations, cash flows and service performance achievements for the year ended on that date. The Council is responsible for preparing performance information that fairly reflects service performance achievements for the year ended 30 June 2009. The Council's responsibilities arise from the Crown Entities Act 2004 and the Alcohol Advisory Council Act 1976 and amendments.

AUDIT REPORT CONT'D

for the year ended 30 June 2009

We are responsible for expressing an independent opinion on the financial statements and performance information and reporting that opinion to you. This responsibility arises from section 15 of the Public Audit Act 2001 and Section 43(1) of the Crown Entities Act 2004.

Independence

When carrying out the audit we followed the independence requirements of the Auditor-General, which incorporate the independence requirements of the New Zealand Institute of Chartered Accountants.

Other than the audit, we have no relationship with or interests in the Alcohol Advisory Council of New Zealand.



Rhys M Barlow

BDO Spicers Wellington

On behalf of the Auditor-General

Wellington, New Zealand



MATTERS RELATING TO THE ELECTRONIC PRESENTATION OF THE AUDITED FINANCIAL STATEMENTS

This audit report relates to the financial statements of the Alcohol Advisory Council of New Zealand for the year ended 30 June 2009 included on the Alcohol Advisory Council of New Zealand's website. The Council is responsible for the maintenance and integrity of the Alcohol Advisory Council of New Zealand's website. We have not been engaged to report on the integrity of the Alcohol Advisory Council of New Zealand's website. We accept no responsibility for any changes that may have occurred to the financial statements since they were initially presented on the website.

The audit report refers only to the financial statements named above. It does not provide an opinion on any other information which may have been hyperlinked to/from these financial statements. If readers of this report are concerned with the inherent risks arising from electronic data communication they should refer to the published hard copy of the audited financial statements and related audit report dated 22 September 2009 to confirm the information included in the audited financial statements presented on this web site.

Legislation in New Zealand governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

STATEMENT OF ACCOUNTING POLICIES

for the year ended 30 June 2009

REPORTING ENTITY

The Alcohol Advisory Council of New Zealand (ALAC) is a Crown entity as defined by the Crown Entities Act 2004 and is based in Wellington, New Zealand with branches in Auckland and Christchurch. As such, ALAC's ultimate parent is the New Zealand Crown.

ALAC is funded from a levy on alcohol produced for sale within New Zealand.

The primary objective of ALAC is the encouragement and promotion of moderation in the use of liquor, the discouragement and reduction of the misuse of liquor, and the minimisation of the personal, social and economic harm resulting from the misuse of liquor.

ALAC has designated itself as a public benefit entity for the purposes of New Zealand equivalents to International Financial Reporting Standards (NZ IFRS).

BASIS OF PREPARATION

Statement of compliance

The financial statements of ALAC have been prepared in accordance with the requirements of the Crown Entities Act 2004, which includes the requirement to comply with New Zealand Generally Accepted Accounting Practices (NZ GAAP).

The financial statements comply with NZ IFRS, and other applicable Financial Reporting Standards, as appropriate for public benefit entities.

The accounting policies set out below have been applied consistently to all periods presented in these financial statements.

Measurement base

The financial statements have been prepared on a historical cost basis.

Functional and presentation currency in the financial statements is New Zealand dollars and all values are rounded to the nearest thousand dollars (\$'000).

SIGNIFICANT ACCOUNTING POLICIES

Revenue

Revenue is measured at the fair value of consideration received or receivable.

Levy income

Levy income from locally produced beer, spirits, grape wine, fruit wine and imported liquor is recognised as income in the accounting period when earned and is then reported in the financial period to which it relates.

Interest

Interest income is recognised using the effective interest method.

LEASES

Operating leases

Leases that do not transfer substantially all the risks and rewards incidental to ownership of an asset to ALAC are classified as operating leases. Lease payments under an operating lease are recognised as an expense on a straight-line basis over the term of the lease in the statement of financial performance.

ALAC leases office equipment and premises.

Cash and cash equivalents

Cash and cash equivalents include cash on hand and deposits on call.

Debtors and other receivables

Debtors and other receivables are initially measured at fair value and subsequently measured at amortised cost using the effective interest rate, less any provision for impairment.

Bank deposits

Investments in bank deposits are initially measured at fair value plus transaction costs.

After initial recognition, investments in bank deposits are measured at amortised cost using the effective interest method.

For bank deposits, impairment is established when there is objective evidence that ALAC will not be able to collect amounts due according to the original terms of the deposit.

Significant financial difficulties of the bank, a probability that the bank will enter into bankruptcy, and default in payments are considered indicators that the deposit is impaired.

Property, plant and equipment

Property, plant and equipment consist of artwork, leasehold improvements, furniture and office equipment, and motor vehicles.

Property, plant and equipment are shown at cost or valuation, less accumulated depreciation and impairment losses.

Additions

The cost of an item of property, plant and equipment is recognised as an asset only when it is probable that future economic benefits or service potential associated

STATEMENT OF ACCOUNTING POLICIES CONT'D

for the year ended 30 June 2009

with the item will flow to ALAC and the cost of the item can be measured reliably.

Where an asset is acquired at no cost, or for a nominal cost, it is recognised at fair value when control over the asset is obtained.

Disposals

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount of the asset. Gains and losses on disposals are included in the statement of financial performance.

Subsequent costs

Costs incurred subsequent to initial acquisition are capitalised only when it is probable that the future economic benefits or service potential associated with the item will flow to ALAC and the cost of the item can be measured reliably.

