



Hon. George Souris MP

Minister for Tourism, Major Events, Hospitality and Racing
Minister for the Arts

Ref. IM12/19550



16 JUL 2012

Councillor Jean Hay AM
Mayor
Manly Council
PO Box 82
MANLY NSW 1655

Jean,

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. I

Yours sincerely

George Souris MR

Encl.

Licence Number	Licensee	Venue	Licence Type	Condition
LIQL524008749	Shan Patrick Grose	North Steyne Surf Life Saving Club	Limited	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.
LIQO600407153	Scott Slater	Brazuca Restaurant	On-premises	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.
LIQO600410294	Eddy Kun Yuan Liu	Pacific Cuisine	On-premises	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.
LIQO600461018	John Benjamin Karras	Cristals Restaurant	On-premises	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.
LIQO600488854	Esther Marcelle Pelsler	BurgerMe Australia	On-premises	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.
LIQO600490468	Harcharan Dhillon	Sahibs Indian Curries	On-premises	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.
LIQO600498167	George Andrew Henry McLean	Hemingway's Manly	On-premises	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.
LIQO624000976	Kam Chuen Tang	Izumi Japanese Restaurant Pty Limited	On-premises	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.
LIQO624001718	Vanessa Chant	Manly Wine by Gazebo	On-premises	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.
LIQO624003330	Arvid Noack	Murray's at Manly	On-premises	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.
LIQO624004645	RIBS AND RUMPS OPERATING COMPANY PTY LTD	Ribs & Rumps	On-premises	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.
LIQO624004653	Kapil Kalra	Ashiana Indian Restaurant	On-premises	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.
LIQO624005133	Hassan M'Souli	Out of Africa Restaurant	On-premises	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.
LIQO624005211	Alexander Paul Said	Water Vue Cafe Restaurant	On-premises	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.
LIQO624005835	Nicoleta Antonopoulos	Jellyfish Cafe Manly	On-premises	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.
LIQO624005951	Stacey Harry Stouraitis	Ash's Table Restaurant	On-premises	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.
LIQO624006070	Md Abdul Jabber	The Last Train to Bombay	On-premises	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.
LIQO624007694	BOWER RESTAURANT PTY LIMITED	The Bower Kitchen	On-premises	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.
LIQO624007999	David Gray	The Ikon Restaurant Nightspot	On-premises	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.
LIQO624008124	Kazumasa Wakai	Minato Restaurant	On-premises	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.
LIQO624008541	Ryan Ambrose Austin	Cafe Jah Bar	On-premises	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.
LIQO624008718	Elaine Malouf	Fusion Point	On-premises	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.

LIQO624009259	Damien Spano	Manly Grill	On-premises	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.
LIQO624009378	SUGAR LOUNGE (NSW) PTY LTD	Sugar Lounge (NSW) Pty Ltd	On-premises	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.
LIQO624009505	Christopher Nicolaou	Rion Cafe	On-premises	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.
LIQO624009843	Hasan Erman	The Pantry Manly	On-premises	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.
LIQO624009936	Kanokwan Phao-Chinda	Yok Thai Restaurant	On-premises	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.
LIQO624010159	Neelam Dua	Cafe Brisa	On-premises	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.
LIQO624011831	WOCKBAR CENTRAL PTY LTD	Wockbar Asian Street Noodles	On-premises	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.
LIQO624012102	KK&H PTY LIMITED	Mexico Via Manly	On-premises	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.
LIQO624012246	MOO GOURMET BURGERS PTY LTD	Moo Gourmet Burgers	On-premises	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.
LIQO624012479	Dongxiu Yuan	Classic China Chinese Restaurant	On-premises	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.
LIQO624013126	Alexandra Isobel Johnson	Pizza Capana	On-premises	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.
LIQO624013143	Rocco Polifroni	Four Olive's Deli	On-premises	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.
LIQO624015427	David Andrew Dunbar	Bench	On-premises	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.
LIQP700351551	Michael John Lovell	Liquorland (Manly Corso)	Packaged	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.
LIQP700351578	Sunder GC	Liquorland Express	Packaged	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.
LIQC300228347	Manly FISHING AND SPORTING ASSOCIATION LIMITED	Manly Fishing and Sporting Association Limited	Club	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQC300228398	Manly LAWN TENNIS CLUB LTD	Manly Lawn Tennis Club	Club	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQC300228401	Manly FISHING AND SPORTING ASSOCIATION LIMITED	Manly Rugby Union Club Limited	Club	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQC300230201	SEAFORTH BOWLING CLUB LTD	Seaforth Bowling Club Ltd	Club	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQL500881906	Lucas Paul Thiessen	Manly District Rugby Union Football Club	Limited	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQL524014895	Darryl John Andrijin	Manly Life Saving Club Incorporated	Limited	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQO600498310	Kylie Rachelle Hearn	Le Kiosk Restaurant	On-premises	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQO624000795	John Maurice Hearn	La-Rampa Italian Restaurant	On-premises	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.

LIQO624001714	Kuntira Nualyai	Khao Thai Restaurant, Balgowlah	On-premises	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQO624002831	Johnny Kam Fai Lau	Seaforth Chinese Restaurant	On-premises	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQO624004033	Xiao-chun Li	Dumpling Inn Restaurant	On-premises	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQO624005851	PHULKARI INDIAN CUISINE PTY LTD	Raaj Indian Brasserie	On-premises	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQO624006630	Chafic Charlie Saghabi	Northern Bites	On-premises	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQO624012517	Kirkour Greg Azalian	Laziza Middle Eastern Restaurant	On-premises	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQO624013153	Ajay Mathur	Bijolias	On-premises	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQO624013873	Rajender Kumar	Kohinoor Indian (Curry House)	On-premises	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQO624015031	Ljupco Ristovski	Luka's Restaurant	On-premises	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQO624015138	Ray Gennaro	Rays Pizza	On-premises	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQP700352353	Jean-marcel Gabriel Marie Guerin	Vintage Cellars Seaforth	Packaged	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQP700353651	John Henry	Vintage Cellars Balgowlah	Packaged	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQP700382953	Vasili Karelas	IGA Balgowlah Heights	Packaged	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.
LIQW824009241	Karen Lynne Nicholls	The Stoney Broke Wine Company	Producer wholesaler	The licensee, or person nominated by the licensee, must attend the annual general meeting of the Manly Liquor Accord, and remain present for the entire duration of the said meeting, provided however that the accord coordinator has properly advised the licensee in advance and the meeting is properly scheduled and has a set agenda.

