Dear Councillor Hay

Thank you for your letter of 24 May 2012 concerning mandatory membership for the Manly Liquor Accord together with an appropriate fee structure.

The NSW Government views a local liquor accord as a voluntary collaboration between licensees and community representatives who work together to develop local initiatives to support the safe and responsible sale, supply, and consumption of alcohol. Mandating membership would go against this voluntary collaboration and could be counterproductive to the effectiveness of the accord. I have also been advised that the Accord Executive was unaware of this request from Council and have indicated that they are not generally supportive of mandatory membership.

However, it should be noted that in August 2008, the then Director of Liquor and Gaming considered a similar request from Manly Police and imposed a condition on the licences of 59 premises requiring that they attend meetings of the Manly Liquor Accord. For your information I have attached a listing of these premises.

In respect to the fee structure I have been advised that the Accord already collects membership fees and receives additional in-kind support from participating venues through the provision of coordinator and secretariat services. However, should further funds be required to support the Accord then section 136 of the Liquor Act 2007 allows the Director General, Trade & Investment, to issue a direction to a licensee in an accord area (irrespective of whether they are an accord member) to contribute to the costs of the accord. It is appropriate that such a request be made by the Accord itself.

I have been advised that the Liquor Accord Delivery Unit within the Office of Liquor, Gaming and Racing has been actively working with Manly Liquor Accord over the past two years, and will continue to do so, to ensure its sustainability and effectiveness. I also note that Manly Council has played a key part in the successes of the Accord and the overall reduction in alcohol related harm and would like to acknowledge Council’s efforts in this area.
Thank you for your interest in this matter.

Yours sincerely

George Souris

Encl.
The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.