The costs of day-to-day servicing of property, plant and equipment are recognised in the statement of financial performance as they are incurred.

Depreciation

Depreciation is provided on a straight-line basis on all property, plant and equipment, other than land, at rates that will write off the cost (or valuation) of the assets to their estimated residual values over their useful lives. The useful lives and associated depreciation rates of major classes of assets have been estimated as follows:

Furniture and fittings	10 years	10%
General office equipment	5 years	20%
Computer equipment	3 years	33.3%
Leasehold improvements*	3 years	33.3%
Motor vehicles	5 years	20%
Library books	10 years	10%

*Leasehold improvements are depreciated over the unexpired period of the lease or the estimated remaining useful lives of the improvements, whichever is the shorter.

The residual value and useful life of an asset is reviewed, and adjusted if applicable, at each financial year-end.

INTANGIBLE ASSETS**Software acquisition and development**

Acquired computer software licences are capitalised on the basis of the costs incurred to acquire and bring to use the specific software.

Costs that are directly associated with the development of software for internal use by ALAC are recognised as an intangible asset. Direct costs include the software

development, employee costs and an appropriate portion of relevant overheads. Staff training costs are recognised as an expense when incurred.

Costs associated with maintaining computer software are recognised as an expense when incurred.

Costs associated with the development and maintenance of ALAC's website are recognised as an expense when incurred.

Amortisation

The carrying value of an intangible asset with a finite life is amortised on a straight-line basis over its useful life. Amortisation begins when the asset is available for use and ceases at the date that the asset is derecognised. The amortisation charge for each period is recognised in the statement of financial performance.

The useful lives and associated amortisation rates of major classes of intangible assets have been estimated as follows:

Acquired computer software	3 years	33%
Developed computer software	4 years	25%

Impairment of non-financial assets

Property, plant and equipment and intangible assets that have finite useful lives are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amounts may not be recoverable.

An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs to sell and value in use.

Value in use is the depreciated replacement cost for an asset where the future economic benefits or service potential of the asset are not primarily dependent on the asset's ability to generate net cash inflows and where ALAC would, if deprived of the asset, replace its remaining future economic benefits or service potential.

If an asset's carrying amount exceeds its recoverable amount, the asset is impaired and the carrying amount is written down to the recoverable amount. For re-valued assets, the impairment loss is recognised against the revaluation reserve for that class of asset. Where that results in a debit balance in the revaluation reserve, the balance is recognised in the statement of financial performance.

For assets not carried at a re-valued amount, the total impairment loss is recognised in the statement of financial performance.

STATEMENT OF ACCOUNTING POLICIES CONT'D

for the year ended 30 June 2009

Creditors and other payables

Creditors and other payables are initially measured at fair value and subsequently measured at amortised cost using the effective interest method.

EMPLOYEE ENTITLEMENTS

Employee entitlements that ALAC expects to be settled within 12 months of balance date are measured at nominal values based on accrued entitlements at current rates of pay.

These include salaries and wages accrued up to balance date, annual leave earned but not yet taken at balance date, retiring and long service leave entitlements expected to be settled within 12 months, and sick leave.

ALAC recognises a liability and an expense for bonuses where it is contractually obliged to pay them, or where there is a past practice that has created a constructive obligation.

Long-term employee entitlements

Entitlements that are payable beyond 12 months, such as long service leave and retiring leave, have been calculated on an actuarial basis. The calculations are based on:

- :: likely future entitlements accruing to staff, based on years of service, years to entitlement, the likelihood that staff will reach the point of entitlement and contractual entitlements information
- :: the present value of the estimated future cash flows.

The discount rate is based on the weighted average of government bonds with terms to maturity similar to those of the relevant liabilities. The inflation factor is based on the expected long-term increase in remuneration for employees.

Defined contribution schemes

Obligations for contributions to KiwiSaver and Super Trust of New Zealand are accounted for as defined contribution schemes and are recognised as an expense in the statement of financial performance as incurred.

Defined benefit schemes

ALAC makes contributions to the Super Trust of New Zealand Scheme (the Scheme), which is a multi-employer defined benefit scheme.

Insufficient information is available to use defined benefit accounting, as it is not possible to determine from the terms of the Scheme the extent to which the surplus/deficit will affect future contributions by individual employers, as there is no prescribed basis for allocation.

The Scheme is therefore accounted for as a defined contribution scheme.

ALAC recognises a provision for future expenditure of uncertain amount or timing when there is a present obligation (either legal or constructive) as a result of a past event, it is probable that expenditures will be required to settle the obligation, and a reliable estimate can be made of the amount of the obligation.

Provisions are measured at the present value of the expenditures expected to be required to settle the obligation using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the obligation. The increase in the provision due to the passage of time is recognised as a finance cost.

GOODS AND SERVICES TAX (GST)

All items in the financial statements are presented exclusive of GST, except for receivables and payables, which are presented on a GST-inclusive basis. Where GST is not recoverable as input tax, it is recognised as part of the related asset or expense.

The net amount of GST recoverable from, or payable to, Inland Revenue is included as part of receivables or payables in the statement of financial position.

The net GST paid to or received from Inland Revenue, including the GST relating to investing and financing activities, is classified as an operating cash flow in the statement of cash flows.

Commitments and contingencies are disclosed exclusive of GST.

INCOME TAX

ALAC is a public authority and consequently is exempt from the payment of income tax. Accordingly, no charge for income tax has been provided for.