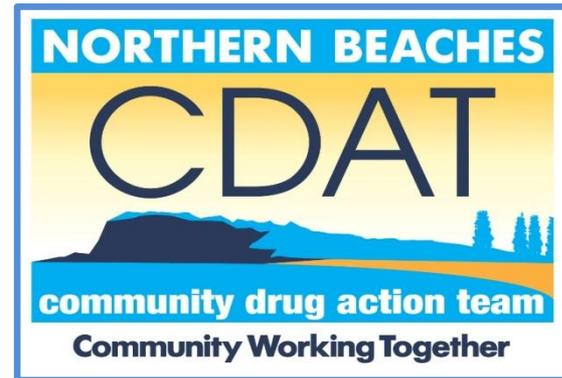
NORTHERN BEACHES

CDAT



community drug action team

Community Working Together



“Supply Means Supply”
Campaign 2013

'Supply Means Supply'

Phase One Parent/Carers Online Survey Media Campaign begins

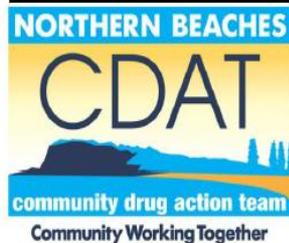
<https://www.surveymonkey.com/s/SupplyMeansSupply>

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/carer 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.

<https://www.surveymonkey.com/s/SupplyMeansSupply>

If you have any questions about the project, please contact Amanda Watkins, Health Promotion Coordinator, from Manly Drug Education and Counselling Centre on 9977 0711.

Let's lead by example

The Ross Perspective



NEW PUSH TO STOP MINORS' GROG SUPPLY

Bryn Kay

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 unified 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 this month 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,



Manly Drug and Education Counselling Centre's Amanda Watkins with Northern Sydney Local Health District's Melissa Palermo.

Picture: ADAM YIP

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 'pre-fill' and it's pretty much drinking before they go out and get intoxicated."

MDECC health promotion co-ordinator Amanda Wat-

kins 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.

DETAILS

- 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](tel:99770711)

Kayleigh-Jane Ryder who is a volunteer at Manly Drug and Alcohol Centre



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

DETAILS 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

GrogWatch ... is the voice of the community and empowers you to take action by speaking out about alcohol related harm.

Search

- HOME
- TOP STORY
- LATEST RESOURCES
- YOUR VIEW
- EVENTS
- TALK TO US

STOP the supply of alcohol to minors.

You're a **parent**, not a **mate**.

SUPPLY MEANS SUPPLY
..... IT'S AGAINST THE LAW

Secondary Supply of Alcohol incurs up to \$11,000 fine and/or 12 months imprisonment. Sell or give alcohol to a person under 18 years is against the law. NSW Liquor Act 2007

CDAT
COMMUNITY DRUG ACTION TEAM

DESIGN BY FACTUAL DIRECTIONS

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

Your views

- > Grogwatch on Putting teen drinking laws to work
- > Bruce Clark on Putting teen drinking laws to work
- > Aaron Schultz on Putting teen drinking laws to work

Latest news

- > 07 May 2013 - Latest alcohol-related news
- > 30 Apr 2013 - Alcohol in the news
- > 23 Apr 2013 - This week's news roundup
- > 16 Apr 2013 - Snapshot of the latest alcohol-related news

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- > Putting teen drinking laws to work

Warringah Council presents

Speaker's Night with Paul Dillon



FREE EVENT

Teenagers, Alcohol and Drugs

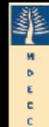
Parents, carers and industry professionals are invited to an interactive Speakers Night with the renowned educator Paul Dillon. Paul will discuss the latest research regarding young people and drugs, how and when to talk to young people about drugs and alcohol as well as the influence of peers and the media.

**WEDNESDAY 5 JUNE
7-9PM**

**Northern Beaches Secondary College
Freshwater Campus,
Harbord Rd, Freshwater**

The Seminar will be followed by a panel discussion with representatives from NSW Police, Manly Drug Education and Counselling Centre, Northern Sydney Area Health and Family Drug Support.

Further information call Greg on 9942 2681.
Free but, bookings essential at
youthbookings@warringah.nsw.gov.au



