

Annual report

2006

REPORT OF THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND
FOR THE YEAR ENDED 30 JUNE 2006

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

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

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ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

CHAIRMAN'S INTRODUCTION

This has been the second fully operational year of ALAC's programme designed to change the way New Zealanders drink.

It has been a year in which ALAC's Council and secretariat have seen some real results. Our programme is gaining traction as New Zealanders increasingly see the harms associated with intoxication.

Our vision is of a drinking culture where people who drink do so within safe limits; where bingeing and drunken behaviour are seen as unacceptable; and where people with alcohol problems have access to the appropriate support and treatment for themselves, their families and communities. We believe that it is possible for New Zealand to become a society in which alcohol is used both safely and enjoyably.

Evidence-based research in New Zealand and overseas confirms that the worldwide trend towards binge drinking, particularly among at risk groups, requires a completely different approach from previous strategies. We had to do something different because little else has worked. ALAC is taking this bold and leading edge approach to this worldwide problem and Council's confident it's the right approach.

This is not a task ALAC can achieve on its own. We are convinced that a number of parties – New Zealanders as individuals and community members, the public health sector, a range of

government agencies, including those responsible for regulation and enforcement, other interest groups, international groups and the alcohol industry – have key roles to play if New Zealand is to achieve a society that is able to flourish in the presence of alcohol.

Even in these early stages of an ambitious programme to change New Zealand's drinking culture we are seeing results that suggest that the pathway ALAC and our partners have forged together is the right one.

New Zealand is embracing the idea that it is not alcohol use per se that is the problem – rather, it is the way it is consumed. Our approach has been met with a sense of relief; relief that there is a pragmatic and logical approach to reducing alcohol-related harms that in the future will enable responsible consumption of alcohol in our society.

The ongoing task ahead is deeply challenging and often frustrating. Given the ingrained acceptance of intoxication, it requires considerable and unwavering commitment. We are seeking no less than a change in the way we all think and act. But our strategies are well established now, and the way forward clear. The support we receive from Government, our stakeholders and partners is greatly valued and is testament to the model. People know how and where they can contribute, and partnerships have proved a cornerstone of the strategy.

We will continue to forge relationships with new stakeholders, individuals and organisations in the year ahead to engender further contributions to the programme. Importantly, New Zealand is not alone in its recognition of the damage done by high per occasion consumption leading to intoxication. The World Health Organisation (WHO) has recently issued a resolution focused on the public health problems caused by harmful alcohol use. This resolution recognises that harmful drinking is among the foremost underlying causes of disease, injury, violence, disability, social problems and premature deaths.

The programme has also attracted considerable international interest. ALAC is already sharing its knowledge and approach with other jurisdictions that have similar drinking cultures and the complex mix of issues associated with high per occasion consumption. For example, ALAC has attended several fora in Australia and the United Kingdom where we have presented the drinking culture change strategy.

Alcohol-related harm is widespread, often long term and preventable. It casts a long shadow over the lives of hundreds of thousands of New Zealanders, young and old. The challenge is formidable, but one which can be tackled if we have the collective will to do so.



Andrew Hornblow

Prof Andrew Hornblow CNZM

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

The Alcohol Advisory Council of New Zealand (ALAC) is a 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 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.'

*ALAC's mission is
'More moderation, less harm'.*

ALAC is aiming for New Zealanders to experience less harm from alcohol use, whether it's from their own consumption or their families' or other people's, and is doing this by encouraging drinking practices that reduce the likelihood of harm.

ALAC is aiming to see a nation where people who drink do so within safe limits; where bingeing and drunken behaviour are seen as unacceptable; and where people with alcohol problems have access to the appropriate support and treatment for themselves, their families and communities.

GOALS

That New Zealanders experience less harm from alcohol consumption – their own and others.

- :: Māori providers and Māori communities work together to reduce alcohol-related harm for Māori whānau.
- :: Pacific providers and communities work together so that alcohol-related harm for Pacific families is reduced.
- :: Parents, families, policymakers and communities work together with young people to reduce alcohol-related harm for young people.
- :: People's drinking behaviours change so that incidents of alcohol-related harm are reduced.
- :: People with hazardous drinking patterns change them so that alcohol-related harm to themselves, their families and their communities is reduced.
- :: Policymakers, communities, service providers and New Zealanders are advised on ways to reduce alcohol-related harm.

ALAC'S FUNCTIONS

ALAC has structured its business plan around a well-established health model, focusing its efforts on:

- :: Supply control
- :: Demand reduction
- :: Problem limitation

Each of these strategic areas has projects that contribute to the achievement of a range of outcomes that in turn contribute to the overall outcome whereby New Zealanders experience less harm from alcohol use – their own and others'.

ALAC works closely with organisations from the public health sector to non-government organisations, government departments, Pacific health providers, Māori providers, the liquor industry and liquor licensing people. Strong relationships, partnerships and good communication are therefore very important.

ALAC operates from the basis of available evidence and best practice, with a focus on innovation and community involvement in order to reduce harm and promote moderation.

STRUCTURE

Council, Kaumātua Advisory Group, Finance Audit & Risk Committee, Executive Team

Council

Professor Andrew Hornblow CNZM *Chairman*

Dr Ian Scott *Deputy Chairman*

Dr Robert Brown

Mr Gavin McFadyen

Fuimaono Karl Pulotu-Endemann MNZM JP

Mr Trevor Shailer

Ms Monica Stockdale

Dr Gillian Tasker

Kaumātua Advisory Group

Mr Pihopa Kingi MNZM

Mrs Nellie Rata

Ms Te Whē Phillips

Finance, Audit & Risk Committee

Dr Ian Scott *Chairman*

Professor Andrew Hornblow CNZM

Dr Gillian Tasker

Neil Stiles *Financial Adviser*

Executive Team

Dr Michael MacAvoy *Chief Executive Officer*

Sandra Kirby *Deputy Chief Executive*

Chris Allen *Corporate Services Manager*

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ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

MANAGEMENT REPORT FROM THE CHIEF EXECUTIVE OFFICER

KIA ORA

I am pleased and proud to present this overview of the work carried out by ALAC over the past year.

As most of you will be aware, our single-minded focus on tackling intoxication, the greatest cause of harm from drinking, is addressed through a three-strand approach of supply control, demand reduction and problem limitation activities, and is firmly incorporated in all of our thinking and our actions. The projects lined up under these strands and outlined in this annual report will over time impact across New Zealand – improving the wellbeing of our communities, families and whānau.

We have sought a balance of investment across the strands and relative return on these investments, while recognising that some big-ticket items, such as advertising, might have a higher profile than some of our other programmes. However, no one strand is any more important or effective than another – all are essential if we are to achieve our goal.

Our commitment to each strand is reinforced by our commitment to working across government and with a range of stakeholders, including non-government organisations, iwi, hapū and Pacific peoples. This collaborative approach is essential if ALAC is to contribute successfully to the overall achievement of higher-level government outcomes such as reducing alcohol abuse, reducing alcohol-related harm and ensuring safe communities.

Even in these early stages we are seeing results that suggest that the pathway ALAC and our partners have forged together is the right one.

It is one which we are confident will lead New Zealand towards achieving long-term sustainable change that will reduce the harm from alcohol that continues to affect hundreds of thousands of New Zealanders, their families, whānau and communities, either directly or indirectly.