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<table>
<thead>
<tr>
<th>Licence Number</th>
<th>Name</th>
<th>Address</th>
<th>Type</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIQ062409259</td>
<td>Damien Spano</td>
<td>Manly Grill</td>
<td>On-premises</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ062409378</td>
<td>SUGAR LOUNGE (NSW)</td>
<td>Sugar Lounge (NSW) Pty Ltd</td>
<td>On-premises</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ062409505</td>
<td>Christopher Nicolau</td>
<td>Rion Cafe</td>
<td>On-premises</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ062409843</td>
<td>Hassan Erman</td>
<td>The Pantry Manly</td>
<td>On-premises</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ062409936</td>
<td>Kanokwan Pho-Chinda</td>
<td>Yok Thai Restaurant</td>
<td>On-premises</td>
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<tr>
<td>LIQ062410159</td>
<td>Neelam Dua</td>
<td>Cafe Brisa</td>
<td>On-premises</td>
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<tr>
<td>LIQ062411831</td>
<td>WOCKBAR CENTRAL</td>
<td>Wockbar Asian Street Noodles</td>
<td>On-premises</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ062412102</td>
<td>KK&amp;H PTY LIMITED</td>
<td>Mexico Via Manly</td>
<td>On-premises</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ062412246</td>
<td>MOO GOURMET BURGERS</td>
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<td>On-premises</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ062412479</td>
<td>Dongxiu Yuan</td>
<td>Classic China Chinese Restaurant</td>
<td>On-premises</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ062413126</td>
<td>Alexandra Isobel Johnson</td>
<td>Pizza Capana</td>
<td>On-premises</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ062413143</td>
<td>Rocco Polifroni</td>
<td>Four Olive's Deli</td>
<td>On-premises</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ062415427</td>
<td>David Andrew Dunbar</td>
<td>Bench</td>
<td>On-premises</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ700351551</td>
<td>Michael John Lovell</td>
<td>Liquorland (Manly Corso)</td>
<td>Package</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ700351578</td>
<td>Sunder GC</td>
<td>Liquorland Express</td>
<td>Package</td>
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<tr>
<td>LQC300228347</td>
<td>Manly FISHING AND</td>
<td>Manly Fishing and Sporting Association Limited</td>
<td>Club</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LQC300228398</td>
<td>Manly LAWN TENNIS</td>
<td>Manly Lawn Tennis Club</td>
<td>Club</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LQC300228401</td>
<td>Manly FISHING AND</td>
<td>Manly Rugby Union Club Limited</td>
<td>Club</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LQC300230201</td>
<td>SEAFORTH BOWLING</td>
<td>Seaforth Bowling Club Ltd</td>
<td>Club</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LQL930881906</td>
<td>Lucas Paul Thiesen</td>
<td>Manly District Rugby Union Football Club</td>
<td>Limited</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LQL924014985</td>
<td>Danyl John Andrijin</td>
<td>Manly Life Saving Club Incorporated</td>
<td>Limited</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ000498340</td>
<td>Kylie Rachelle Hearn</td>
<td>Le Kiosk Restaurant</td>
<td>On-premises</td>
<td>The licensee, or person nominated by the licensee, must attend all general meetings of the Manly Liquor Accord, and remain present for the entire duration of the said meetings, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.</td>
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<tr>
<td>LIQ062400079</td>
<td>John Maurice Hearn</td>
<td>La-Rampia Italian Restaurant</td>
<td>On-premises</td>
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<td>License Number</td>
<td>Name</td>
<td>Description</td>
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<tr>
<td>LIQ624001714</td>
<td>Kunlina Nualyai</td>
<td>Khao Thai Restaurant, Balgowlah</td>
<td>On-premises</td>
<td></td>
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<tr>
<td>LIQ624002831</td>
<td>Johnny Kam Fai Lau</td>
<td>Seaforth Chinese Restaurant</td>
<td>On-premises</td>
<td></td>
</tr>
<tr>
<td>LIQ624004033</td>
<td>Xiao-chun Li</td>
<td>Dumpling Inn Restaurant</td>
<td>On-premises</td>
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</tr>
<tr>
<td>LIQ624005851</td>
<td>PHULKARI INDIAN</td>
<td>Raaj Indian Brasserie</td>
<td>On-premises</td>
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<td></td>
<td>CUISINE PTY LTD</td>
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<tr>
<td>LIQ624006630</td>
<td>Chafic Charlie Saghabi</td>
<td>Northern Bites</td>
<td>On-premises</td>
<td></td>
</tr>
<tr>
<td>LIQ624012517</td>
<td>Kirkour Greg Azalian</td>
<td>Laizza Middle Eastern Restaurant</td>
<td>On-premises</td>
<td></td>
</tr>
<tr>
<td>LIQ624013153</td>
<td>Ajay Mathur</td>
<td>Bijolias</td>
<td>On-premises</td>
<td></td>
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<tr>
<td>LIQ624013873</td>
<td>Rajender Kumar</td>
<td>Kohnoor Indian (Curry House)</td>
<td>On-premises</td>
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<tr>
<td>LIQ624015031</td>
<td>Ijupco Ristovski</td>
<td>Luka's Restaurant</td>
<td>On-premises</td>
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<tr>
<td>LIQ624015138</td>
<td>Ray Gennaro</td>
<td>Rays Pizza</td>
<td>On-premises</td>
<td></td>
</tr>
<tr>
<td>LIQ700352353</td>
<td>Jean-marcel Gabriel</td>
<td>Vintage Cellars Seaforth</td>
<td>Packaged</td>
<td></td>
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<tr>
<td></td>
<td>Marie Guerin</td>
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<tr>
<td>LIQ700353651</td>
<td>John Henry</td>
<td>Vintage Cellars Balgowlah</td>
<td>Packaged</td>
<td></td>
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<tr>
<td>LIQ700382953</td>
<td>Vasilis Karelias</td>
<td>IGA Balgowlah Heights</td>
<td>Packaged</td>
<td></td>
</tr>
<tr>
<td>LIQW824009241</td>
<td>Karen Lynne Nichols</td>
<td>The Stony Broke Wine Company</td>
<td>Producer and wholesaler</td>
<td></td>
</tr>
</tbody>
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“Supply Means Supply”
Campaign 2013
‘Supply Means Supply’

Phase One
Parent/Carers Online Survey
Media Campaign begins


Parents/Carers are being offered to submit a survey to ascertain the social attitudes and pressures placed on them and older adults to supply to young people under the legal drinking age of 18 years.

Win one of two iPads in a draw
“Supply Means Supply”

WIN one of two Apple iPads

“Secondary Supply” is the provision of alcohol in a private home to young people aged under 18 years, usually by an adult, sibling etc. Secondary Supply is the main way young people under 18 years obtain alcohol. Almost 40% of under-age drinkers get alcohol from their parents and only 5% buy it themselves. (Australian Drug Foundation, May 2012)

The Northern Beaches Community Drug Action Team (CDAT) together with NSW Police, Manly Drug Education and Counselling Centre (MDECC), Northern Sydney Local Health District and local Councils are working together to implement the Supply Means Supply campaign.

The first step of the campaign is to survey parents/carers living on the northern beaches about their attitudes and behaviours relating to secondary supply. The survey will help CDAT to ascertain the social norms and pressures placed on this group.

Secondly, the survey results will be used to tailor an awareness raising campaign and parent/teacher workshops that focus on the legislation relating to secondary supply of alcohol, communication skills, and the harms associated with underage drinking. The workshops will also allow parents/carers to link into further support programs should they need ongoing support.

