



**MORNINGTON
PENINSULA**
Shire

Alcohol Management Policy 2017

Adopted by Council on the 25th July, 2017

Alcohol Management Policy

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| TYPE | Council |
| PURPOSE | This Mornington Peninsula Shire (MPS) Alcohol Management Policy ('the Policy') aims to enhance safety, amenity, health and wellbeing in the Mornington Peninsula Shire through a harm minimisation approach to the management of alcohol. |
| OBJECTIVES | <p>The objectives of the Policy are to:</p> <ul style="list-style-type: none"> • Minimise alcohol-related harm to individuals, families and the community. • Provide a clear and transparent approach to alcohol management and guide decision-making surrounding alcohol provision and consumption. • Support economic vitality and create safe and enjoyable environments in and around licensed venues, entertainment precincts and public places that enhance actual and perceived levels of public safety. • Reduce the likelihood of alcohol related anti-social behaviour, violence, vandalism or disorderly conduct. |
| SCOPE | <p>This Policy applies to all types of Council decision-making on liquor matters, drawn from duties, obligations and powers under the following Acts:</p> <ul style="list-style-type: none"> • Local Government Act 1989 • Public Health and Wellbeing Act 2008 • Planning and Environment Act 1987 • Liquor Control Reform Act 1998 • MPS Consumption of Liquor Local Law <p>These include opportunities to:</p> <ul style="list-style-type: none"> • Assess and determine land use applications for planning permits to use land to sell or consume liquor as required under the <i>Liquor Control Reform Act 1998</i> and outlined under the Victorian Planning Scheme. This includes matters pertaining to alcohol retail outlets, nightclubs, bars and restaurants; • Identify suitable locations of certain types of licensed premises; • Ensure appropriate licensing sporting, recreational or community facilities which sell or provide alcohol; • Ensure compliance of planning permit conditions; |

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| | <ul style="list-style-type: none"> • Work with Victoria Police to regulate trading hours, licence types, patron numbers, land use mix and density of licences; • Support licensees ongoing compliance with Responsible Service of Alcohol (RSA), liquor licence permit conditions and 'good neighbour' obligations; • Pass local laws that protect safety and amenity of public places and support enforcement through Authorised Officers; • Promote and participate in Liquor Forums or Accords; • Manage and maintain public places and local amenity; and • Coordinate or contribute to public health promotion initiatives and networks. |
| <p>BACKGROUND</p> | <p>Council recognises that alcohol consumption is a widely accepted social activity and a key element in celebrations, dining, entertainment and recreational activities.</p> <p>This Policy acknowledges that responsible service of alcohol can support the vitality of a local economy by generating employment and profit in the viticulture, niche manufacturing, hospitality and tourism industries.</p> <p>Alcohol-related harm, defined as both the short-term and long-term negative consequences of alcohol consumption, is considered one of the world's top three public health issues (World Health Organisation 2010). Current data shows that the lifetime risk of alcohol-related harm impacts Mornington Peninsula Shire residents at a higher rate than that of the Southern Metropolitan Region and Victoria.</p> <p>As outlined in the VicHealth Alcohol Cultures Framework, it is imperative to address shifting and varied drinking cultures in order to reduce alcohol-related harm. This can be achieved through a multi-faceted approach which aims to create supportive environments where alcohol is consumed at low risk levels and high risk consumption is discouraged.</p> <p>This Policy is therefore underpinned by a harm minimisation approach that encompasses three pillars:</p> <ol style="list-style-type: none"> 1. Demand Reduction: Strategies that prevent the uptake or delay of alcohol consumption; reduce the misuse of alcohol in the community; and support people to recover from dependence and reconnect with the community. For example, public health promotion programs or campaigns. 2. Supply Reduction: Strategies that prevent, stop, disrupt or otherwise reduce the supply of alcohol; and control, manage |