warringah.nsw.gov.au

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

<https://www.surveymonkey.com/s/SupplyMeansSupply>

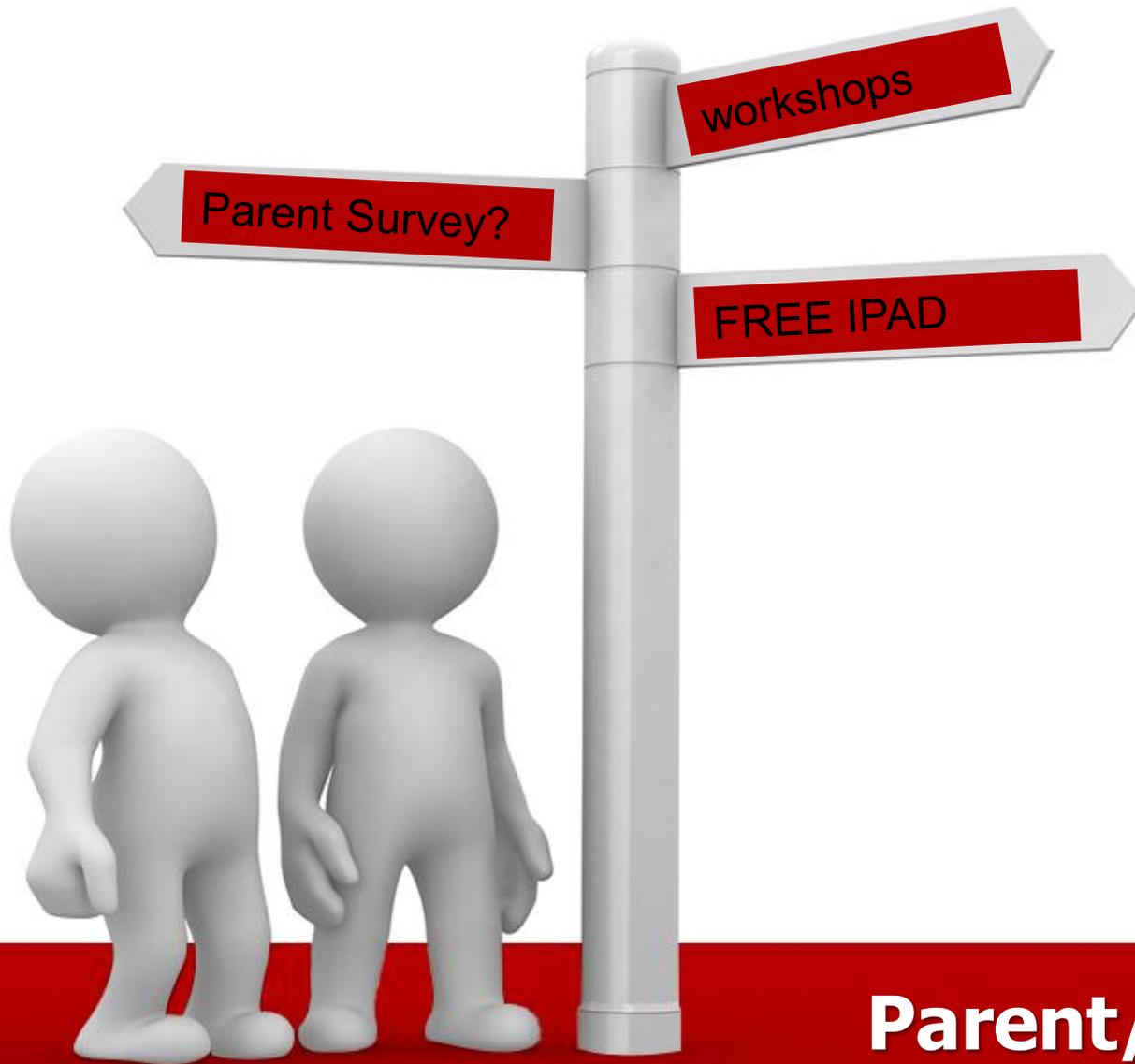
The NSW Police Force has obtained funding under the Australian Government National Binge Drinking Strategy, to further develop an Early Intervention Pilot Program (EIPP) to reduce underage drinking and associated alcohol-related crime and anti-social behaviour