BUDGET FIGURES

The budget figures are derived from the Statement of Intent as approved by the Board. The budget figures have been prepared in accordance with NZ IFRS, using accounting policies that are consistent with those adopted by ALAC for the preparation of the financial statements.

CRITICAL ACCOUNTING ESTIMATES AND ASSUMPTIONS

In preparing these financial statements ALAC has made estimates and assumptions concerning the future. These estimates and assumptions may differ from the subsequent actual results. Estimates and assumptions are continually evaluated and are based on historical

STATEMENT OF ACCOUNTING POLICIES CONT'D

for the year ended 30 June 2009

experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below:

Property, plant and equipment useful lives and residual value

At each balance date ALAC reviews the useful lives and residual values of its property, plant and equipment. Assessing the appropriateness of useful life and residual value estimates of property, plant and equipment requires ALAC to consider a number of factors, such as the physical condition of the asset, expected period of use of the asset by ALAC, and expected disposal proceeds from the future sale of the asset.

An incorrect estimate of the useful life or residual value will impact on the depreciation expense recognised in the statement of financial performance, and carrying amount of the asset in the statement of financial position.

ALAC minimises the risk of this estimation uncertainty by:

- physical inspections of assets
- asset replacement programmes
- reviews of second-hand market prices for similar assets
- analyses of prior asset sales.

ALAC has not made significant changes to past assumptions concerning useful lives and residual values.

Retirement and long service leave

ALAC has minimal exposure in relation to estimates and uncertainties surrounding retirement and long service leave liabilities.

CRITICAL JUDGEMENTS IN APPLYING ALAC'S ACCOUNTING POLICIES

Management has exercised the following critical judgements in applying ALAC's accounting policies for the period ended 30 June 2009:

Lease classification

Determining whether a lease agreement is a finance or an operating lease requires judgment as to whether the agreement transfers substantially all the risks and rewards of ownership to ALAC.

Judgment is required on various aspects that include, but are not limited to, the fair value of the leased asset, the economic life of the leased asset, whether or not to include renewal options in the lease term and determining

an appropriate discount rate to calculate the present value of the minimum lease payments. Classification as a finance lease means the asset is recognised in the statement of financial position as

property, plant and equipment, whereas for an operating lease no such asset is recognised.

ALAC has exercised its judgment on the appropriate classification of equipment leases and has determined that a number of lease arrangements are operating leases.

CHANGES IN ACCOUNTING POLICIES

There have been no significant changes in accounting policies since the date of the last audited financial statements. All policies have been applied on bases consistent with last year, other than the impact of the adoption of NZ IFRS as described above.

INCOME STATEMENT*for the year ended 30 June 2009*

	Actual 2009 \$000	Budget 2009 \$000	Actual 2008 \$000
Income			
Levies	12,563	12,700	12,385
Interest income	215	208	291
Other revenue	72	41	96
Total Income	12,850	12,949	12,772
Expenditure			
Grants and programme costs	8,361	8,361	8,462
Lease payments	395	394	332
Other occupancy costs	34	36	35
Personnel costs	2,936	2,930	2,693
Audit fee	29	29	28
Depreciation and amortisation expense	109	117	83
Council costs	131	135	114
Operating costs	1,322	1,328	1,299
Total Expenditure	12,936	12,949	12,727
Operating Surplus/(Deficit) for the Year	(86)	0	45
Net Surplus/(Deficit)	(86)	0	45

STATEMENT OF CHANGES IN PUBLIC EQUITY*for the year ended 30 June 2009*

	Actual 2009 \$000	Budget 2009 \$000	Actual 2008 \$000
Net surplus/(deficit) for the year	(86)	0	45
Total comprehensive income for the period	(86)	0	45
Opening public equity	1,697	1,651	1,652
Closing Public Equity	1,611	1,651	1,697

BALANCE SHEET*as at 30 June 2009*

	Notes	Actual 2009 \$000	Budget 2009 \$000	Actual 2008 \$000
<i>Assets</i>				
<i>Current Assets</i>				
Cash and cash equivalents		37	25	1,296
Investments	1	2,000	995	1,000
Debtors and other receivables	2	1,130	1,241	1,253
Total current assets		3,167	2,261	3,549
<i>Non-Current Assets</i>				
Property, plant and equipment	3	199	429	193
Intangible assets	3	72	0	6
Total non-current assets		271	429	199
TOTAL ASSETS		3,438	2,690	3,748
<i>Liabilities</i>				
<i>Current Liabilities</i>				
Creditors and other payables	4	1,680	929	1,961
Employee entitlements	5	147	110	90
Total current liabilities		1,827	1,039	2,051
TOTAL LIABILITIES		1,827	1,039	2,051
NET ASSETS		1,611	1,651	1,697
General funds		1,611	1,651	1,697
Total Equity		1,611	1,651	1,697



Peter Glensor
Chair
22 September 2009



Gerard Vaughan
Chief Executive Officer
22 September 2009



Trevor Shailer
Deputy Chair
22 September 2009

The accompanying accounting policies and notes form an integral part of these financial statements.