Simply click on the link below for your chance to win.


If you have any questions about the project, please contact Amanda Watson, Health Promotion Coordinator, from Manly Drug Education and Counselling Centre on 9977 0711.
NEW PUSH TO STOP MINORS' GROG SUPPLY

PARENTS are being asked to stop giving alcohol to underage teenagers in a new northern beaches campaign.

The 'Supply Means Supply' campaign is run through the Northern Beaches Community Drug Action Team - a united group of police, the three northern beaches councils and health organisations.

Manly Drug Education & Counselling Centre (MDECC) is one of the driving forces behind the campaign - which will be run in three stages across the year.

The first stage of the campaign runs until the end of March and includes a confidential online survey intended for parents and carers to answer questions and learn more about the dangers associated with the secondary supply of alcohol.

Centre Volunteer Kayleigh-Jane Ryder, 21, said her parents didn’t allow her alcohol until she was 18, but she believed that wasn’t the case for all minors.

“I think parents who give their kids a six-pack of beer before a party, they tend to assume that they won’t drink anything else and they (the children) are being safe,” the Beacon Hill resident said. “But the ultimate truth is that a six-pack of beer is ‘pro-fill’ and it’s pretty much drinking before they go out and get intoxicated.”

MDECC health promotion co-ordinator Amanda Watkins said it was unknown how severe the secondary supply of alcohol was from parents and carers to minors, which is why she urged people to fill out the survey to find out.

“The whole aim of the program is to educate (people),” Ms Watkins said.

Go to: surveymonkey.com/s/SupplyMeansSupply for the survey

Almost 40 per cent of under-age drinkers get alcohol from their parents
Call MDECC on 9977 0711
Putting teen drinking laws to work

May 7, 2013 - Top Story - Tagged: community in action, Secondary Supply, young people - 5 comments

We know through a national survey that parents are the most common source of alcohol for 15 to 17 year olds, which is why GrogWatch applauds the state governments that have brought in secondary supply laws. Critics of these laws claim that in practice they don’t stop adults supplying alcohol to young people. But no laws make a difference if they’re not communicated and enforced. Community action around promoting these new laws will go a long way towards making them work.

Last week we saw a good example of this action when Northern Beaches Community Drug Action...
Information Stall ‘Supply Means Supply’

- Poster Campaign Marketing
- Android/Laptops
- Hard copies – Parent/Carer Survey
- I Pad – To WIN
- Brochures D & A Information
- Health Services information
- CDAT Members
- CDAT Banner Display
- MDECC Intervention worker on panel
'Your choice'

Early Intervention Pilot Program 2012 /2013


The NSW Police Force has obtained funding under the Australian Government National Binge Drinking Strategy, to further develop an Early Intervention Pilot Program (EIPP) to reduce underage drinking and associated alcohol-related crime and anti-social behaviour.
Parent/Carer
Online Survey Snapshot
The 'Mediterranean Model' of introducing alcohol to young people less than 18 years in small amounts in the presence of parents has been popular. This behaviour model places young people at risk.
In NSW, the maximum penalty for supplying alcohol to a young person less than 18 years is $11,000 for each minor involved and/or 12 months imprisonment, or an on-the-spot penalty of $1100.
Do you have children aged:

- Under 12 years: 8.0%
- 12 - 15 years: 39.7%
- 16 - 18 years: 37.9%
- Over 18 years: 5.7%
- No children: 8.6%
What percentage of your son/daughter's friends do you think drink alcohol:

- At home under the supervision of their parents?
  - None (0%): 2.2%
  - A few (<25%): 4.4%
  - Some (25-50%): 14.7%
  - Most (50-75%): 14.7%
  - Almost all (>75%): 10.7%
  - Don't know: 8.6%
  - Total: 33.1%

- At parties, NOT under the supervision of their parents?
  - None (0%): 22.9%
  - A few (<25%): 16.4%
  - Some (25-50%): 23.6%
  - Most (50-75%): 17.9%
  - Almost all (>75%): 10.7%
  - Don't know: 8.6%
  - Total: 30.9%
To the best of your knowledge, does your son/daughter drink alcohol? (This means consuming a whole glass of alcohol. It could be on a regular basis, but not necessarily)

- Yes: 17.0%
- No: 79.4%
- Don't Know: 3.5%
To the best of your knowledge, has your son/daughter ever been 'drunk'? 

- Yes: 18.4%
- No: 78.7%
- Don't Know: 2.8%
How much influence do you feel that YOU have over your son/daughter's decision to drink alcohol?