In many respects our pathway is defined by the line “It’s not the drinking, it’s how we’re drinking”. This line articulates our goal succinctly and acknowledges alcohol’s role in society. It has been readily embraced in dialogue and conversation across New Zealand.

The pathway we have set will lead people along a process of social change that will achieve not just an attitudinal shift, but a behavioural one, which must ultimately be our mark of success. That cultural shift will be achieved through our commitment to the broad range of strategies that must be, and are, an integral part of the process.

Strengthening our work in ‘supply control’ strategies will remain critical, so that the policies, regulation and legislation around access to alcohol are understood, respected and implemented. ‘Problem limitation’ strategies, where developing and delivering interventions for those most at risk of harm is so crucial, will also continue, as will advocacy for sufficient and best practice treatment, where dependent patterns of drinking occur.

In the 'demand reduction' strand of the strategy, our work to persuade individuals and communities to choose better ways of drinking has been operating for two years now. It is complex work where appropriate targeting to specific demographics and cultures across Aotearoa is necessary.

This comprehensive plan of interrelated activities is designed to take us another step towards changing New Zealand's drinking culture. The way New Zealanders drink has both short and long-term consequences. Long-term harm associated with continuous alcohol abuse undoubtedly remains a challenge. However, the short-term and acute harms associated with intoxication have now reached epidemic proportions impacting on personal health, family life, the workplace and economic productivity. We are confident that ALAC's long-term, integrated programme, initiated over two years ago, will lead to a reduction in all alcohol-related harm.

SUPPLY CONTROL

Youth Access to Alcohol (YATA)

During the past year ALAC has continued with our Youth Access to Alcohol (YATA) programme.

The YATA project began three years ago after concern at heavy drinking and harmful drinking patterns amongst young people. Currently there are 30 communities that are implementing YATA throughout New Zealand. Twenty-two communities have been running since 2002 with eight new communities joining in 2006.

The programme involves a cross-section of community organisations and aims to reduce the alcohol-related harm experienced by young people through encouraging adults in the community to reduce the illegal or irresponsible supply of alcohol to young people. For each community the make-up of the team differs but the constant factors are youth participation and the participation of a number of agencies. ALAC supports each community through liaison, some training ideas and some funding.

A recent evaluation confirmed the value of the community-based YATA approach. However, ALAC is considering broadening the objectives of YATA and the kinds of activity that YATA communities may undertake. While current activity will continue, we consider it important that the project evolve and not simply stand still, to better contribute to ALAC's overall goal.

Regional partnerships conferences

Following on from last year's very successful national Working Together Conference, ALAC hosted two regional conferences with different themes in 2006.

The first Partnerships Conference was held in Napier, attracting almost 200 people from a variety of sectors, including police, non-government, local government, public health practitioners, private sector (predominantly representing the liquor industry including producers and suppliers) and central government. The programme covered a variety of topics with a focus on improving the enforcement of the Sale of Liquor Act by looking

at solutions that focus on ‘working smarter’ through collaboration to enhance compliance under the Act and reducing alcohol-related crime and disorder.

The second Partnerships Conference in Queenstown was aimed at elected members of local government, planners, regulatory managers and community organisations.

Local government has a significant and often unrecognised role in providing safe communities, especially around alcohol. This conference provided a further opportunity to reinforce the importance of the role they play in reducing alcohol-related harm, and showcased a range of local authorities working to reduce harm through policy and planning.

Keynote speakers include Associate Minister of Health Damien O'Connor and British police officer Sergeant Jan Brown who was involved in the ‘Citysafe’ project, which succeeded in transforming Manchester City from a dangerous and rundown city to a city that ran the Commonwealth Games successfully and safely. This transformation was achieved through establishing strong and enduring partnerships with local government and the hospitality industry.

Inspector John Green, New South Wales Police, presented on reducing alcohol-related crime through intelligence-led policing in New South Wales. The New Zealand police have adopted this approach and termed it Alco-link. This is a highly successful approach in identifying problem licensed premises. The programme has resulted

in considerable reduction in street crime and violence where it has been implemented in New South Wales.

Te Ara Poka Tika (Project Walkthrough)

This project is an innovative interagency approach to reduce alcohol-related harm and crime. It was trialled by the Māngere East Māori Wardens and Counties Manukau Police who worked together to reduce alcohol-related harm and crime in and around licensed premises by monitoring licensed establishments’ compliance with the Sale of Liquor Act (SOLA) and safe drinking environments.

The wardens essentially act as the eyes and ears for the enforcement agencies as they patrol the city’s licensed premises checking for intoxication, the presence of minors, as well as a range of other safety issues such as Host Responsibility practices and whether door staff are checking identification.

The emphasis is on observation and reporting rather than direct action. They report their observations to police and the council staff so that appropriate resources can be directed. They report any improprieties to the Duty Manager and any breaches of the Act to the District Licensing Agency and the police.

The visible presence of a group monitoring compliance with the Act and the identification and reporting of problem premises reduces the potential risk of alcohol-related harm occurring within and around licensed premises. And the training the wardens receive provides

them with the information, resources and skills to support their activities.

Agencies involved included Te Puni Kōkiri, the Hutt City Council, the Department of Internal Affairs, Police, Te Awakairangi Watene Māori Trust and Tranz Metro.

Our role was to develop resources and a training package to allow the project to be transported to other areas, initially focusing on Lower Hutt.

Prior to the implementation of the project, the wardens undertook a training programme on Host Responsibility, central government legislation, occupational safety and health for volunteers and police training packages and received information on council by-laws, policies and contracts. Wardens qualified for New Zealand Qualification Authority credits.

DEMAND REDUCTION

Marketing

A series of radio, print and television advertisements designed to help change New Zealand's risky drinking culture was launched in March 2006 as part of our programme to change New Zealand's drinking culture.

The marketing aspect of the programme follows the stages of change model and we have made it clear from the start that it is a long-term programme and we wouldn't move from one phase to another until a set level of engagement from the community had been achieved. Specifically, the marketing aspect of the programme aims to take New Zealanders on a journey by helping them

:: SEE there is a problem between risky per occasion consumption and harm;

:: THINK that their behaviour is a contributor to these harms, and there is something they can do about it; and

:: ACT to moderate their drinking behaviours in ways that reduce the risk of harms to themselves, their families and communities.

The programme proposes that, in order for the New Zealand drinking culture to change, a desirable proposition of change must be sold to the drinker.

Our quarterly monitoring surveys have shown that New Zealanders are seeing there is a problem with the way we drink. They are saying they are concerned about drunkenness and are starting to recognise the different and varied harms that can result. But not all are relating the message back to themselves or their peer groups. Drinking harms are not viewed as pertaining to all New Zealanders. In other words, while there is recognition of the problems and harms, some groups still perceive that it's not an issue for them or their peers.

Other encouraging findings of the qualitative research confirmed the approach and tone of the current campaign; most respondents recalled at least one of the See stage television commercials with a good degree of detail. The tagline is recalled unprompted by many, which provides a clear indication that it is entering the common vernacular. The tagline is clearly understood and it is appreciated that it is not about making alcohol bad.

While we did not expect audiences to acknowledge the personal relevance at this stage, these findings suggest there is further work to be done with some groups regarding the scale and scope of the problem, that is, understanding that binge drinking across all populations and situations in New Zealand is causing harm.