STATEMENT OF CASH FLOWS

for the year ended 30 June 2009

	Notes	Actual 2009 \$000	Budget 2009 \$000	Actual 2008 \$000
Cash Flows from Operating Activities				
Receipts from Levies and Other Income		12,783	12,698	12,313
Interest received		208	182	290
Payments to suppliers		(10,231)	(10,884)	(9,914)
Payments to employees		(2,936)	(3,006)	(2,693)
Goods and services tax (net)		98	0	(6)
Net cash from Operating Activities	6	(78)	(1,010)	(10)
Cash Flows from Investing Activities				
Receipts from repayment of loan		0	0	35
Purchase of property, plant and equipment		(181)	(266)	(62)
Net cash from Investing Activities		(181)	(266)	(27)
Net Increase (Decrease) in Cash		(259)	(1,276)	(37)
Add Opening Cash Brought Forward		2,296	2,296	2,333
Closing Cash Balance		2,037	1,020	2,296
Actual Cash Balance				
Represented by:				
Cash and Cash Equivalents		37	25	1,296
Investments		2,000	995	1,000
Closing Cash Balance		2,037	1,020	2,296

The accompanying accounting policies and notes form an integral part of these financial statements.

STATEMENT OF COMMITMENTS

as at 30 June 2009

	2009 \$000	2008 \$000
Grants and Funding		
At 30 June 2009, ALAC had approved funds for disbursements to individuals and organisations.		
Not later than one year	903	645
Later than one year and not later than two years	26	101
Later than two years and not later than five years	5	0
Later than five years	0	0
	934	746

Rental Expenses Committed

Leases on ALAC's premises in Wellington, Christchurch and Auckland:

Not later than one year	387	347
Later than one year and not later than two years	296	319
Later than two years and not later than five years	31	959
Later than five years	0	240
	714	1,865

Operating Lease Commitments

Non-cancellable lease payments for office equipment:

Not later than one year	15	14
Later than one year and not later than two years	15	14
Later than two years and not later than five years	23	27
Later than five years	0	0
	53	55
Total Commitments	1,701	2,666

Capital Commitments

As at 30 June 2009 no capital expenditure had been committed under contractual arrangements (Nil at 30 June 2008).

STATEMENT OF CONTINGENT LIABILITIES

There were no contingent liabilities outstanding as at 30 June 2009 (Nil at 30 June 2008).

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 30 June 2009

	Actual 2009 \$000	Actual 2008 \$000
Note 1: Short-term Deposits		
Term deposits - 30 days at 3% per annum (2008 at 8.61%)	1,000	1,000
Term deposits - 90 days at 4% per annum	1,000	0
Total	2,000	0

Note 2: Receivables and Prepayments

Accruals	53	52
Levies receivable	955	1,103
GST receivable	122	98
Total	1,130	1,253

	Cost \$000	Additions \$000	Accumulated Depreciation/ Amortisation \$000	Net Book Value \$000
Note 3: Property, Plant and Equipment, Intangible Assets				
2009				
Artwork	17	0	17	
Motor vehicles	52	51	1	
Library books and films	96	96	0	
General office equipment	139	8	122	17
Computer hardware	524	76	428	96
Computer software	373	90	301	72
Leasehold improvements	370	1	369	1
Fixtures, furniture and equipment	218	9	151	67
Total	1,789	184	1,518	271

2008

Artwork	17	0	17	
Motor vehicles	52	47	5	
Library books and films	96	96	0	
General office equipment	131	3	109	22
Computer hardware	452	49	377	75
Computer software	283	277	6	
Leasehold improvements	369	369	0	
Fixtures, furniture and equipment	209	7	135	74
Total	1,609	59	1,410	199

	Actual 2009 \$000	Actual 2008 \$000
Note 4: Accounts Payable		
Sundry creditors	1,630	1,924
Salary accrual	50	37
Total	1,680	1,961

NOTES TO THE FINANCIAL STATEMENTS CONT'D*for the year ended 30 June 2009*

	Actual 2009 \$000	Actual 2008 \$000
Note 5: Employee Entitlements		
Annual leave	147	90
Total	147	90
Note 6: Reconciliation of Net Surplus/(Deficit) with Net Cash Flows from Operating Activities		
Net Surplus/(Deficit) from Operations	(86)	45
Add/(Less) Non-Cash Items		
Depreciation expense	109	82
Total Non-Cash Items	109	82
Add/(Less) Movements in Working Capital Items		
Decrease/(Increase) in receivables and prepayments	123	(77)
(Decrease)/Increase in accounts payable	(281)	(28)
(Decrease)/Increase in employee entitlements	57	(32)
Net Working Capital Movements	(101)	(137)
Add/(Less) Items Classified as Investing Activities		
Net loss/(gain) on sale of fixed assets	0	0
Total of Investing Activities	0	0
Net Cash Flow from Operating Activities	(78)	(10)

Note 7: Financial Instruments

ALAC has a series of policies providing risk management for interest rates and operating expenditures, and the concentration of credit. ALAC is risk averse and seeks to minimise exposure from its treasury activities. Its policies do not allow any transactions that are speculative in nature to be entered into.

Credit Risk

Credit risk is the risk that a third party will default on its obligation to ALAC, causing it to incur a loss.

ALAC has a minimal credit risk in its holdings of various financial instruments. These instruments include cash, short-term deposits and accounts receivable.

ALAC places its investments with institutions with a minimum AA credit rating. It also reduces its exposure to risk by limiting the amount that can be invested in any one institution. ALAC believes that these policies reduce the risk of any loss that could arise from its investment activities. ALAC does not require any collateral or security to support financial instruments.

Fair Values

The fair value is equivalent to the carrying amounts of financial instruments disclosed in the statement of financial position.

Credit Facilities

ALAC did not have bank overdraft or other credit facilities as at 30 June 2009 (Nil at 30 June 2008).