- No influence: 5.0%
- Very little influence: 5.0%
- Some influence: 51.1%
- Great influence: 43.3%
How much influence do you think OTHER PARENTS have over their teenager’s decision to drink alcohol?

- No influence: 15.0%
- Very little influence: 15.0%
- Some influence: 63.6%
- Great influence: 20.7%
Who do you think has the most influence on teenagers starting to drink alcohol?

- Themselves: 6.4%
- Their parents: 10.0%
- Older sibling: 0%
- Their friends: 66.4%
- From another adult he/she knows: 0%
- Our culture/society in general: 14.3%
- Media influence through (sport, tv, music): 0%
- Don't know: 0%
Responses: I have been told by my child that it is normally the older sibling that supplies the alcohol.

Their friends obtain it from friends or siblings of friends, Friends who are of legal drinking age.
Have you ever given your son/daughter alcohol?

- Yes - only a sip or taste: 34.3%
- Yes - at least a full serve: 3.6%
- No: 62.1%
How often do you give your son/daughter alcohol?

- Never: 76.9%
- Once a month: 19.2%
- Once every 2 weeks: 1.9%
- Once a week: 1.9%
- More than once a week: 1.9%
What kind of alcoholic drinks do you normally give your son/daughter (Tick as many options as apply)

- None: 53.8%
- Beer: 21.2%
- Wine: 26.9%
- Pre-mixed drinks (alcopops): 1.9%
- Spirits: 3.8%
How many standard drinks would you allow your son/daughter to drink on one occasion? (For example, 1 can of pre-mix spirits = 1.5 and an average serve of sparkling wine = 1.5 standard drinks)

96.2%
Thinking about your son/daughter’s friends. What % do you think supply their children with alcohol?

- None (0%) - 25.9%
- A few (<25%) - 45.3%
- Some (25-50%) - 12.2%
- Most (50-75%) - 13.7%
- Almost all (>75%) - 13.7%
- Don't know - 13.7%
As far as you know, is it LEGAL or ILLEGAL to give alcohol to an adolescent who is less than 18 years old in the following situations:

- When it is given to them by a parent/guardian for supervised consumption: 56.8%
- When it is given to them by a parent/guardian for unsupervised consumption: 95.0%
- When it is given to them by another adult without permission from a parent: 99.3%

Legend:
- Orange: Legal
- Blue: Illegal
- Purple: Don’t know
Thinking about alcohol and your underage children, what resources would be helpful? (Tick all that apply)

- More alcohol education/information for young people in schools: 70.7%
- Brochures/parenting tips: 36.1%
- More internet resources and links for parents: 32.3%
- Parent Support Groups: 12.8%
- Workshops to upskill parents on communication, adolescent brain development: 54.1%
- Parent forums on alcohol and adolescents with well-known experts: 44.4%
- None: 3.0%
- Don't Know: 6.0%
Parents had a lot to say!

Parent Workshops

Parent/Carer Survey

We need direction!
 Better policing of alcohol, shops selling alcohol to minors!

 More school/parent communication about this issue

 it needs to be peer to peer, shock them and to be believable!

 I would like my son to attend a talk by Paul Dillon

 Parents just don't seem to care - yr 7 kids at Barrenjoey are smoking pot!! – a lot of them! what about THEIR parents???????

 Imposing the penalties to parents and adults that give other children or allow children to consume alcohol.
Parents who give their kids alcohol are unlikely to attend a workshop or forum about it. A much bigger media presence about the effects of the alcohol on a young brain, as well as big signs at point of sale.

But parents on the Northern Beaches also condone their children smoking pot, so it's a difficult task to teach parents in this area.

More electronic information and advertising. Parents don't want to admit their child has a problem they want to find information discreetly.

Re education of the Australian public - most people think drinking is a must and you are not normal if you don't drink.

If only the parents who supplied alcohol to their kids would attend!
‘Supply Means Supply’

Phase Two
Raise awareness

The ‘Supply Means Supply’ campaign aims to raise awareness of the legislation relating to the secondary supply of alcohol within the local community and the harms related to underage supply.

Focusing on parents/carers/siblings/coaches/randoms of young people under the age of 18 years
‘Supply Means Supply’

Phase Two
Raise awareness

The concept of the campaign is designed around key messages and scenarios developed that reflect the Northern Beaches.

Home parties
Sport
A random buying alcohol
we put together clever ideas that make you look good
STOP the supply of alcohol to minors.

You’re a parent, not a mate.

Secondary Supply of alcohol to a person under 18 years is against the law and results in a minimum on the spot fine of $1,100 or fine of up to $11,000 and/or 12 months imprisonment. NSW Liquor Act 2007
STOP the supply of alcohol to minors.