What we have found is that some of the target audience are at the stage of contemplating behaviour change – but for other groups of society, rather than themselves. That is, the ‘we’ aspect for some New Zealanders of the campaign message is not relevant to ‘me’; it refers to another group in society. Therefore we have refined some See stage messages and tactically placed them.

At the same time we have embarked on the Think stage, as many people are ready to move through the stages of change.

Overall, we believe we have made good progress. No one thought it would be easy and no one expected things to change overnight. Just as other programmes focusing on drink driving took years to take effect, so will this programme.

But we are in it for the long haul. The issue of binge drinking and the harms that result is now firmly on the public agenda; people are beginning to See the problem. We now have to capitalise on that and keep the issue alive and ensure people make the connection between their own behaviour and the way they personally contribute to New Zealand’s risky drinking culture.

Manaaki Tangata

The Manaaki Tangata Programme focuses on caring for people as a host and includes how we drink and serve alcohol. The programme had its beginnings in 1995 and has over the years become a key project to engage Māori in reducing alcohol-related harm.

In its current form, Manaaki Tangata has two funding streams, Manaaki Tangata community funding and Manaaki Tangata training grants. The community funding focus is the funding stream available for people, organisations and communities to access. The Manaaki Tangata training grant is for Māori wishing to further their careers in reducing alcohol-related harm. Manaaki Tangata branded resources such as T-shirts, backpacks, drink bottles, CD holders, stickers, posters, coasters and banners are available to support and promote the Manaaki Tangata concepts.

A recent evaluation confirms that the Manaaki Tangata programme has been well received by Māori communities since its inception. In recent times it has placed the Manaaki Tangata message in front of more than 40,000 people, highlighting that it has been a successful and valid mechanism for communicating to Māori. The recommendations from the evaluation will be implemented in the upcoming year.

Say When Halberg Awards

This year saw our involvement with the *Say When* Halberg Awards come to an end.

We've had 10 great years of association with the Halberg Trust and the awards. The association between the promotion of moderation in alcohol consumption and elite sport is a good fit and it has worked very well for ALAC, so this was not an easy decision. We are now moving to change the culture of drunkenness or 'binge drinking' behaviour across New Zealand, and our programmes and promotions are changing accordingly.

We will retain a focus on the clubs, codes, coaches and other influencers of the drinking culture that exists within New Zealand sport. In association with the Accident Compensation Corporation (ACC), and Sport and Recreation New Zealand (SPARC), we have begun a pilot programme to support sports clubs in managing alcohol.

The programme draws together components of existing sports club programmes to create a comprehensive accreditation programme addressing a range of health, safety and viability issues for sports clubs, including alcohol management, while at the same time ensuring existing community initiatives are honoured. The pilot phase will provide an opportunity to learn directly from the communities involved, develop case studies and ensure that any final version of the programme can reflect the realities of working with clubs.

Much of the drinking behaviour of young New Zealanders is learnt at sports clubs or in association with sporting events, and we need to continue to impact on drinking in sporting environments in a range of ways and places.

PROBLEM LIMITATION

Te Piringatahi – He Tohu Wairua

Te Piringatahi – He Tohu Wairua, a framework of Māori cultural concepts, was presented and celebrated at the Cutting Edge Conference in Dunedin.

The document was created following a national Māori Alcohol and Drug Summit for Māori providers and workers involved in the treatment of Māori with substance abuse issues. At the Summit it was agreed that a framework of Māori cultural concepts should be developed to provide both a workforce development tool and a tool to assess levels of competency in those delivering kaupapa-based treatment interventions and services.

Following on from the Summit, ALAC, kaumatua and kaimahi from around the country continued to hui for this purpose, and *Te Piringatahi – He Tohu Wairua* was created.

Te Piringatahi brings together those cultural concepts gathered from around the country. It expresses these concepts in whakapapa and brings them to life through the healing images of the Ngahere. The cultural concepts document will feed into the work being carried out by other groups in developing cultural competencies for practitioners dealing with Māori alcohol and drug clients.

Early intervention in the workplace

We are working in partnership with two key partners – the Department of Labour, the organisation responsible

for administering the Health and Safety in Employment Act, and the Accident Compensation Corporation (ACC), the lead agency for development of a workplace safety culture – to establish guidelines for alcohol and drug policies in the workplace.

There is little New Zealand-specific evidence to inform best practice early alcohol and drug intervention in the workplace. We commissioned a review of international literature to establish current knowledge regarding best practice for workplace alcohol and drug intervention. This included stakeholder interviews to identify existing resources and needs in relation to such guidelines (24 interviews with representatives of key New Zealand organisations with an interest in or providing workplace alcohol and drug intervention) and then analysed the findings from the above steps to identify gaps between currently available resources and identified best practice available resources.

From this we developed a report that includes a stocktake of what is currently available in New Zealand, a literature review of international best practice and key informant interviews, and a report summarising the economic impact of alcohol and drug misuse on the workplace and providing potential measures for assessing the effectiveness of workplace alcohol and drug intervention.

Pharmacy Guild postcard

This postcard is available in the 700 Pharmacy Guild pharmacies. The front of the card hooks prospective

users with the question, 'Worried about your drinking?' On the back there is a motivational message for people to call the Alcohol and Drug Helpline so that they can access a free *Had enough?* video/DVD pack to help them to overcome problems related to their drinking. This resource was developed after an approach from the Pharmacy Guild who wanted to be able to offer alcohol and drug intervention/support to clients. It promotes the *Had enough?* video as both an intervention and a motivation to encourage people to call the Helpline. When drinkers contact the Helpline, they receive timely advice/support, brief intervention, whatever resources they need, and referral if necessary.

Cutting Edge 2006

The power of 'P' (pure methamphetamine), the role of poverty in creating alcohol and drug problems, gambling addictions combined with alcohol and drug dependencies, and the treatment of women with alcohol and drug problems were up for discussion at the annual 2006 Cutting Edge conference.

The 10th annual treatment conference on alcohol, drug and addictive disorders was held at the Dunedin Centre from September 8 to 10 where, in keeping with the reputation of Dunedin as the Edinburgh of the south, the haggis was blended with waiata.

We have been the conference sponsor since its inception. The National Addiction Centre in conjunction with the Treatment Research Interest Group (Alcohol, Drugs & Addiction) hosted the conference.

The conference brought together New Zealand and the world's foremost drug treatment providers, researchers and policy advocates for three days. The theme was *Looking Back to Move Forward: Ten Years of Cutting Edge*. Cutting Edge is the forum for the presentation of new international concepts in treatment, supported by local practice experience and research findings.

Pacific Spirit Conference 2006

This year was the fifth biennial Pacific Spirit Conference sponsored by ALAC and it was a conference with a difference.

Participants were challenged to hold the mirror up and take a long, hard look at themselves, how they drink, what the impact of that is on them as a people, what they're doing about it and what they're going to do about it after the conference. The byline 'See the change, Be the change, Become the future' culminated with the theme, 'We are the Change'.

A deliberate attempt was made to effect change as an outcome of the conference, inviting participants to seriously consider a new approach to an old format – a new tune to an old song.

The programme included drama, workshops and lots of discussion time for participants to make sense of what is happening in the alcohol and drug sector, on the local and national scene, and its relevance to Pacific peoples.