Currency and Interest Rate Risk

There is no exposure to currency risk or significant exposure to interest rate risk on the Council's financial instruments.

NOTES TO THE FINANCIAL STATEMENTS CONT'D*for the year ended 30 June 2009***Note 8: Related Party Transactions**

ALAC is a wholly owned entity of the Crown.

ALAC has entered into some transactions with government departments, Crown agencies and State-Owned Enterprises on an arm's length basis. Where those parties are acting in the course of their normal dealings with ALAC, related party disclosures have not been made for transactions of this nature.

No severance payments were made to Council members during 2008/09. Remuneration through fees is all inclusive.

	Number of Employees	
	2009	2008
	\$000	\$000
<hr/>		
Note 9: Employee Remuneration		
Total remuneration		
\$000		
\$100-110	1	1
\$110-120	0	0
\$130-140	1	1
\$140-150	0	2
\$160-170	2	0
\$180-190	1	1

The Chief Executive Officer's remuneration is in the \$180,000 - \$190,000 band (2008 \$180,000 - \$190,000 band).

	2009	2008
	\$000	\$000
<hr/>		
Note 10: Council Remuneration		
Council members earned the following fees during the year:		
Peter Glensor (Chair)	23	23
Trevor Shailer (appointed Deputy Chair Mar 08)	14	11
Gavin McFadyen	5	10
Robyn Northey	11.5	10
Alick Shaw	11.5	10
Kim Ma'ia'i (appointed Jul 08)	11.5	0
Anne Hobby (appointed Dec 07)	11.5	6
Helen Moriarty (appointed Dec 07)	11.5	6
Fuimaonoi Karl Pulotu-Endemann (retired Jul 08)	0	10
Ian Scott (retired Deputy Chair Nov 07)	0	5
Robert Brown (retired Nov 07)	0	4
Total Council Fees	99.5	95

STATEMENTS OF SERVICE PERFORMANCE

for the year ended 30 June 2009

ALAC KEY PERFORMANCE INDICATORS (KPIs) FOR 2008/09

Policy and advocacy

ALAC Outcome Sought	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Effective policy and programmes are implemented to support changing New Zealand's drinking culture.	KPI 1 Delivery of ALAC's statutory advice function Development of evidence-informed policy positions and communication/uptake of these.	1.1 At least two evidence-informed policy positions in key areas of interest are disseminated to decision-makers in central and local government, including the IACD. 1.2 At least 20 TLAs use alcohol strategies, policies or guidance to which ALAC has contributed.	1.1 (A) ALAC prepared a 'Ready-to-Drink' policy position for Council approval. This policy position work was used to inform a Ministerial Committee on Drug Policy paper and to publish a brief policy statement on the ALAC website. ALAC also published a 'Blood Alcohol Content' policy statement on the ALAC website. Council papers were submitted and noted on ALAC's Local Government Strategy and the development of ALAC's three Priority Population Strategies. 1.2 (A) ALAC continued to support TLAs to reduce alcohol-related harm in their communities. Currently, there are 14 TLAs with active strategies for reducing local alcohol-related harm (on which ALAC has provided advice) and at least 38 TLAs have liquor licensing policies. In the past year ALAC has: <ul style="list-style-type: none"> • made submissions on four liquor policies • made a submission on one alcohol strategy • made one submission on Late Night alcohol issues • made one submission on one long-term council community plan • made a submission on Auckland governance • made two submissions on liquor control bylaws • provided advice to 16 local authorities on the development of alcohol strategies, policies and other projects to reduce alcohol-related harm • conducted six forums in conjunction with Safe Communities Foundations on alcohol and community safety. These forums attracted attendees from 25 TLAs.

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2009

Policy and advocacy – continued

ALAC Outcome Sought	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Strategic alliances are formed among decision-makers in alcohol, health and social sectors.	KPI 2 Form strategic alliances Make informed submissions on appropriate occasions. Environmental scan carried out to identify key strategic policy partners to engage with in the development of either ALAC policy positions or policy positions held in common.	1.3 ALAC leads a discussion with key stakeholders in the alcohol sector and community groups on possible amendments to the Sale of Liquor Act.	1.3 (A) ALAC led high-level discussions with a range of key decision-makers in the alcohol area to discuss alcohol issues, including: <ul style="list-style-type: none"> a series of consultation workshops with Māori and Pacific stakeholders seeking feedback on the National Alcohol Action Plan meetings with the Law Commission on its review of the regulatory framework for the sale and supply of liquor providing advice and support across Auckland communities in collaboration with the Auckland City Community Action on Youth and Drugs team, resulting in submissions.
		2.1 Submissions: <ul style="list-style-type: none"> are timely meet the requisite quality standards are agreed to and signed off by Council. 	2.1 (A) Written and oral submissions were made to the select committee considering the Sale and Supply of Liquor and Liquor Enforcement Bill. Written submissions were also made to: <ul style="list-style-type: none"> the select committee on Auckland governance the Hon Simon Power and Hon Pita Sharples following the meeting on Drivers of Crime the Advertising Standards Authority on its proposed new Liquor Promotions Code.
		2.2 Environmental scan completed.	2.2 (A) An ALAC Stakeholder Audit was completed in January 2009. We undertook ongoing engagement with partners on the National Alcohol Action Plan, the Law Commission's first-principles review and the Government's Sale and Supply of Liquor and Liquor Enforcement Bill.
		2.3 Local government policy, planners and licensing people engaged in discussion forums for alcohol-related policy on at least two occasions.	2.3 (A) ALAC continued to work closely with LGNZ to engage local government policy, planners and licensing officers in a discussion to inform alcohol-related policy. This group met on four occasions during 2008/09. Representation on this group is from the following TLAs – New Plymouth District, Rotorua District, Tasman District, Auckland City, Dunedin City, Manukau City, Christchurch City and Wellington City. At the ALAC Working Together Conference 2009, at least 45 people attended a pre-conference sector workshop on 'Planning for Alcohol'.