**Warringah
Council**

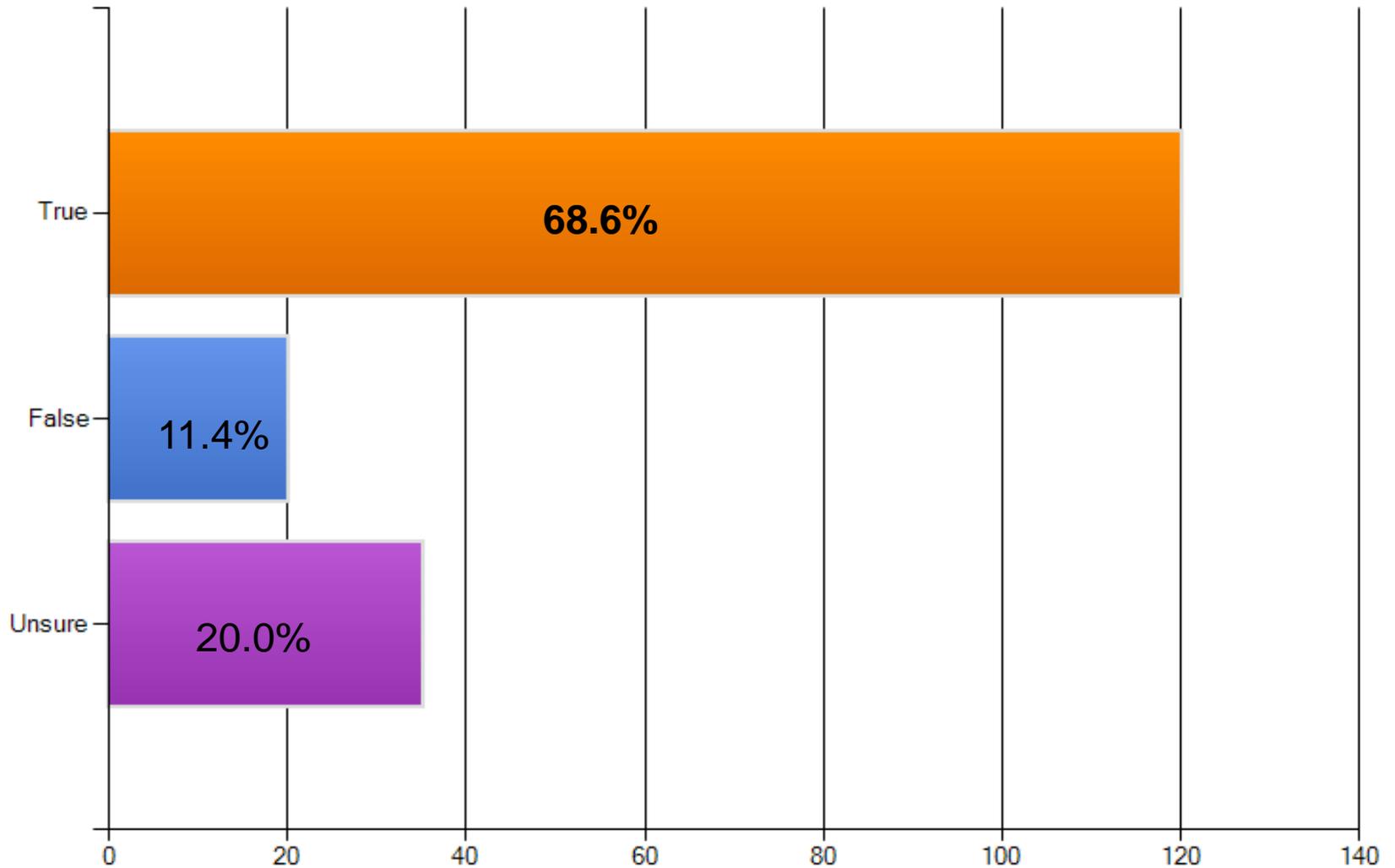


NSW Police Force

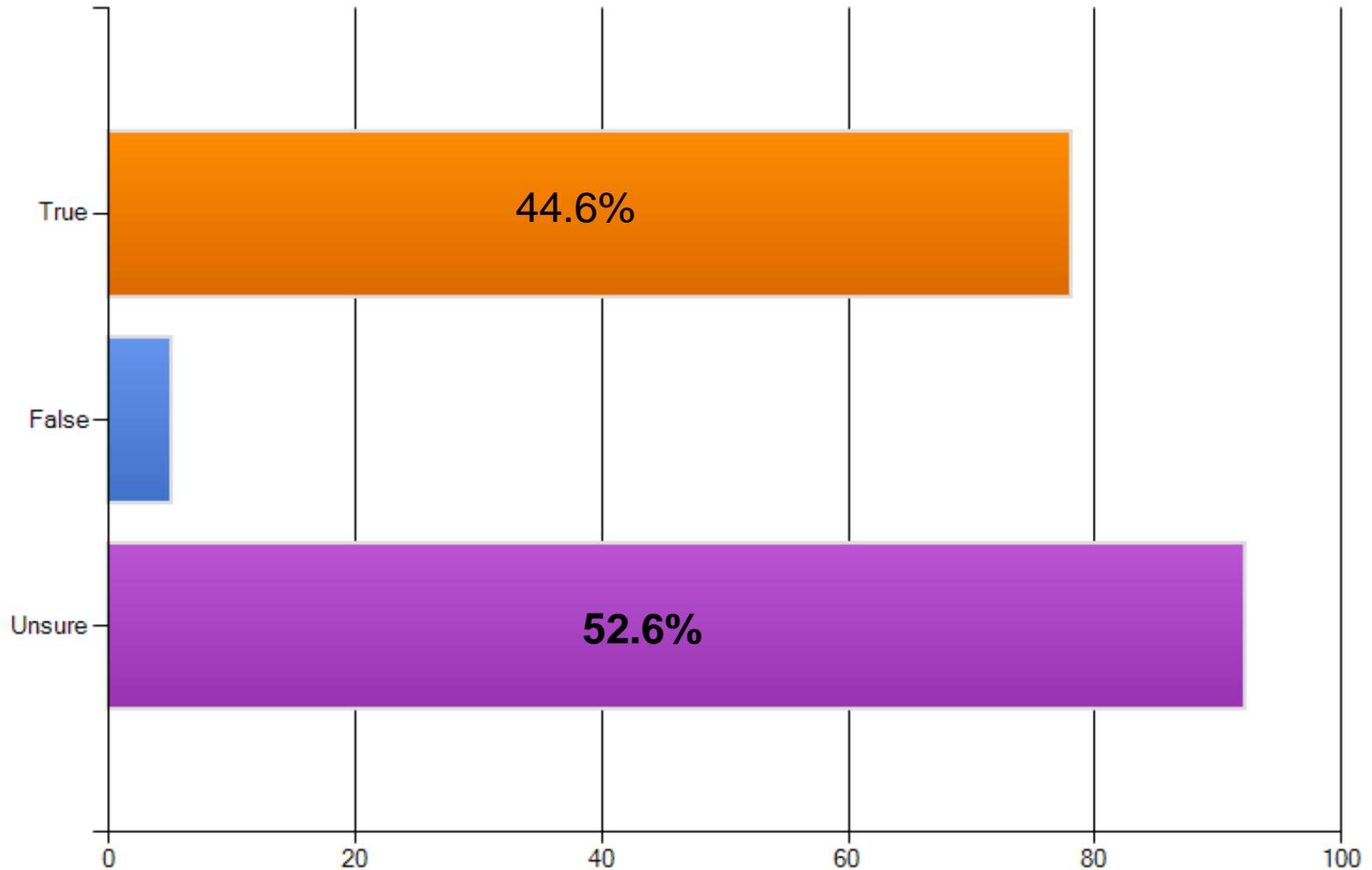


Parent/Carer
Online Survey Snapshot

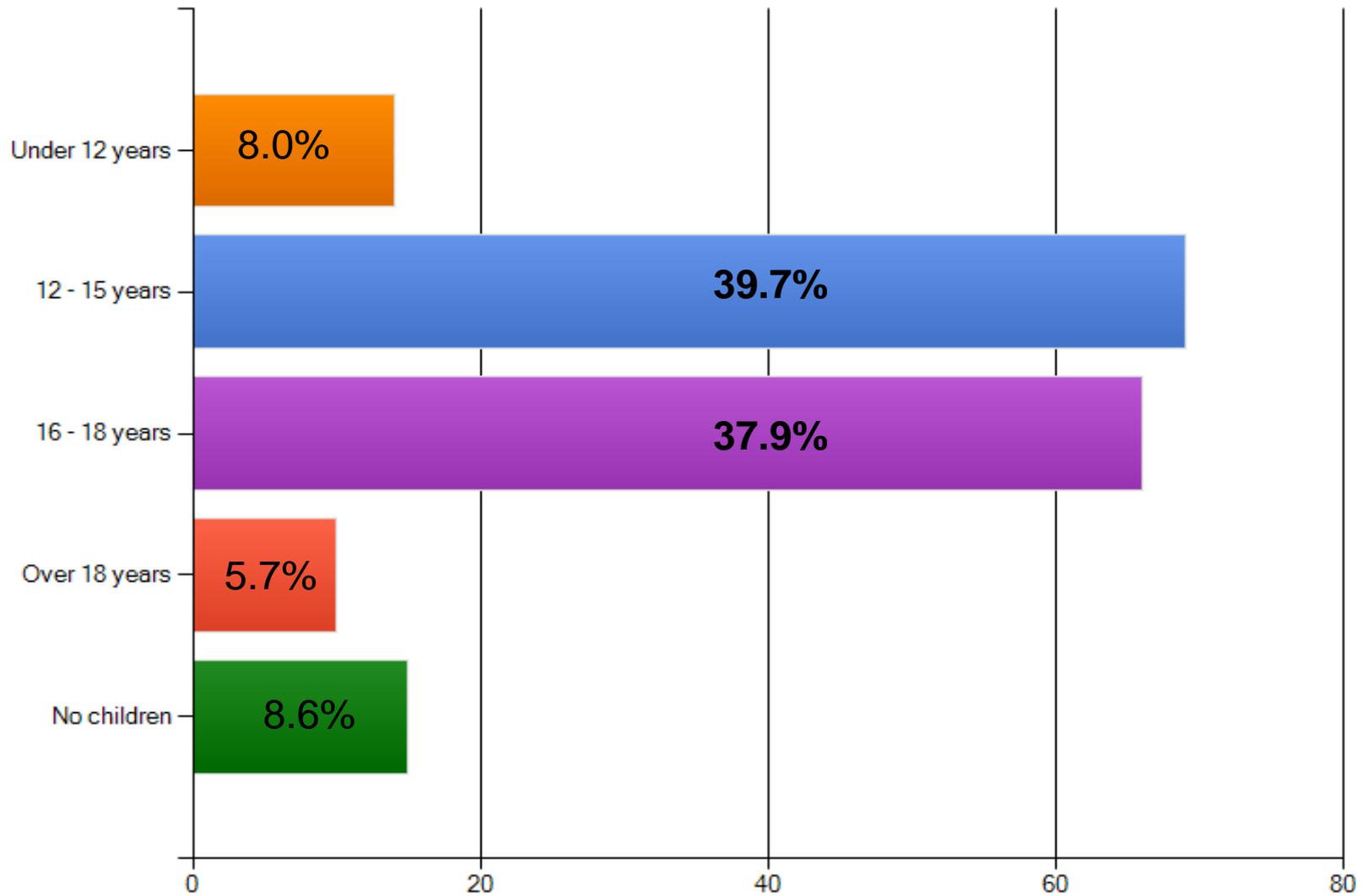
The 'Mediterranean Model' of introducing alcohol to young people less than 18 years in small amounts in the presence