The conference was attended by close to 100 people. Participants were representative of Pacific Alcohol and

Other Drug (AOD) providers nationally, within both mainstream services, district health boards and local councils and Pacific non-government organisations.

New resource for Pacific peoples

ALAC has developed a new resource for Pacific communities or individuals promoting the responsible use of alcohol. The resources were launched at the Pacific Spirit conference.

Alcohol, your community and you has been produced in the Samoan, Cook Islands and Tongan languages, each including an English version.

Faasinoala mo le saogalemu o le faaogaina o le ava malosi and *Kai kava tau* and *Ngaahi fale'i ki hono ma'u fakapotopoto 'o e kava malohi* focus on a settings-based approach, aimed at those in the Pacific community who drink, with a message of responsible use of alcohol and reducing harm by providing advice for the safe provision of alcohol at private social gatherings and community events.

They outline the history of alcohol use in the Pacific and New Zealand, highlight drinking myths, risky behaviour, and suggest ways to use alcohol legally and safely. The guidelines also include some true stories by Pacific individuals in the hope that they will help others to make better choices and use alcohol safely.

The resources contain contact details of ALAC's offices as well as Pacific Alcohol and Drug services nationally for more information or further assistance.

The production of these resources follows on from the earlier publication by ALAC of the *Pacific Alcohol Handbook*, another Pacific resource also produced in the Samoan, Cook Islands and Tongan languages. The *Pacific Alcohol Handbooks* are aimed at the more traditional older audience; the *Alcohol, your community and you* series is aimed at those in the Pacific community who drink.

Access to Liquor Licensing Authority decisions improved

ALAC's Liquor Licensing Authority (LLA) database has been made user friendly with an added search facility enabling the decisions to be searched under a number of criteria.

We have had LLA decisions on our website for some time, but the sheer volume of decisions and the fact that they were just listed in date order meant it was not user friendly.

Previously, if a local authority wanted to find out what breaches of the Sale of Liquor Act had occurred in their area, they would have had to go through each individual decision – a time-consuming process.

We have added new features that will allow a search by Territorial Local Authority, by sections under the Sale of Liquor Act as well as decision number. Inclusion of the complete decision allows the user to search across each part of the document – judge, respondents, and applicants.

Initial feedback suggests the database is particularly useful for local and regional councils who are seeking to

meet their obligations under the Sale of Liquor Act and the Resource Management Act.

Healing Our Spirit Worldwide Conference

Healing Our Spirit Worldwide is an international indigenous conference and a cultural celebration hosted by the International Indigenous Council for HOSW, supported and guided by a host of indigenous organisations worldwide. The conference will create an international forum focusing on programme successes, best practices, and common issues in health, healing and addictions within indigenous populations.

For the first time, the Council for Healing Our Spirit Worldwide (HOSW Council) is holding an autonomous youth stream during the HOSW conference in which themes, speakers and workshops are youth orientated and youth led. The youth stream is being planned and organised by youth from participating countries such as Aotearoa, Canada, United States of America, Australia and others. The aim is to provide a platform for youth, by adding value to the 'leaders of the future' by giving them the opportunity to stand on the international stage and showcase youth-focused healing programmes. We are involved in organising the youth participation from New Zealand and have a representative on the international committee organising the youth stream.

We are assisting 12 rangatahi aged 18 to 30 years, chosen from all around Aotearoa to participate, present and attend the conference. Indigenous people worldwide suffer disproportionately from problems relating to drugs and

alcohol, as indeed do young people. This conference targets two of our priority groups – Māori and young people.

We currently work with Māori community groups using a strengths-based approach. Further developing their capacity will help develop their abilities and also provide champions for ALAC's drinking culture change programme among Māori and youth. For us the work before and post-conference is just as much a part of this exercise as the attendance at the conference itself.

Alcohol and other drugs treatment leadership project

We are working with the Mental Health Commission to increase sector leadership and provide advice on alcohol and other drug (AOD) treatment both to us and to the commission, and the mental health and addiction treatment fields.

The work has three main aspects: providing support for the National Committee for Addiction Treatment (NCAT) in raising concerns and providing solutions to addiction treatment sector issues; assisting the development of leadership in the sector; and providing strategic and service development advice.



A handwritten signature in black ink that reads "Mike MacAvoy".

Dr Mike MacAvoy

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

STATEMENT OF RESPONSIBILITY

for the year ended 30 June 2006

In terms of Section 42(2)(b) of the Public Finance Act 1989, in the financial year ended 30 June 2006 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 2006 fairly reflect the financial position and operations of the Alcohol Advisory Council of New Zealand.



Prof Andrew Hornblow CNZM

Chairman

18 August 2006



Dr Mike MacAvoy

Chief Executive Officer

18 August 2006



Chris Allen

Manager Corporate Services

18 August 2006

AUDIT REPORT

for the year ended 30 June 2006

TO THE READERS OF THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND'S FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2006

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, 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 2006.

Unqualified Opinion

In our opinion the financial statements of the Alcohol Advisory Council of New Zealand on pages 20 to 39:

- :: 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 2006;
 - 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 18 August 2006, 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.

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

AUDIT REPORT CONT'D

for the year ended 30 June 2006

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 2006. They must also fairly reflect the results of its operations and cash flows and service performance achievements for the year ended on that date. The Council is also responsible for preparing performance information that fairly reflects service performance achievements for the year ended 30 June 2006. The Council's responsibilities arise from the Public Finance Act 1989 and Alcohol Advisory Council Act 1976 and amendments.

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 Public Finance Act 1989.

Independence

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

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



Rhys M Barlow

BDO Spicers

On behalf of the Auditor-General

Wellington, New Zealand

STATEMENT OF ACCOUNTING POLICIES

for the year ended 30 June 2006

REPORTING ENTITY

The Alcohol Advisory Council of New Zealand (ALAC) was established by the Alcohol Advisory Council Act 1976 and reports to the Minister of Health. As from 1 July 1992 ALAC is a Crown Entity under the Public Finance Act 1989.

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.

To achieve this objective, ALAC provides funding and advice in the three areas of health promotion, treatment and research.

STATUTORY BASIS

These financial statements are prepared pursuant to Section 41 of the Public Finance Act 1989 and Section 38 of the Alcohol Advisory Council Act 1976.

MEASUREMENT SYSTEM

The general accounting principles recognised as appropriate for the measurement and reporting of income and expenditure and financial position on an historical basis are followed.

ACCOUNTING POLICIES

The following accounting policies, which materially affect the measurement of financial performance, financial position and cash flows, have been applied:

1. Budget Figures

The budget is that approved by the Council and the Minister at the beginning of the financial year.

The budget figures have been prepared in accordance with generally accepted accounting practice and are consistent with the accounting policies adopted by the Council for the preparation of the financial statements.

2. Revenue Recognition

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.

3. Property, Plant and Equipment

All Property, Plant and Equipment is capitalised and recorded at cost.

4. Depreciation

Property, Plant and Equipment, other than artwork, are depreciated on a straight line basis over their useful life. The useful lives and associated depreciation rates used in the preparation of these financial statements are 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%
Films and Videos	5 years	20%

The cost of leasehold improvements is capitalised and depreciated over the unexpired period of the lease or the estimated remaining useful life of the improvements, whichever is shorter.

5. Receivables

Accounts receivable are stated at their expected realisable value after providing for doubtful and uncollectable debts.