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2009

Skills, knowledge and information

ALAC Outcome Sought	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Stakeholders and the public make informed decisions regarding their alcohol consumption.	<p>KPI 3 ALAC takes a leadership role in the alcohol sector</p> <p>Initiate research relevant to New Zealand using both mainstream and culturally appropriate research methodologies. Ensure information on alcohol is easily accessed through ALAC's website and other communication media – both nationally and internationally. Bring people together to discuss and debate issues through conferences, forums and other means.</p>	<p>3.1 Feedback sought from range of key stakeholders on quality of ALAC's work and leadership.</p> <p>3.2 Benchmark established for future measurement of key stakeholder opinion of ALAC research contribution.</p> <p>3.3 85 percent of research projects completed on time.</p>	<p>3.1 (A) ALAC sought feedback from a range of key stakeholders throughout the 2008/09 year, including:</p> <ul style="list-style-type: none"> • stakeholder research formed part of the request for proposal for research to inform the next phase of ALAC's social marketing campaign. Senate Communication Counsel was contracted to carry out this work in December 2008/ January 2009. A final report was received in January 2009 and submitted to ALAC's Executive Management Team • a debrief hui was undertaken with a working group of Anamata on success and areas for improvement with regards to future national youth hui • a scoping exercise on ALAC's role in reducing alcohol-related harm for lesbian, gay, bisexual and takataapui communities sought feedback on ALAC's work to date and recommendations for the future, and a report on this was completed • an external evaluation is currently underway of the 'Strengthening Community Action on Alcohol' (SCAoA) workshops. It is due for completion in October 2009. <p>3.2 (A) An initial scoping of stakeholders was completed. The instrument is being finalised for the end-of-year survey.</p> <p>3.3 (A) All research projects are currently on track in respect of their completion dates.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2009

Skills, knowledge and information – continued

ALAC Outcome Sought	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Stakeholders and the public make informed decisions regarding their alcohol consumption.	KPI 4 Enhance community knowledge Provide tools and support for communities to advocate for change on behalf of their communities.	3.4 70 percent of surveyed visitors to ALAC's website find information on alcohol easy to access.	3.4 (A) Stakeholder survey results showed that the ALAC website and the information it provides are highly valued and well utilised. However, there were some dissenting views that the material targeted at youth was out of date and a minority view that the website was cluttered and hard to navigate. A project to redesign the website is currently underway.
		3.5 70 percent of those attending conferences and forums rate them as satisfactory or higher.	3.5 (A) ALAC's Working Together Conference 2009 achieved a record turnout of a wider-than-usual audience. Conference evaluation and analysis are underway, including qualitative and quantitative methods. Preliminary analysis reveals that 89 percent of attendees rated the conference as either good or very good.
		4.1 Surveys show that communities and stakeholders who receive ALAC support during 2008/09 rate that support as satisfactory or better.	4.1 (A) An external evaluation of the SCAoA pilot workshops was completed. Results demonstrated high satisfaction levels with three communities that received funding and training across Māori, Pacific and youth communities. An external evaluation of the remainder of the SCAoA workshops is currently underway. Internal evaluations conducted throughout Anamata 08 showed a high satisfaction level from young people with the Anamata forum, and encouraged more opportunities for youth to be involved in ALAC work. The lesbian, gay, bisexual and takataapui scoping exercise found that communities were satisfied with ALAC's work, support and direction. Recommendations for future work were also provided.

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2009

Skills, knowledge and information – continued

ALAC Outcome Sought	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Stakeholders and the public make informed decisions regarding their alcohol consumption.	<p>KPI 5 Encourage the creation of a healthy drinking culture</p> <p>Use a variety of media to communicate to the public what a healthy drinking culture is.</p> <p>Use social marketing techniques to change social behaviours and attitudes.</p> <p>Increase the public's perception of the harms associated with hazardous drinking.</p>	<p>5.1 At least two social marketing and/or media campaigns are undertaken to change social attitudes to and behaviours around alcohol use.</p> <p>5.2 Through survey results at least 90 percent of New Zealanders demonstrate an increased awareness of the harms from alcohol misuse.</p>	<p>5.1 (A) ALAC continued to implement its marketing campaign, with television and print advertising encouraging New Zealanders to think about their own drinking habits and ultimately to drink moderately. We also continued to run radio advertising promoting the 0800 helpline number. ALAC's summer-holiday-specific marketing activities also ran through to the end of February 2009.</p> <p>5.2 (A) ALAC's omnibus communications monitor surveys showed that:</p> <ul style="list-style-type: none"> • 89 percent of adults reported having seen, heard or read something about New Zealanders' drinking habits • 96 percent of adults recalled seeing at least one of the three television advertisements after prompting • 44 percent of adults stated (unprompted) that the main message of the advertising was 'Don't drink too much/drink in moderation' • 64 percent of all adult drinkers reported that they had thought about the harmful effects their getting drunk might have on themselves and/or others • 63 percent of all adult drinkers agreed they were more likely to cause serious harm to themselves and/or others if they were drunk.

