

**ALCOHOL
ACTIONNZ**

Stocktake of change so far

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An integrated package of policies is proposed in this report, the key elements of which are:

- a new Alcohol Harm Reduction Act to replace the Sale of Liquor Act 1989;
- increasing the price of alcohol through excise tax increases in order to **Increase price** consumption;
- regulating promotions that encourage increased consumption **Regulate promotion** of alcohol;
- moving, over time, to regulate alcohol at **Regulate advertising and sponsorship**
- increasing the purchase age for alcohol to 20 years; **Increase purchase age to 20**
- strengthening the responsibility of parents supplying alcohol to minors;
- increasing personal responsibility for unacceptable or harmful behaviours induced by alcohol;
- cutting back the hours licensed premises are open; **Reduce opening hours**
- introducing new grounds upon which licences to sell alcohol can be declined;
- allowing more local input into licensing decisions through local alcohol policies and District Licensing Committees (the bodies we are recommending replace District Licensing Agencies);
- streamlining the enforcement of the alcohol laws and placing the overall decision-making in a new Alcohol Regulatory Authority (building on the existing Liquor Licensing Authority) presided over by District Court judges especially selected for the task; and
- a substantially improved and reorganised system for the treatment of people with alcohol problems. **Improved treatment**



5th Alcohol Action New Zealand Conference, Te Papa, Wellington, 20 March 2014



Manukau City 15 August 2010

Dirty movie clause

nzherald.co.nz

Treat alcohol like adult movies, MPs urged

5:30 AM Friday Feb 25, 2011

Displaying alcohol in supermarkets should be treated in the same way as dirty movies are displayed in a video store, the Alcohol Reform Bill select committee was told yesterday.

Alcohol Action said the proposals adapted by the Government from a Law Commission report into alcohol reform did not go far enough.

Alcohol should not be easily accessible and should not be displayed



Alcohol should be placed in less visible

Regulation of stores

We recommend inserting new clause 105A which would require supermarkets and grocery stores to display alcohol in only one area of the store. This clause also stipulates that the alcohol display area must not be in a prominent area of the store, and would restrict alcohol advertising and promotions to that designated area.

Supply of alcohol to minors (persons under 18 years of age) can only be done so legally by their parent/legal guardian or if they have express consent from the young person's parents and if supplied in a responsible manner.

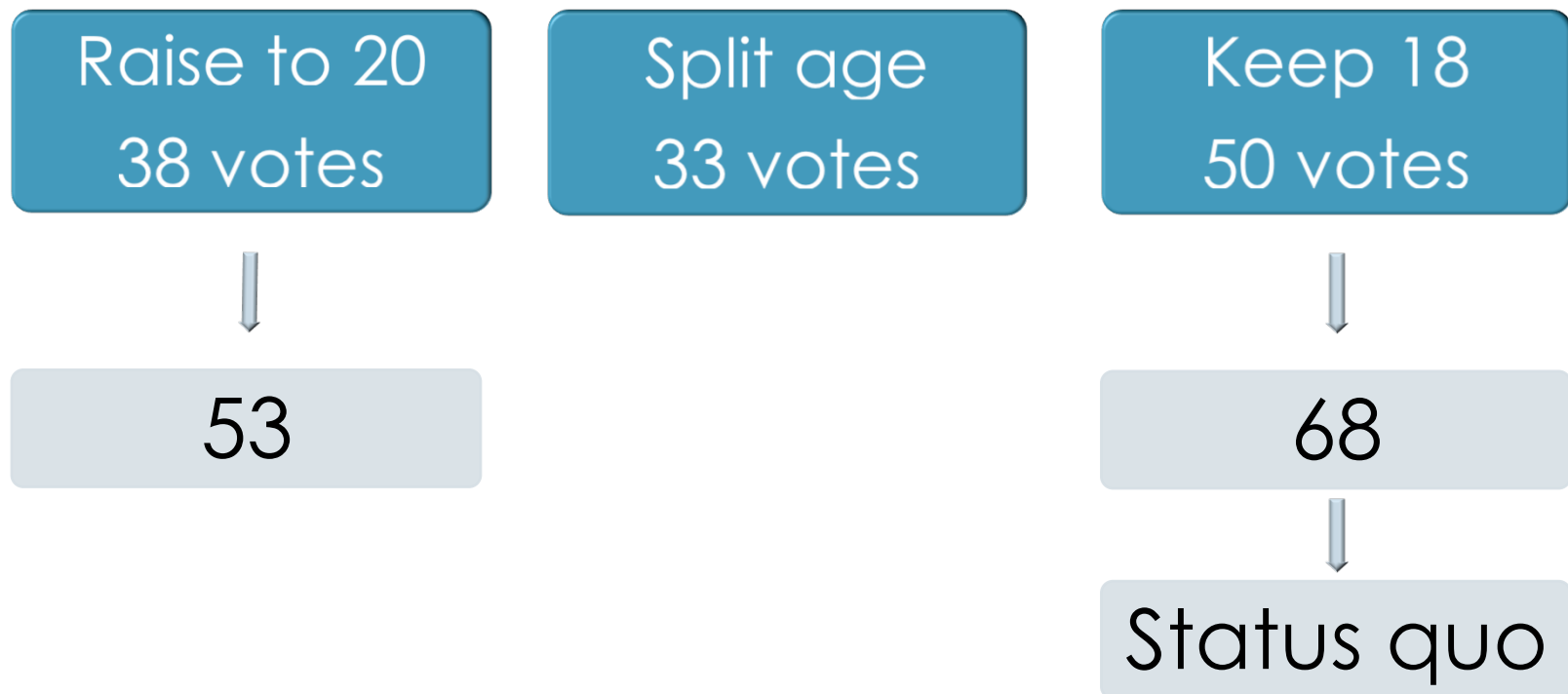
The new Act bans advertising and marketing that promotes excessive alcohol consumption or has special appeal to minors.

Except within licensed premises, businesses cannot:

- advertise free alcohol
- promote discounts of 25% or more on alcohol products
- offer customers free goods, services or opportunities to win prizes if they purchase alcohol.

Intoxication: Affected by alcohol or other drugs or substances and displaying two or more of the following conditions:
-affected appearance, impaired behaviour, impaired co-ordination, or impaired speech

Not raising the minimum purchase age



Land Transport Amendment Bill:
Reduces legal blood alcohol concentration (BAC)
from 0.08 to 0.05 for drivers over 20.
Under 20 the limit is already zero.

Risk of death in night-time crash*

BAC	Age 15-19	Age 20-29	Age 30+
0	5.3	3.0	1
30	15	8.7	2.9
50	30	18	5.8
80	87	50	17
100	175	101	33

***with one passenger**

Keall et al, 2003

“Lowering the adult drink-drive limit would be the strongest initiative in the area of Safe Road Use . It is estimated that each year this initiative could save between 15 and 30 lives and prevent between 320 and 686 injuries . This would be an annual social cost saving of between \$111 million and \$238 million” . *Ministry of Transport 2010*



Loss of ALAC

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

Kaunihera Whakatupato Waipiro o Aotearoa



The 5+ Solution

1. **Raise alcohol prices**
 2. **Raise the purchase age**
 3. **Reduce alcohol accessibility**
 4. **Reduce advertising and sponsorship**
 5. **Increase drink-driving counter-measures**
- PLUS: Increase treatment opportunities for heavy drinkers.**

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