6. Investments

Investments are stated at the lower of cost and net realisable value.

7. Employee Entitlements

Provision is made in respect of ALAC's liability for annual leave and long service leave, which has been calculated at a nominal value on an actual entitlement basis at current rates of pay.

8. Taxation

a) Income Tax

ALAC is exempt from the payment of income tax in terms of the Alcohol Advisory Council Act 1976.

b) Fringe Benefit Tax

FBT is payable on all fringe benefits.

c) Goods and Services Tax

These financial statements are prepared on a GST exclusive basis except for accounts payable and accounts receivable, which are GST inclusive.

STATEMENT OF ACCOUNTING POLICIES CONT'D

for the year ended 30 June 2006

9. Operating Leases

Operating lease payments, where the lessor effectively retains substantially all the risks and benefits of ownership of the leased items, are recognised on a systematic basis over the period of the lease in the Statement of Financial Performance.

10. Financial Instruments

ALAC is party to financial instruments as part of its normal operations. These financial instruments include bank accounts, short-term deposits, debtors and creditors. All financial instruments are recognised in the Statement of Financial Position and all revenues and expenses in relation to financial instruments are recognised in the Statement of Financial Performance.

There are no financial instruments that expose ALAC to foreign exchange risk or off balance sheet risks.

All financial instruments, including bank accounts, short-term deposits, accounts receivable and accounts payable are disclosed at their estimated fair value.

11. Statement of Cash Flows

"Cash" means cash balances on hand, held in bank accounts, demand deposits and other highly liquid investments in which ALAC invests as part of its day-to-day cash management.

"Operating Activities" include all activities other than investing and financing activities. The cash inflows include all receipts from the sale of goods and services and other sources of revenue that support ALAC's operating activities. Cash outflows include payments made to employees and suppliers and for taxes.

'Investing Activities' are those activities relating to the acquisition and disposal of non-current assets.

12. Grants and Funding

Contract commitments are recorded on a monthly basis.

Specific allocations against future years' revenue are recorded in the Statement of Commitments.

Funds are sometimes paid by instalments to meet the cash flow requirements of the programme as determined by the funding agreement.

13. Cost of Services

The Statement of Cost of Services reports the net cost of services for the outputs of ALAC, and are represented by the costs of providing the output.

Cost Allocation:

ALAC has derived the net cost of service for each output using the cost allocation system outlined below.

Cost Allocation Policy:

Direct costs are charged directly to outputs wherever possible. Overheads are allocated to outputs on the basis of time recording.

Criteria for direct costs and overheads:

'Direct costs' are those costs directly attributable to an output.

'Overheads' are those costs that cannot be identified in an economically feasible manner with a specific output.

For the year ended 30 June 2006 overheads accounted for 21.4% of ALAC's total costs (2005 22.3%).

14. Comparatives

To ensure consistency with the current period, comparatives have been restated where appropriate, for presentation purposes.

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.

ADOPTION OF INTERNATIONAL FINANCIAL REPORTING STANDARDS

In December 2002 the New Zealand Accounting Standards Review Board announced that New Zealand International Reporting Standards ("NZ IFRS") will apply to all New Zealand reporting entities for the periods commencing on or after 1 January 2007. Entities have the option to adopt NZ IFRS for periods beginning on or after 1 January 2005. ALAC has not yet made a decision with respect to an adoption date.

As ALAC has not yet completed an analysis of the differences between existing NZ GAAP and NZ IFRS, we are unable to reliably estimate the key differences in accounting policies or quantify the impacts to the financial statements that are expected to arise on transition to NZ IFRS.

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

STATEMENT OF FINANCIAL PERFORMANCE

for the year ended 30 June 2006

	Notes	Actual 2006 \$000	Budget 2006 \$000	Actual 2005 \$000
Revenue				
Levies		11,433	11,312	10,686
Interest		248	108	176
Other Income		58	73	198
Gain on Sale of Fixed Assets		0	0	4
Total Operating Revenue		11,739	11,493	11,064
Expenditure				
Grants and Programme Costs	1	9,430	9,082	8,583
Operating Costs	2	2,574	2,909	2,470
Total Expenditure		12,004	11,991	11,053
Operating Surplus/(Deficit) for the Year		(265)	(498)	11
Net Surplus/(Deficit)		(265)	(498)	11

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

STATEMENT OF MOVEMENTS IN EQUITY

for the year ended 30 June 2006

	Actual 2006 \$000	Budget 2006 \$000	Actual 2005 \$000
Net Surplus/(Deficit) for the Year	(265)	(498)	11
Total Recognised Revenues and Expenses for the Year	(265)	(498)	11
Opening Accumulated Funds	1,701	1,701	1,690
Closing Accumulated Funds	1,436	1,203	1,701

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

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

STATEMENT OF FINANCIAL POSITION

as at 30 June 2006

	Notes	Actual 2006 \$000	Budget 2006 \$000	Actual 2005 \$000
Accumulated Funds		1,436	1,203	1,701
Represented by:				
Assets				
<i>Current Assets</i>				
Cash and Bank		15	10	289
Short-term Deposits	3	1,940	1,180	1,963
Receivables and Prepayments	4	1,145	678	1,273
Total Current Assets		3,100	1,868	3,525
Non-Current Assets				
Loan	5	35	35	35
Property, Plant and Equipment	6	313	430	308
Total Non-Current Assets		348	465	343
TOTAL ASSETS		3,448	2,333	3,868
Liabilities				
<i>Current Liabilities</i>				
Accounts Payable	7	1,879	1,030	2,046
Employee Entitlements	8	133	100	104
Provision for Surplus Lease Space		0	0	17
TOTAL LIABILITIES		2,012	1,130	2,167
NET ASSETS		1,436	1,203	1,701



Prof Andrew Hornblow CNZM
Chairman
18 August 2006



Dr Mike MacAvoy
Chief Executive Officer
18 August 2006



Dr Ian Scott
Deputy Chairman
18 August 2006

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

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

STATEMENT OF CASH FLOWS

for the year ended 30 June 2006

	Notes	Actual 2006 \$000	Budget 2006 \$000	Actual 2005 \$000
Cash Flows from Operating Activities				
<i>Cash was provided from:</i>				
Receipts from Levies and Other Revenue		11,697	11,915	10,242
Interest Received		250	108	191
Net Cash Flow from GST		(92)	0	(8)
		11,855	12,023	10,425
<i>Cash was applied to:</i>				
Payments to Suppliers		9,631	10,545	7,596
Payments to Employees		2,376	2,375	2,385
		12,007	12,920	9,981
Net Cash Flows from Operating Activities	9	(152)	(897)	444
Cash Flows from Investing Activities				
<i>Cash was provided from:</i>				
Sale of Property, Plant and Equipment		1	0	28
<i>Cash was applied to:</i>				
Purchase of Property, Plant and Equipment		(146)	(165)	78
Net Cash Flows from Investing Activities		(145)	(165)	(50)
Net Increase (Decrease) in Cash		(297)	(1,062)	395
Add Opening Cash Brought Forward		2,252	2,252	1,857
Closing Cash Balance		1,955	1,190	2,252
Actual Cash Balance				
<i>Represented by:</i>				
Cash and Bank		15	10	289
Short-term Deposits		1,940	1,180	1,963
Closing Cash Balance		1,955	1,190	2,252

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

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

STATEMENT OF COMMITMENTS

as at 30 June 2006

Grants and Funding

At 30 June 2006, ALAC had approved funds for disbursements to individuals and organisations.

