

I will attempt to answer the supplementary questions by the committee:

1. *Can you provide information regarding what locations and or events are able to be identified as 'hot spots' in terms of tourism and alcohol related violence?*

There are a number of recognised hot spots for alcohol related violence. They are the larger entertainment precincts and these will be the areas that attract tourists- The Rocks, Kings Cross, George Street entertainment precinct, Parramatta CBD, Wollongong CBD, Newcastle CBD, Wagga Wagga CBD, Byron Bay, Tweed Heads. Major events and specific time will expand the tourism footprint and location of hot spots – for example, the Mardi Gras will make Hyde Park and Oxford Street a major hot spot for the period of the festivities. All hallmark events create new problems for police resources, especially in regard to alcohol and violence – large musical events, major sporting events. On the October long weekend 2013, it is expected that there will be more people in the city centre than were there during the 2000 Olympics because of the Naval Review. During school holidays the transit population in the city makes increased demands on policing. All public holidays and long weekends see a spike in alcohol related violence because of increased numbers in the hot spot locations, particularly in the summer months.

2. *What should be done to curb the tourism and alcohol-related crime/violence?*

Recent research by the World Health Organisation (WHO) and the National Drug Research Institute (NDRI) looked at interventions throughout the world and the evidence for success in the reduction of alcohol-related harm. Both studies show that reducing access to alcohol through hours of sale and density of outlets have a strong evidence base for effectiveness. There is also evidence that strong enforcement of RSA and liquor accords can have a positive impact. Education and warning labels, on the other hand, have no effectiveness in the reduction of alcohol-related harm.

The Association has endorsed the so-called “Newcastle restrictions”:

- **Impose a maximum closing time of 3:00 am for all hotels across the state (unless a current earlier closing time has already been imposed).**
- **Impose a lockout from 1am for all hotels across the state (unless a current earlier lockout has already been imposed).**
- **Develop a model management plan based on the Newcastle trial to be adopted by all licensed venues.**
- **Prohibit the sale of shots, mixed drinks with more than 30mls of alcohol and ready mixed drinks stronger than five per cent alcohol by volume after 10.00pm.**

These strategies have been shown to have had a dramatic impact on alcohol fuelled violence in Newcastle. Recent research by Prof John Wiggers in Newcastle and Prof Peter Miller in Geelong has shown that it has also had a positive effect on the night-time economy. It appears that a safer environment means that more people are happy to go out and spend their money!

3. *What are the impacts on the police force in relation to major events, for example, Festivals, sport, rallies etc – when additional police are brought into an area, who pays, accommodation and so on?*
4. *What is the cost to the police force/ Are there funds from tourism supported events that go to the policing? Do operators pay?*

I will deal with two questions together. I have attached the policy, SOPs and s86 agreement (regarding entitlements) relating to user pays events. Anything that is not covered in these documents is part of the regular policing coverage. Hot spot policing, holidays and long weekend spikes mean that extra police and resources need to be allocated to deliver a level of service to the community that is expected. The community (through the NSW Police Force) bears this expense.

5. *What about marketing and sponsorship of events, do you think that there needs to be restrictions on the use of marketing and sponsorship in relation to events?*

Unfortunately alcohol advertising and sponsorship has reached the stage where alcohol branding is synonymous with sport – our national cricket team has a beer brand on its uniform. The NRL has the same beer sponsor, as well as a well-known bourbon. These sponsorships also appear on sporting merchandise and, in some instances, on children's toys (the Jim Beam logo is on toy v-8s). The result is that sport and alcohol become linked and the relationship is normalised. Events clearly need to be advertised and promoted, but in a way that promotes the entertainment value of the event and not in conjunction with alcohol. Promotion and marketing should focus on responsible enjoyment of the event. Tobacco sponsorship and advertising is a thing of the past and this, together with the banning of smoking from most venues, has had a dramatic impact on the take-up rate of smoking. Unfortunately the consumption of alcohol (which in excess costs the community – through hospital admissions and family and community violence – a great deal more) has become identified with most major tourist and sporting events. Tourist centres and entertainment precincts should also offer more than just drinking establishments – there needs to be a creative re-think of what these venues have to offer.

The Sydney Vivid Festival drew large crowds to the centre of the city without the accompanying alcohol fuelled problems that we have become used to – the event utilised the natural beauty of the city in a creative way to attract tourists and families. The inaugural White Night Festival in Melbourne was a huge success, drawing large numbers into the city centre to witness all-night cultural and artistic events. The Festival has been copied from the same type of events that occur in many European cities during the summer months (started in St Petersburg during the height of summer when the sun does not set). The Melbourne festival was such a success that it is set to become an annual event. These events that draw huge numbers are largely alcohol free – they are focussed on the culture and art of the host city.

There is much more to Australia than being able to get a drink at 3 am, yet many of the licensees see late night (or early morning) alcohol trading as essential to being an “international city”.