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| | <p>and/or regulate the availability of alcohol. For example, controlling liquor availability through planning decisions and enforcing local laws that govern the consumption of alcohol.</p> <p>3. Harm Reduction: Strategies to reduce the adverse health, social and economic consequences of alcohol consumption. For example, advocacy through partnerships between law enforcement, all levels of government, industry, relevant agencies and community.</p> <p>All levels of government and relevant organisations and stakeholders have a long-standing commitment to working in partnership to implement measures to minimise the misuse of and harms associated with alcohol consumption and build a responsible licensing system across the State.</p> |
| <p>DEFINITIONS</p> | <p>Alcohol Management Plan – refers to a written document detailing how the legal requirements associated with the service of alcohol will be met and the procedures in place to manage identified compliance, behavioural and amenity risks.</p> <p>Alcohol-Related Harm – refers to both the short-term and long-term negative consequences of alcohol consumption.</p> <p>Authorised Officer – means any Person appointed under Section 224 and 224A (Members of Victoria Police) of the <i>Local Government Act 1989</i>.</p> <p>Council – means the Mornington Peninsula Shire</p> <p>Council Land – means land, buildings or facilities owned, occupied or vested in the Council or in respect of which Council has the care and management and to which the public has access whether an entry fee is paid or not and includes a public place.</p> <p>Event Registration Form - developed by the Mornington Peninsula Shire to be completed by community members/groups requesting use of Council owned or managed land for events. Includes questions on alcohol management.</p> <p>Good Sports – Australian Alcohol and Drug Foundation program aimed at preventing alcohol and other drug harm in sports clubs.</p> <p>Harm Minimisation – to prevent and reduce negative health, social and economic impacts of alcohol consumption on individuals, families and communities. Underpinned by three pillars: demand reduction, supply reduction and harm reduction.</p> |

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| | <p>Liquor – has the same meaning as the <i>Liquor Control Reform Act 1998</i>.</p> <p>Liquor Licence Forum or Accord – refers to an entity made up of liquor industry representatives, Victoria Police, community members and other stakeholders that develops strategies to improve the operation of licensed premises and reduce alcohol related harms.</p> <p>Licensed Premises –refers to a venue that is licensed to sell alcohol for consumption on or off the premises, or allows members of the public to bring alcohol onto the premises.</p> <p>Packaged Liquor Outlets – refers to the supply of liquor in sealed containers specifically for consumption off the retail premises, for example, bottle shops, a ‘drive-thru’, licensed supermarkets.</p> <p>Party Safe - Victoria Police program aimed minimising the risks of anti-social behaviour, violence, intoxicated guests, or gate crashers at parties.</p> <p>SEMCA – South East Melbourne Councils Consortia Working Group</p> <p>VCGLR – Victorian Commission for Gambling and Liquor Regulation.</p> |
| <p>POLICY</p> | <p>Mornington Peninsula Shire will:</p> <ol style="list-style-type: none"> 1. Work in collaboration across the organisation and in partnership with key stakeholders to have an integrated approach to minimising alcohol-related harm. 2. Provide a clear and transparent approach to alcohol management and guide decision-making surrounding alcohol provision and consumption at events or within sporting, recreational and community facilities on Council owned or managed land. 3. Undertake harm minimisation actions that create supportive environments in which people are protected from alcohol-related harm, whilst supporting economic vitality. 4. Work in partnership to exchange information and resources, undertake public health promotion initiatives and participate in joint advocacy initiatives. 5. Monitor relevant global and local trends, research and policy contexts pertaining to alcohol-related harm. |