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2009

Community action and community programmes

ALAC Outcome Sought	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Communities find local solutions for local issues that will achieve a change in their environments.	<p>KPI 6 Enhance community participation in championing change in New Zealand's drinking culture</p> <p>Support the development of leadership in community groups through the provision of expertise, advice, support and workforce development. Support opportunities for comprehensive community action projects that aim to champion change in the New Zealand drinking culture. Build on the existing strengths of communities to enable them to initiate and lead changes in reducing alcohol-related harm in their communities. Engage with communities to develop models for successful action on alcohol.</p>	<p>6.1 At least two ALAC-led or facilitated community action projects are undertaken that focus on supporting a change in New Zealand's drinking culture.</p> <p>6.2 Evaluation demonstrates that at least two communities that are or have been supported by ALAC are initiating and leading projects to support a drinking culture change.</p>	<p>6.1 (A) The CAAF allocated funding and support to 11 community action projects throughout the country following the introduction of the Fund in March 2009. SCAoA workshops were completed in five communities:</p> <ul style="list-style-type: none"> the Otara community is currently implementing a series of projects to increase leadership among youth in its community. Two projects have been completed, with a final Otara festival planned with an alcohol focus and designed by youth. This community is targeting Pacific youth Glen Innes has implemented a number of youth-driven, youth-focused projects, including submissions on key policy. This project has been completed and a report titled 'Changesz' submitted to ALAC the Tauranga community is currently implementing a project to create pockets of safety in the community that are free from alcohol, and in which young people can recreate. The project includes supply control measures with local liquor outlets and EI processes for young people the Palmerston North community is currently planning and implementing a project on EI through a medium of drama. The goal of the project is to increase community awareness and provide options for treatment and support the Auckland Niuean community is currently implementing a 'train the trainer' project to educate community leaders on the effects of alcohol. Community leaders then support Niuean families. <p>6.2 (A) The Glen Innes community has continued to provide community action projects throughout the year following ALAC's support in 2007/08. They formed a group called 'Changesz' with a report submitted to ALAC in June 2009. The CAAF allocated funding and support to 11 community action projects throughout the country following the introduction of the Fund in March 2009. The allocation of funding followed a thorough assessment and evaluation process to ensure the projects were initiating and leading drinking culture change.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2009

Community action and community programmes – continued

ALAC Outcome Sought	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Communities find local solutions for local issues that will achieve a change in their environments.	<p>KPI 7 Promote innovation in community settings</p> <p>Establish and maintain strong community partnerships across a range of settings. Work in partnership with priority populations on agreed projects to reduce alcohol-related harm. Encourage and support community linkages within community-led projects. Establish and maintain strong national partnerships that filter down to ease the burden of collaboration for community groups. Be a catalyst for innovation in community settings.</p> <p>Undertake community action commitments with priority populations, developing a range of new initiatives to engage, challenge and revitalise communities. Respond to specific needs of communities as they arise and tailor ALAC support to suit these needs.</p>	<p>7.1 A minimum of three community action projects undertaken with priority populations.</p> <p>7.2 A framework is developed to assess and fund innovative community projects aimed at reducing local alcohol-related harm.</p> <p>7.3 The framework is applied to assess and fund innovative community projects in at least two priority population communities.</p>	<p>7.1 (A) Five communities received support (financial and training) through the SCAoA programme of work. Two communities had a focus on Pacific communities, two communities had a focus on Māori communities, and three communities had a focus on young people. The CAAF allocated funding and support to 11 community action projects throughout the country following the introduction of the Fund in March 2009. Of these projects, six had a focus on youth, three had a focus on Māori communities and two had a focus on Pacific communities.</p> <p>7.2 (A) An external evaluation of the SCAoA workshops (targeted at priority populations) is currently underway. It is due for completion in October 2009. The framework for the CAAF has been fully established to resource community groups to undertake activities aligned to and in support of ALAC's strategic objective to lead a change in New Zealand's drinking culture.</p> <p>7.3 (A) ALAC issued a closed invitation to agencies working to address alcohol-related harm in the community to submit applications for funding from the CAAF. In response ALAC received 20 funding applications. Following the CAAF assessment panel's consideration, funding was allocated to 11 community action projects throughout the country. Of these projects, six had a focus on youth, three had a focus on Māori communities and two had a focus on Pacific communities.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2009

Drinking environments

ALAC Outcome Sought	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Moderate use of alcohol in both licensed and non-licensed environments and situations is normalised.	<p>KPI 8 Increased number of settings supported to reduce alcohol-related harm</p> <p>Provide information and tools to promote moderate alcohol consumption as the norm in settings that are either the starting point for risky drinking (e.g. work, home, clubs) or focused on young people socialising together. Focus on Pacific drinking, including young Pacific people, in the home setting – how to do it responsibly and safely. Focus on Māori drinking, including rangatahi, in the home setting – how to do it responsibly and safely.</p>	<p>8.1 A survey of priority populations is undertaken to establish baseline information on their level of knowledge of information and tools available to promote moderate alcohol consumption.</p> <p>8.2 Research completed on drinking environments for priority populations, including assessment of needs in terms of information tools and support.</p>	<p>8.1 (A) Communications campaign research in this area was carried out in the 2008/09 year and alleviated the need for specific research into drinking environments. Further research to build on this may be carried out in 2009/10.</p> <p>8.2 (A) Communications campaign research in this area was carried out in the 2008/09 year and alleviated the need for specific research into drinking environments. Further research to build on this may be carried out in 2009/10.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2009