of parents has been popular. This behaviour model places young people at risk.



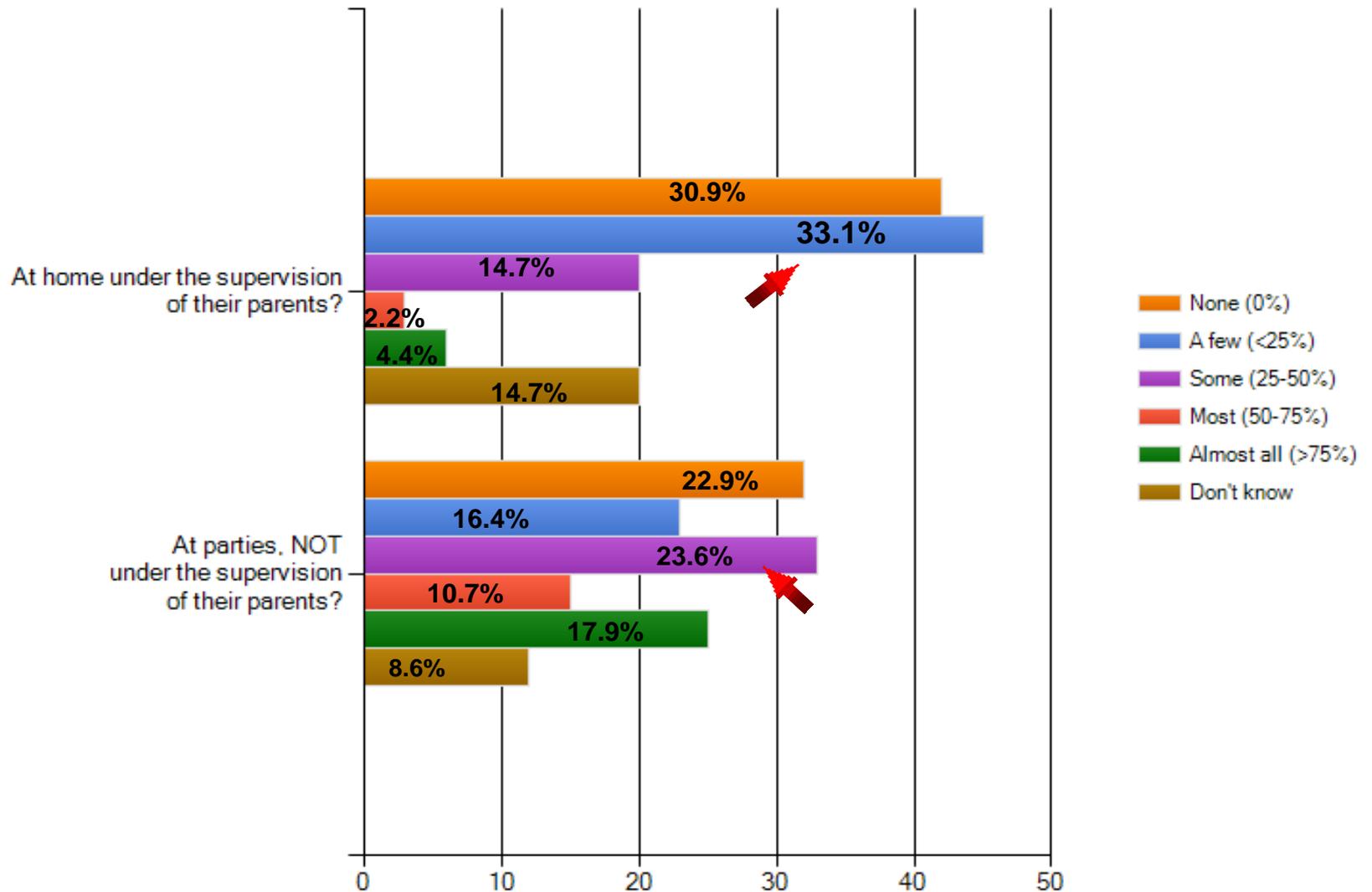
In NSW, the maximum penalty for supplying alcohol to a young person less than 18 years is \$11,000 for each minor involved and/or 12 months imprisonment, or an on-the-spot penalty of \$1100.