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| <p>PROCEDURE</p> | <p>Actions to implement this Policy:</p> <p>Planning Services</p> <ul style="list-style-type: none"> • Advocate for the strengthening of the Victorian Planning Provisions pertaining to alcohol management. • Work in partnership with the SEMCA which seeks to make changes to the Victorian Planning Provisions, focusing on issues surrounding alcohol related harm and licensed venues. • Refer relevant applications related to packed liquor licensing, extension of hours or the establishment of premises for the consumption of alcohol to the Social Planning and Community Development team for comment. • Work in partnership with Victoria Police and VCGLR in undertaking review of liquor licence applications. Liaise regularly with Victoria Police Liquor Licensing Sergeants regarding planning for and management of licensed premises in relation to community safety and wellbeing. • To assess cumulative impact under Clause 52.27 of the Planning Scheme, in accordance with Practice Note 61 Licensed premises: Assessing cumulative impact. <p>Buildings and Facilities / Property and Strategy</p> <ul style="list-style-type: none"> • To enforce the following requirements in developing lease agreements for Council owned or managed sporting, recreational or community facilities or on roadsides: <ul style="list-style-type: none"> ○ Proof of liquor licence if alcohol is to be sold. ○ Evidence of alcohol management planning. ○ Encourage registration with the Good Sports Program, where relevant. • To enforce the following requirements for bookings within Council managed halls: <ul style="list-style-type: none"> ○ Proof of liquor licence if alcohol is to be sold and where relevant, completion of Event Registration Form. ○ High risk bookings (i.e. – functions for people aged 13-30 years) must incur a bond of minimum \$1,000; contract a private security company including written proof; and |
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| | <p>complete a Party Safe form, which is lodged with Victoria Police.</p> <p>Council reserves the right to refuse bookings if the risk of property damage or anti-social behaviour is deemed disproportionate to the social benefits.</p> <p>Environmental Protection / Communications and Media</p> <ul style="list-style-type: none"> • To enforce the following requirements as part of review of requests for a Local Law exemption permit to hold an event on Council owned or managed land: <ul style="list-style-type: none"> ○ Completion of an Event Registration Form, incorporating evidence of the event being open to the general public. ○ Proof of liquor licence if alcohol is to be sold. <p>Urban Design: Planning Services, Infrastructure Strategy, Infrastructure Projects and Property and Strategy</p> <ul style="list-style-type: none"> • To have regard to creating safe and healthy environments in the design of streetscapes in the immediate vicinity of venues providing for the sale and/or consumption of alcohol. • To avoid the creation of spaces that would be attractive for purchasers to sit and immediately consume alcohol, in planning and designing land in the immediate vicinity of venues selling alcohol. This does not apply to areas that are intended to be lawfully used for temporary outdoor seating under a relevant liquor licence. • To avoid the creation of permanent infrastructure on the street for the purposes of commercial outdoor dining, including for the consumption of alcohol. <p>Family Services and Community Planning/Social Planning and Community Development</p> <ul style="list-style-type: none"> • To embed alcohol management considerations in the Shire's Municipal Public Health and Wellbeing Plan, incorporating harm minimisation strategies to protect and promote health and wellbeing and ensure public safety and amenity. |
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| | <ul style="list-style-type: none"> To monitor relevant global and local trends, research and policy contexts pertaining to alcohol-related harm to consider the social impact and support decision making on liquor licence applications and other related matters. |
| RESPONSIBILITY | <p>Responsibilities</p> <ul style="list-style-type: none"> Planning Services Buildings and Facilities Property and Strategy Communications and Media Environmental Protection Infrastructure Strategy Infrastructure Projects Family Services and Community Planning |
| RELATED LEGISLATION | <ol style="list-style-type: none"> Victorian Planning and Environment Act 1987, Section 4(1) Victorian Planning Provisions, Clause 52.27 Licensed Premises Practice Note 61 Licensed premises: Assessing Cumulative Impact 2011 Victorian Liquor Control Reform Act 1998 Victorian Local Government Act 1989 Victorian Public Health and Wellbeing Act 2008 Mornington Peninsula Shire Consumption of Liquor Local Law |
| REFERENCES | <p>Mornington Peninsula Planning Scheme</p> <p>Mornington Peninsula Shire Alcohol Management Background Report 2016</p> <p>Mornington Peninsula Shire Strategic Plan 2013-17</p> <p>Mornington Peninsula Shire Health, Hope and Happiness 2013-2017</p> <p>VicHealth Alcohol Cultures Framework</p> <p>World Health Organisation</p> |
| AUTHOR | <p>Family Services and Community Planning Unit</p> <p>Social Planning and Community Development Team</p> |
| APPROVED | <p>Council 25th July 2017</p> |

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| REVIEW | This Policy shall be subject to review within 12 months of Council adoption. |
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