You’re the coach, not the team mate.

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STOP the supply of alcohol to minors.

It’s not cool, it’s illegal.

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You’re older, lead by example.

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STOP the supply of alcohol to minors.

Here’s your drinks, it cost me $11,000.

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‘Supply Means Supply’

Phase Two
Raise awareness

Print resources
- A4 Posters
- Bottle bags

Distribute resources
- Bottle shops
- Sports clubs
- Bars/Clubs
- Cafes
- Police Stations
- Health Services
- Youth Services
- Bus Shelters
- Nth Beaches Buses
Display campaign at 3 major bus shelters in Manly, Warringah & Pittwater for a period of 2 weeks each
The bus advertising across the Northern Beaches has the potential to reach 240,000 people plus visitors to the area.
Alcohol – a fast way to ruin team spirit

Giving your team an alcoholic drink after a game of sport seems harmless enough, but when team members are under the age of 18 then that’s when it actually becomes an illegal activity.

Many people believe that giving under-age team members an alcoholic drink after a win (or even a loss) is an accepted practice to build team spirit. However, a coach or parent who does this can face an on-the-spot fine of $1100 by the police. The coach may have no idea of the impact that alcohol will have on that individual and that’s just plain wrong,” stressed Phil.

Buying alcohol for <18yo friends - gives new meaning to ‘mates rates’

“Come on, can you buy me some drinks, here’s the money,” may be the last words you hear from your under 18 year old friend before the Police slap you with an on-the-spot fine of $1100 for buying alcohol for a minor.

Scenarios like the one above where an under 18 year old asks an older friend to buy them alcohol are common on the Northern Beaches, particularly on the
Advantages of the Paper Bag ad.

The Paper Bags are distributed to bottle shops and drive thru’s where the target market is free of charge and handed to the customer when the customer makes a purchase.

50,000 bags = $1,000 = 80 stores
<table>
<thead>
<tr>
<th>Item</th>
<th>Quote/Estimate</th>
<th>ESTIMATE</th>
<th>DEBIT</th>
<th>CREDIT</th>
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<tr>
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<td>Health Promotion</td>
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<td></td>
<td>$1,500</td>
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<td>Roll Over from Drink Check</td>
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<td>Survey Monkey software for development of survey</td>
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<tr>
<td>i-Pads (survey incentive) x2</td>
<td>9.7inch iPad 16GB x 2</td>
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<td>-$798.00</td>
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<tr>
<td>Media - Manly Daily editorials</td>
<td>4M module (1/4 page) about $1242 (includes GST) per ad; * 2MW module (1/8 page) about $621 (includes GST) per ad x 2</td>
<td></td>
<td>$3,000</td>
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<tr>
<td>Pro Bono of design &amp; concept images Estimate</td>
<td>costing/saving $8,567.90</td>
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<td>TD - Design campaign concepts</td>
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<tr>
<td>Printing</td>
<td>A4/A5 flyers $840 for 5 flyers x 5000; posters $12; postcards = $146 (for 5000)</td>
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<td>MDECC Admin expenses</td>
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<td>$1,000</td>
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<tr>
<td>Paper Bags - Long Necks</td>
<td>Bottle shop take away’s 50,000 x $20 per 1000</td>
<td></td>
<td>1,000</td>
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<tr>
<td>Adshel Bus Shelter Advertising</td>
<td>1 shelter x 2 wks = $800 each /3 in LGA = $2,400</td>
<td></td>
<td>$2,400</td>
<td></td>
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<tr>
<td>Parent Workshops+ Resources</td>
<td>2 Facilitators, planning, evaluation (evenings/weekend) approx 18 hrs</td>
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<tr>
<td>Wafer/Pen Usb’s</td>
<td>Educational resources etc</td>
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<tr>
<td>Metrobacks - Buses</td>
<td>40 x 4 weeks Nth Beaches Buses + gst</td>
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<td>-$1,323.00</td>
<td>+$11,631.41</td>
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</table>
Develop 3 LGA Parent/Carer workshops to respond to the needs of the community and deliver an underage drinking education package.

Implement: Legislation and harm reduction strategies to enable parents/carers to discuss openly the issues that confront them about young people and alcohol.
promote your business in vibrant colour...

MDECC

flashbay®
The Logo Branded USB Specialist

Parent Workshops
‘Supply Means Supply’

compile evaluation report
survey results
media coverage
workshop evaluations
Previous Campaigns

‘Supply Means Supply’
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“Supply Means Supply”
Campaign 2013

Parent Workshops
Parent/Carer Survey
Awareness Campaign