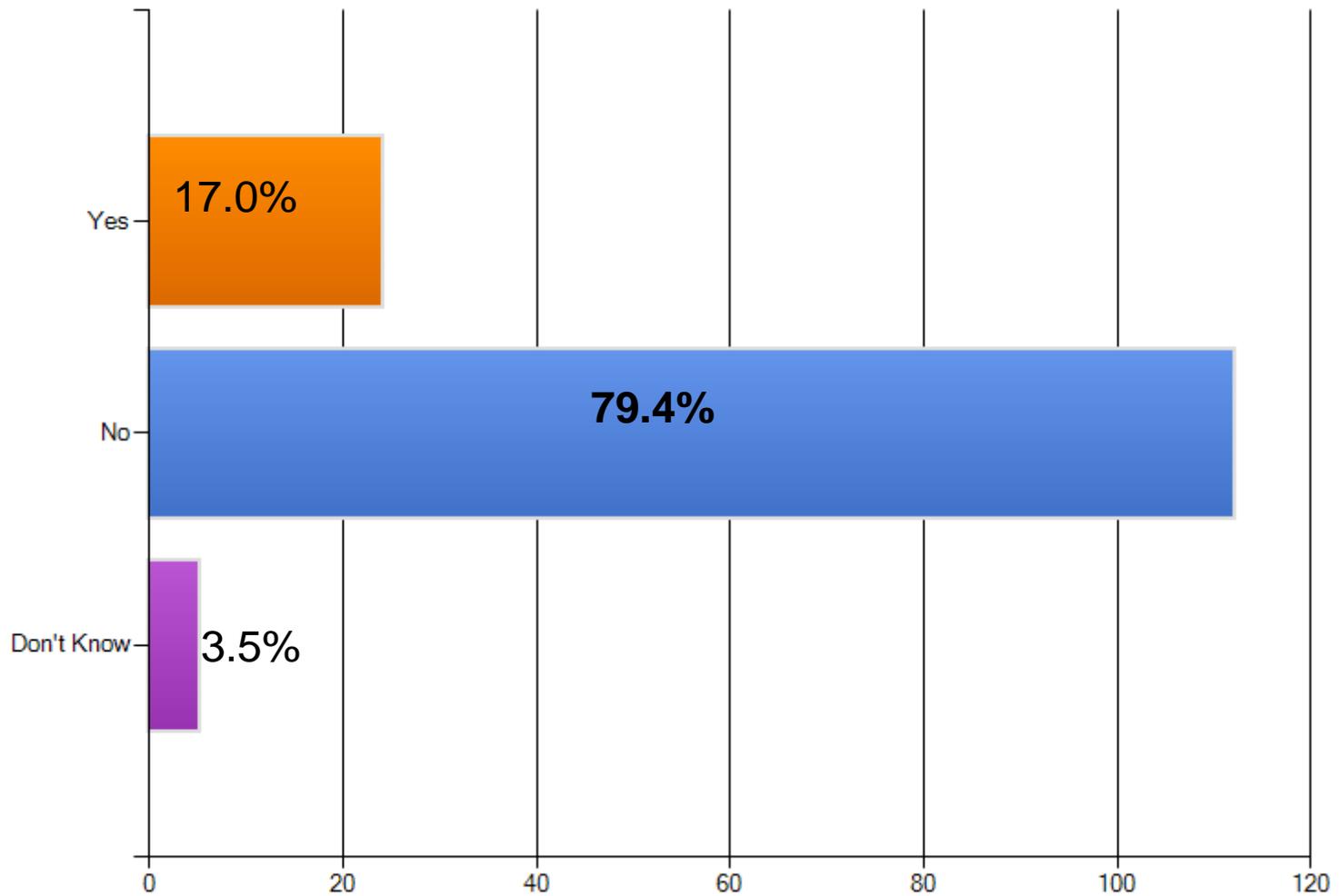
Do you have children aged:



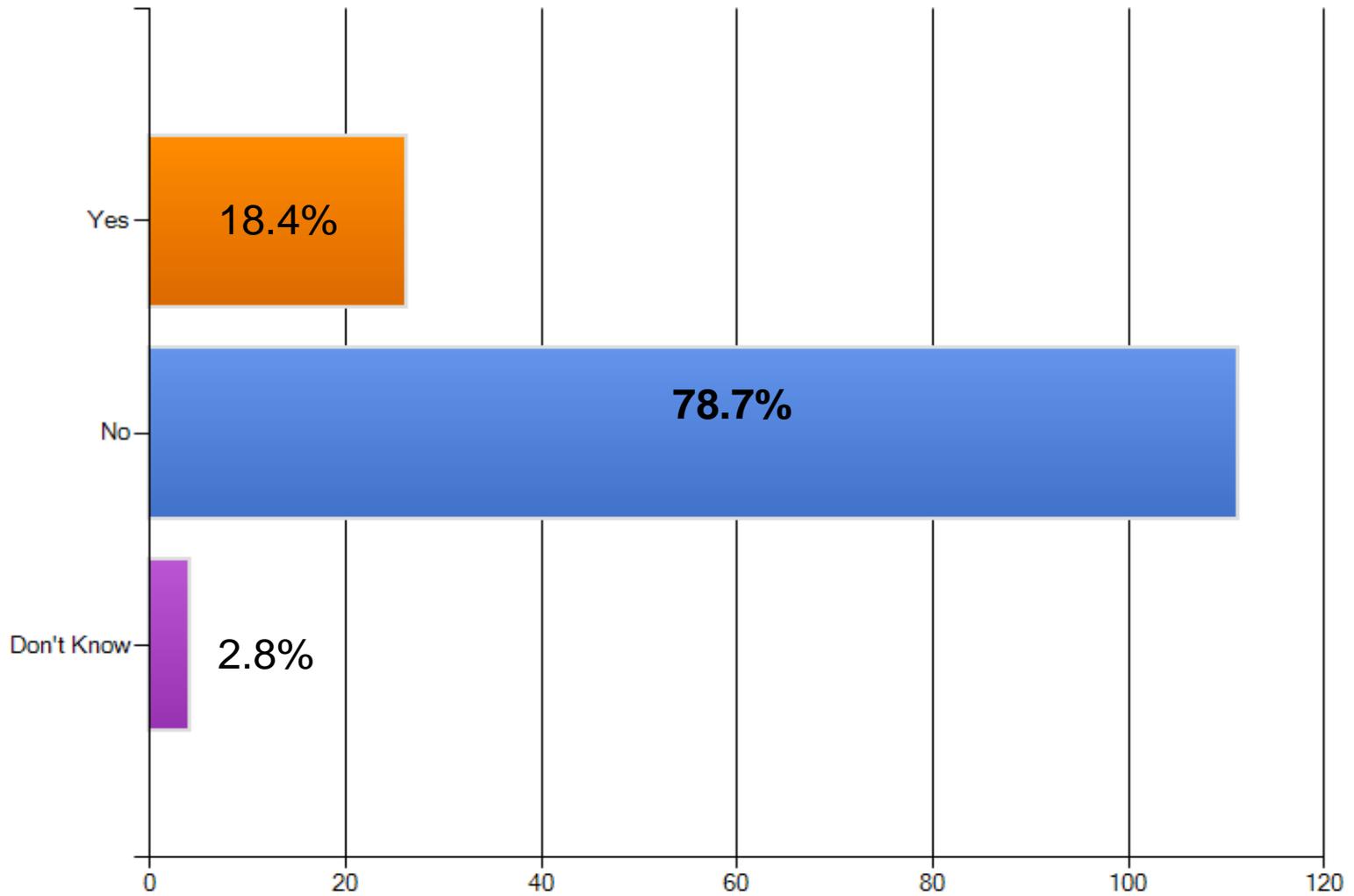
What percentage of your son/daughter's friends do you think drink alcohol:



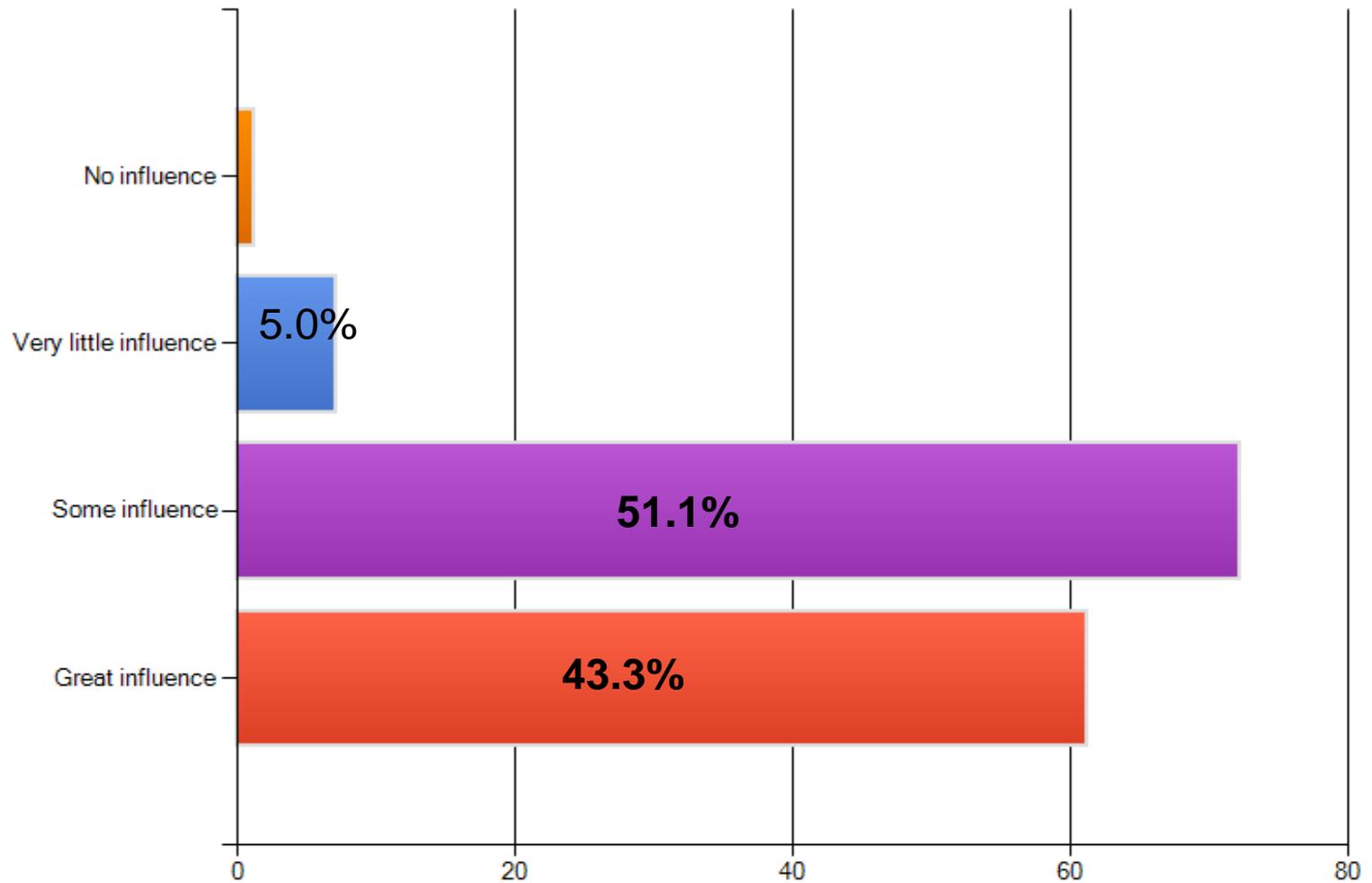
To the best of your knowledge, does your son/daughter drink alcohol? (This means consuming a whole glass of alcohol. It could be on a regular basis, but not necessarily)