Drinking environments – continued

ALAC Outcome Sought	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Moderate use of alcohol in both licensed and non-licensed environments and situations is normalised.	KPI 9 Achieve moderate alcohol use at large-scale events Relationships are formed with event organisers and best practice advice and support are provided to organisers to reduce harm. Event managers, agencies and industry groups are supported to provide consistent standards across New Zealand.	9.1 Evidence that the resources for managing alcohol at large-scale public events are being used. 9.2 A baseline measure for the number of alcohol-related incidents at large-scale events is established.	9.1 (A) ALAC worked with agencies across New Zealand to ensure the use of ALAC resources. Areas such as Blenheim have used the guidelines as a basis for their councils' management of alcohol at large-scale public events, while areas such as Hamilton have used the guidelines to argue for tighter controls for events such as the V8 Supercars. Baseline data shows the strategies in the guidelines are well utilised. 9.2 (A) Baseline data now exists for measures to control alcohol at large events from a number of selected 'case study' sites across New Zealand. ALAC has also carried out several physical case studies and has recorded issues first hand, such as exclusions and arrest figures.
	KPI 10 The alcohol industry takes responsibility for and gives full effect to the Sale of Liquor Act 1989 'Host responsibility' principles are adopted by the alcohol industry as a minimum standard. Agencies with statutory responsibility for the enforcement of the Sale of Liquor Act are supported to apply and implement the Act and are held to account for carrying out those tasks.	10.1 Establish a baseline against which to assess agencies' enforcement of Sale of Liquor Act. 10.2 Ongoing data collected to assess enforcement of Sale of Liquor Act and statutory agencies' use of best practice.	10.1 (A) The 2008 Liquor Licensing Trend Report has been referred to as a baseline by which to measure effectiveness in the enforcement of the Sale of Liquor Act. We are working with New Zealand Police and other agencies to establish the best use of this information as well as consideration of any future reporting. Our preference would be to support Police to build capacity to be able to conduct its own monitoring of performance. 10.2 (A) ALAC has assisted New Zealand Police (the lead agency for enforcing the Sale of Liquor Act) in building capacity within its intelligence and monitoring units, to ensure priority is given to building the evidence locally and nationally. Police published the National Alcohol Assessment in 2009, to assist with the Law Commission review.

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2009

Services and settings

ALAC Outcome Sought	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
People can and do receive the help they need at an early stage to treat problematic drinking in a range of settings.	<p>KPI 11 It becomes common practice to raise and respond to alcohol issues in a range of settings</p> <p>Increase the proactive uptake of alcohol-related EI in 'opportunistic EI settings' e.g. youth, workplace, health, social service, justice, community, social, whānau. Increase engagement and commitment with DHBs, PHOs and iwi/Māori and Pacific providers to reduce alcohol-related harm.</p>	<p>11.1 At least two community agencies, whānau and/or communities are using EI resources and strategies in the identified range of settings.</p> <p>11.2 A baseline established of the number of services/ settings delivering EI with hazardous drinkers.</p>	<p>11.1 (A) Nelson off-licences (Liquor Kings) and supermarkets are using the DrinkCheck resource. The Bewildered resource, to support parents struggling with their teenagers' alcohol and other drug use, and Ki te Ao Mārama, a resource for tangata whenua struggling with their own use, are being utilised in a variety of settings.</p> <p>11.2 (A) An analysis was completed of all 21 DHB district and strategic plans to determine what is included in relation to alcohol and EI.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2009

Services and settings – continued

ALAC Outcome Sought	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
People can and do receive the help they need at an early stage to treat problematic drinking in a range of settings.	<p>KPI 12 Increase awareness and access to early help with emphasis on priority populations</p> <p>Be a catalyst for innovation in help-seeking solutions with a particular focus on help-seeking for Māori, Pacific and young people.</p>	<p>12.1 At least two DHBs or two Māori and/or Pacific PHOs or two other PHOs offer EI services appropriate for Māori, Pacific and young people.</p> <p>12.2 At least two other settings are equipped to respond early to alcohol-related issues.</p> <p>12.3 At least two promising initiatives targeted for priority populations are evaluated.</p>	<p>12.1 (A) The Wellington Emergency Department (ED) is providing young people, presenting as a result of intoxication, with brief intervention and early intervention resources. The Hawke's Bay ED is scoping an initiative to provide brief intervention in the ED and other settings.</p> <p>12.2 (A) ALAC developed in partnership with ACC and the New Zealand Drug Foundation a manual for employers/employees to be used in high-risk industries, for ACC's delivery. Communities based in the Northern, Central and Southern regions have been trained and supported in the use of Smashed 'n Stoned? and other EI resources. New trainers were recruited for Smashed 'n Stoned? followed by a workshop to review how they were using the resource with young people. The development of mentoring/support groups for those using the resource was a key outcome of the workshop.</p> <p>12.3 (A) The evaluation is complete of the integration of evidence-based alcohol and other drug intervention into the Auckland-based Turn Your Life Around mentoring programme for 12 to 17-year-olds. A second progress report for the three-year evaluation of the bicultural Moana House therapeutic community for offenders has been received. Ethics approval has been achieved, qualitative interviews undertaken, and quantitative questionnaires developed and finalised. The outcome evaluation is on track and due to be completed by April 2010.</p>