	2006 \$000	2005 \$000
Not later than one year	1,223	1,459
Later than one year and not later than two years	663	275
Later than two years and not later than five years	0	0
Later than five years	0	0
	1,886	1,734

Rental Expenses Committed

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

Not later than one year	298	344
Later than one year and not later than two years	298	256
Later than two years and not later than five years	760	729
Later than five years	681	901
	2,037	2,230

Operating Lease Commitments

Non-cancellable lease payments for office equipment:

Not later than one year	10	12
Later than one year and not later than two years	10	5
Later than two years and not later than five years	12	0
Later than five years	0	0
	32	17
Total Commitments	3,955	3,981

Capital Commitments

As at 30 June 2006 no capital expenditure had been committed under contractual arrangements (Nil at 30 June 2005).

STATEMENT OF CONTINGENT LIABILITIES

as at 30 June 2006

There were no contingent liabilities outstanding as at 30 June 2006 (Nil at 30 June 2005).

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

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 30 June 2006

Note 1: Grants and Programme Costs

	Actual 2006 \$000	Actual 2005 \$000
Strategy Costs		
Supply Control	1,639	1,167
Demand Reduction	4,410	4,099
Problem Limitation	3,381	3,317
Total	9,430	8,583

Figures include programme salary costs of \$967K (\$1.130m in 2005)

Note 2: Operating Costs

Depreciation – Motor Vehicles	9	16
Depreciation – Library Books, Film and Videos	0	0
Depreciation – General Office Equipment	9	16
Depreciation – Computer Equipment	107	158
Depreciation – Leasehold Improvements	3	39
Depreciation – Furniture and Fittings	13	12
Administration Employees Personnel Costs	1,409	1,260
Council Costs Including Travel	126	139
Lease and Rental Costs	393	381
Other Operating Costs	482	426
Total	2,574	2,470

Note 3: Short-term Deposits

Short-term deposits relate to the monies on call and term deposits

Term Deposits (Under Six Months)	1,940	1,963
Total	1,940	1,963

All short-term deposits were with the BNZ, ASB.

As at 30 June 2006 short-term deposits were for an average of 44.5 days with an average interest rate of 7.3% p.a. (6.8% in 2005).

Weighted Average Effective Interest Rates	8.31%	5.60%
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Note 4: Receivables and Prepayments

Debtors	30	121
Levies Receivable	971	1,087
GST Receivable	145	53
Prepayments	0	12
Total	1,146	1,273

Note 5: Loan

Non-Interest Bearing Loan to Te Huarahi Ki Te Oranga Pai Trust	35	35
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NOTES TO THE FINANCIAL STATEMENTS CONT'D

for the year ended 30 June 2006

Note 6: Property, Plant and Equipment

	Cost \$000	Accumulated Depreciation \$000	Net Book Value \$000
2006			
Artwork	17	0	17
Motor Vehicles	52	38	14
Library Books and Films	96	96	0
General Office Equipment	128	86	42
Computer Equipment	662	515	147
Leasehold Improvements	369	369	0
Fixtures, Furniture and Equipment	199	106	93
Total	1,523	1,210	313
2005			
Artwork	17	0	17
Motor Vehicles	51	28	23
Library Books and Films	96	96	0
General Office Equipment	128	111	17
Computer Equipment	616	437	179
Leasehold Improvements	369	365	4
Fixtures, Furniture and Equipment	160	92	68
Total	1,437	1,129	308

Note 7: Accounts Payable

	Actual 2006 \$000	Actual 2005 \$000
Sundry Creditors	1,793	1,981
Salary Accrual	86	65
GST Payable	0	0
Total	1,879	2,046

Note 8: Employee Entitlements

Annual Leave	122	89
Long Service Leave	11	15
Total	133	104

NOTES TO THE FINANCIAL STATEMENTS CONT'D

for the year ended 30 June 2006

Note 9: Reconciliation of Net Surplus / (Deficit) with Net Cash Flows from Operating Activities

	Actual 2006 \$000	Actual 2005 \$000
Net Surplus / (Deficit) from Operations	(265)	11
<i>Add / (Less) Non-Cash Items</i>		
Depreciation Expense	141	241
Total Non-Cash Items	141	241
<i>Add / (Less) Movements in Working Capital Items</i>		
(Decrease) / Increase in Receivables and Prepayments	127	(638)
(Decrease) / Increase in Accounts Payable	(167)	913
(Decrease) / Increase in Employee Entitlements	29	3
(Decrease) / Increase in Provision for Surplus Lease	(17)	(82)
Net Working Capital Movements	(28)	196
<i>Add / (Less) Items Classified as Investing Activities</i>		
Net Loss / (Gain) on Sale of Fixed Assets	0	(4)
Total of Investing Activities	0	(4)
Net Cash Flow from Operating Activities	(152)	444

Note 10: 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 which 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 2006 (Nil at 30 June 2005).

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.

Note 11: Related Party Transactions

ALAC is a wholly owned entity of the Crown.

NOTES TO THE FINANCIAL STATEMENTS CONT'D

for the year ended 30 June 2006

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 2005/06. Remuneration through fees is all-inclusive.

Note 12: Employee Remuneration

	Number of Employees	
	2006	2005
Total Remuneration and Benefits		
\$000		
\$100-110	2	1
\$110-120	1	1
\$130-140	1	2
\$140-150	1	0
\$180-190	0	1
\$190-200	1	0

The Chief Executive's remuneration and benefits are in the \$190 - \$200 band (2005 \$180 - \$190 band).

Note 13: Council Remuneration

Council members earned the following fees during the year:

	2006	2005
	\$000	\$000
Brown R	10	10
Hornblow A R (Chairperson)	23	22
McFadyen G	10	4
Pulotu-Endemann F	10	10
Rennie F (resigned September 2004)	0	2
Scott I (Deputy Chairperson)	13	10
Shailer T	10	2
Stockdale M	10	12
Tasker G	10	10
Total Council Fees	96	81

STATEMENT OF SERVICE PERFORMANCE

for the year ended 30 June 2006

OUTCOME

Ministers are supported with evidence based information and advice and the public are informed on alcohol and harm reduction issues for New Zealand

KPI 1

- 1.1. Providing Minister with evidence informed advice as required.
- 1.2. Providing evidence informed advice proactively and as required to international, intersectoral and non-government fora.
- 1.3. Oversight of international development in alcohol-related policy, practice and research.
- 1.4. Provision of up-to-date information for public on alcohol-related policy, practice and research.

MEASURES

- a) The Minister's satisfaction with ALAC's policy advice is rated very good or above in twice yearly survey.
- b) Survey demonstrates that, when prompted, 65% of New Zealanders recall receipt of information on alcohol from ALAC.
- c) 90% of the membership of the IACD when surveyed rate ALAC advice as good or excellent.
- d) ALAC's website maintains a minimum 650,000 visits per year.
- e) At least 250 reference and resource requests per month are completed.
- f) At least two submissions or briefings have been made to central or local government.
- g) Quarterly reports to Council.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

a) PA

As no Minister appointed until late in the second quarter, no first half-year survey undertaken.

In a survey undertaken in June the Minister rated policy advice as good.

In the same survey the Department of Prime Minister and Cabinet rated the advice as 'very good'.

b) PA

Survey results show that 59% of New Zealanders recall that ALAC is behind publicity about alcohol in New Zealand.

c) OA

Survey of IACD members undertaken in June shows:

∴ 91% of IACD respondents rated the oral advice from ALAC as good or excellent

∴ 100% of IACD respondents rated the written advice from ALAC as good or excellent

d) OA

929,800 website visits recorded (valid/individual visits = 645,201, webbot indexing = 316,065)

e) OA

A total of 4,044 externally generated reference and resource requests were completed by Information Services staff; an average of 337 requests per month.

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2006

OUTCOME

Communities are supported to reduce alcohol-related harm

KPI 2

- 2.1. Regional managers identify suitable communities for support.
- 2.2. Advice and programme developed in consultation with selected communities.
- 2.3. Appropriate funding and advice given.

MEASURES

- a) ALAC has provided local level funding and advice to at least three community initiated projects designed to reduce alcohol-related harm.
- b) Report to Council from each ALAC region outlining support given and evaluating impact in the community.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

a) **A**

Local level funding has been provided to three community-initiated projects to reduce alcohol related harm. This includes:

- :: Evaluation of the South Island Public Health Unit campaign, "Get Into It Not Out Of It"
- :: Development of a Northland Alcohol Strategy as part of the Northern Intersectoral Group
- :: Evaluation of the "THINK Consequences" campaign for Waitakere City

b) **A**

Each ALAC region presented a report to Council in June outlining the support given to communities in the three regions and the results of evaluations measuring the impacts in these communities.

OUTCOME

KPI 3

- 3.1. Communities are identified and supported to implement strategies to reduce alcohol supply to minors.
- 3.2. Evaluation material collected to monitor effect of local YATA programme.
- 3.3. Database containing information from monitoring of YATA communities available for use by communities.
- 3.4. External monitoring report completed and feedback given to Council.

MEASURES

- a) Continued support is provided for both existing YATA communities and new ones.
- b) At least 70% of YATA communities are collecting three out of four evaluation measures to monitor the effect of YATA programmes within their own community.
- c) An external evaluation of the YATA programme has been undertaken and the results reported to Council.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

a) **A**

Continued support of YATA communities through national and regional coordination as well as regular list serve communication, the development of specific programmes for YATA, reference and resources orders being fulfilled and workshop opportunities.

b) **PA**

65% of YATA communities are currently implementing monitoring measures at community level. The external evaluation has highlighted that communities are experiencing some difficulties in fulfilling this requirement and therefore ALAC is working with the YATA communities to review how it can support communities to carry out evaluation.

c) **A**

The final report has been tabled and accepted by Council.

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2006

OUTCOME

KPI 4

- 4.1. Training programme developed and implemented.
- 4.2. Where appropriate trainers are skilled in delivering training to Māori and Pacific community workers.
- 4.3. Improved skills, capacity and capability of the community-based workforce in alcohol health promotion.

MEASURES

An additional 200 community workers are trained in community-based alcohol health promotion including youth participation strategies and Māori and Pacific communities.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (O)

a) OA

At least 284 community workers have been trained in health promotion strategies over the year. Workshops have occurred in the following areas (number of participants):

- :: Strengthening Community Action workshops (24)
- :: Youth participation workshops (180)
- :: Training in public health through the Christchurch School of Medicine (60)
- :: Public Health sector group meeting (20)

OUTCOME

Strengthen the legislative, regulatory and enforcement framework governing the supply and provision of alcohol

KPI 5

- 5.1. Controlled Purchase Operations are conducted appropriately and enforcement action taken.
- 5.2. Community access to CPO Guidelines monitored and reported on.
- 5.3. Completed and published *Guidelines for the Monitoring and Enforcement of Intoxication*.

MEASURES

- a) At least 20 communities have initiated and participated in Controlled Purchase Operations to monitor Section 155 of the Sale of Liquor Act utilising the ALAC guidelines.
- b) The *Guidelines for the Monitoring and Enforcement of Intoxication* have been trialled in at least 10 local authorities; comments on the draft have been received and incorporated where appropriate. Final version of the Guidelines published and distributed.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

a) OA

Controlled Purchase Operations (CPOs)

A total of 68 CPOs have been conducted around the country since July 2005. Of those premises visited, the rate of sales to minors without identification is 26.4%.

b) A

Guidelines for the Monitoring and Enforcement of Intoxication

Final version of the *Guidelines for the Monitoring and Enforcement of Intoxication* published and distributed. A statutory agency notebook for recording intoxication monitoring visits has also been published and dissemination has begun and will be ongoing through 2006/07.

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2006

OUTCOME

KPI 6

6.1. Regional workshops supported.

MEASURES

Two regional workshops have been held for representatives of the Hospitality Industry, District Licensing Agencies, Public Health and the Police at the Conference on Sale of Liquor Act compliance issues.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

a) **A**

Two workshops have been held in Napier and Queenstown. 300 people attended the workshops, with most of the attendees identifying that the events proved useful to their work.

OUTCOME

The drinking culture of New Zealand changes so that moderation is the accepted norm

KPI 7

7.1. Monitoring and evaluation of the "see" stage of the marketing strategy completed.

7.2. Provide quarterly reports to the Minister and IACD.

MEASURES

a) The marketing strategy to raise awareness of the risks in New Zealand's drinking culture achieves not less than 70% prompted awareness (ALAC Survey).

b) Reports provided to Minister, MoH and IACD on:

:: The progress on the degree to which target audiences see the relationship between high per occasion consumption and acute alcohol harms.

:: Progress on the degree to which target audiences believe the relationship between high per occasion consumption and acute alcohol harm requires some action from them.

:: Development of the media plan for continuation of SEE stage messages through appropriate media channels based on the evaluation of the previous year.

:: Impact of marketing programme including specific analysis of the impact of the SEE stage for Māori and Pacific audiences.

:: Development of the THINK stage advertising to be initiated when monitoring indicates that 75% of the target audiences, including Māori and Pacific audiences, are aware of the link between intoxication and harm.

c) Reports provided quarterly and as requested.

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2006

PROGRESS

Is this KPI:

**Achieved (A), Partially Achieved (PA), Not Achieved (NA),
Over Achieved (OA)**

a) **OA**

In June 2006, total net awareness of the drinking culture publicity reached 96% among all adults. It was also high among Māori (98%) and Pacific (96%) audiences. Specifically, net awareness of the television commercials was 90%, with 96% for Māori and 97% for Pacific audiences.

Specifically measuring the SEE stage:

:: 68% of all adults agree that they are more likely to cause harm to themselves and/or others if they are drunk. This includes 66% of Māori and 63% Pacific.

:: 52% of adult drinkers report that they have thought about the negative or harmful effects that their getting drunk might have on themselves (cf. 63% of Māori and 69% of Pacific people).

Specifically measuring the THINK stage:

:: 47% have thought about the negative or harmful effects their getting drunk might have on others (compared with 60% Māori and 65% Pacific people).

b) **A**

A report on progress of the programme was provided to IACD, MCDP and the Minister in June 2006.

The SEE stage media campaign was extended with activity occurring over December to March, and new refined SEE executions in April.

See a) and b) above which shows the marketing campaign is resonating with both Māori and Pacific audiences.

Additionally, Māori and Pacific people are more likely than all adults to believe the marketing is relevant to them (48% for Māori and 52% for Pacific people compared to 37% for all audiences). This would suggest that Māori and Pacific audiences may be more ready and receptive to THINK stage messages than some sectors of the general population.

The THINK stage has commenced, following research showing 73% awareness in the second quarter of the link between intoxication and harm, which was deemed very close to target.

Additionally, the 66% and 63% (for Māori and Pacific respectively) understanding of the link between drunkenness and harm is close to the target to move to THINK. Work will therefore commence on THINK stages.

c) **A**

Reports to Council have been provided at every meeting and additional reports as requested.

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2006

OUTCOME

Young people change positively their drinking behaviours

KPI 8

8.1. Evaluation of the *SIP Stay in Play* programme.

MEASURES

- a) Evaluations of the *SIP Stay in Play* programme show:
 - :: Survey shows that changed drinking behaviours in at least 20% of MaiFM listeners are maintained or increased.
 - :: At least 60% of MaiFM listeners can identify three positive effects of moderation and five negative consequences of binge drinking.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (O)

a) OA

The evaluation of the *SIP Stay in Play* programme was conducted and results show:

- :: Over half, 57%, of MaiFM listeners cut down amount drunk (cf. 39% in 04/05). Only 4% of those who had heard the SIP messages had not changed their behaviour or given any thought to the effect their drinking was having on themselves or those around them.
- :: 78% identify with at least three positive effects of moderation.
- :: Unprompted, 97% of all listeners identified at least one harm caused by drunkenness; additionally, 81% identified at least two, 46% identified three harms, but 4% mentioned five or more harms.

OUTCOME

Licensees comply with the Sale of Liquor Act

KPI 9

- 9.1. A new host responsibility resource is developed, produced and delivered.
- 9.2. The new host responsibility framework is included in training materials for licensees and hospitality industry workers.

MEASURES

- a) At least one new Host Responsibility resource has been developed and delivered through monitoring agencies.
- b) The new Host Responsibility resource is incorporated in training resources available for licensees and hospitality industry workers.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

Host Responsibility Resource Development

a) A

The Managers Guide to the Sale of Liquor Act, a joint publication with the Dunedin City Council, has been published. 23,000 copies have been disseminated for the year to date.

Host Responsibility Incorporation into Training

b) A

The six key concepts of Host Responsibility are incorporated into the NZQA Unit Standards. ALAC continues to work with trainers teaching these Unit Standards to ensure the inclusion of the new Host Responsibility strategy in a range of training materials.

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2006

OUTCOME

Young people access information on alcohol

KPI 10

10.1. A new resource on alcohol for young people is developed, produced and delivered.

MEASURES

At least one new resource for young people has been developed and delivered.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

a) A

The *Youth Participation Guidelines* have been completed. There has been training in six communities and targeted distribution of the resource.

OUTCOME

Communities work to support a change in drinking behaviours at events at the local and national level

KPI 11

11.1. Māori community organisations are supported with Manaaki Tangata sponsorship.

MEASURES

Of 35 community organisations, 90% report safe use practices were in place at the event.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

a) PA

In excess of 40 communities have received grants to support Manaaki Tangata practices.

Reports have been received from 34 communities (85%). Reports from grants issued in the fourth quarter are yet to be received.

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2006

OUTCOME

Individuals and families receive early intervention to reduce the incidence of problematic drinking

KPI 12

- 12.1. Early intervention tools developed, produced and delivered.
- 12.2. Training courses held.
- 12.3. Early intervention tool specific to either Māori or Pacific developed, produced and delivered.

MEASURES

- a) Early intervention tools are being utilised by at least one more large workplace, for example Air NZ.
- b) Training in early intervention provided for 100 providers of services to young people, i.e. primary care or educational.
- c) At least one Māori or Pacific Early Intervention resource developed delivered through appropriate agencies.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

- a) **A**

Air New Zealand has continued to utilise early intervention tools in the workplace.

As a result of a collaborative partnership with ACC and the Department of Labour, a strategic approach to dissemination of information and resources to NZ workplaces has been developed. This should enable an increase in the uptake of early intervention in future years beyond what ALAC could achieve on its own.

A fact sheet for employers who are interested in developing an alcohol and drug workplace policy has been produced in collaboration with ACC and the NZ Drug Foundation.

- b) **OA**

150 counsellors trained in the use of *Smashed n Stoned* this year as well as five trainers trained to deliver training to Māori in the South Island to contribute towards reducing disparities in access to resources.

- c) **A**

The *Ki te ao marama* Māori resource has been produced and dissemination commenced – this will be ongoing for 2006/07.

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2006

OUTCOME

KPI 13

14.1. Self-help resource developed, published and disseminated.

MEASURES

A *Had enough?* self-help resource for parents of teenage hazardous drinkers/drug users is produced and 200 copies distributed through appropriate services.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

a) PA

Bewildered, a self-help documentary resource for parents of teenage hazardous drinkers/drug users, has been produced and dissemination commenced – this will be ongoing for 2006/07.

An extra resource (*Confused*) based on the *Bewildered* interviews was produced for use in community, health and alcohol and drug settings.

OUTCOME

Individuals and families receive early intervention to reduce the incidence of problematic drinking

KPI 14

14.1. Alcohol Helpline supported through specific funding.

MEASURES

- The Alcohol Helpline provides at least 800 brief interventions to callers through telephone counselling and/or distribution of *Had Enough?* resources.
- The Alcohol Helpline maintains or increases call numbers at 12,500 calls per annum.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

a) OA

1,804 calls (12.2%) to the Helpline this year resulted in Brief Intervention.

b) OA

14,763 valid calls to the Helpline this year, an increase of 8% from the previous financial year.

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2006

OUTCOME

Māori and Pacific providers are supported to work with communities to reduce alcohol-related harm

KPI 15

- 15.1. Training providers are contracted to support and train their local Māori and Pacific community workforce.
- 15.2. Taumata (leadership groups) are established in at least four rohe to support Māori providers to reduce alcohol-related harm for Māori whānau.

MEASURES

- a) Four providers are contracted.
- b) Four Taumata (leadership groups) are established.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

- a) **A**
- Four providers are contracted to support and train their local Māori and Pacific community workforce.
- b) **PA**
- Two Kaumātua Taumata are established.
- Two other Taumata are in development: a Taumata in Te Wai Pounamu and a Rangatahi Taumata.

OUTCOME

People have access to appropriate treatment

KPI 16

1. Treatment advice/advocacy is provided to DHBs, Ministers and the Ministry of Health.
2. Quarterly reports are prepared against agreed work plan.
3. Evaluation report on the *High on Life* programme for young people.

MEASURES

- a) At least three quarterly reports have been received from the Mental Health Commission on the outcomes of the joint alcohol and drug treatment advice/advocacy project.
- b) An evaluation report measuring the outcome of the *High on Life* programme for young people has been received.

PROGRESS

Is this KPI:

Achieved (A), Partially Achieved (PA), Not Achieved (NA), Over Achieved (OA)

- a) **A**
- Three quarterly reports have been received from the Mental Health Commission on the outcomes of the joint alcohol and drug treatment advice/advocacy project.
- b) **A**
- The report measuring the outcome of the *High on Life* programme has been received. This work was extended to include a literature review and the Whanganui project in the evaluation.