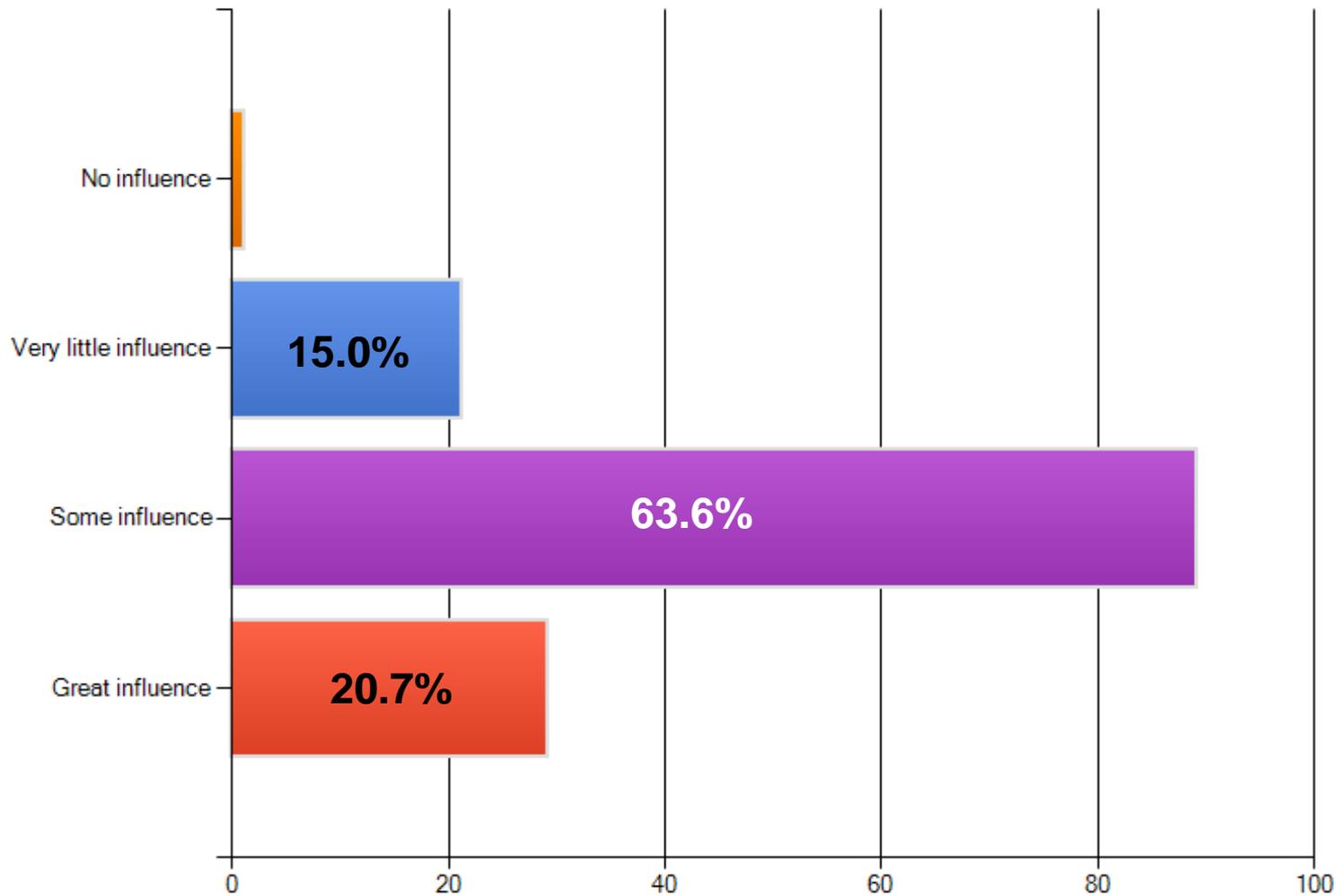
To the best of your knowledge, has your son/daughter ever been 'drunk'?



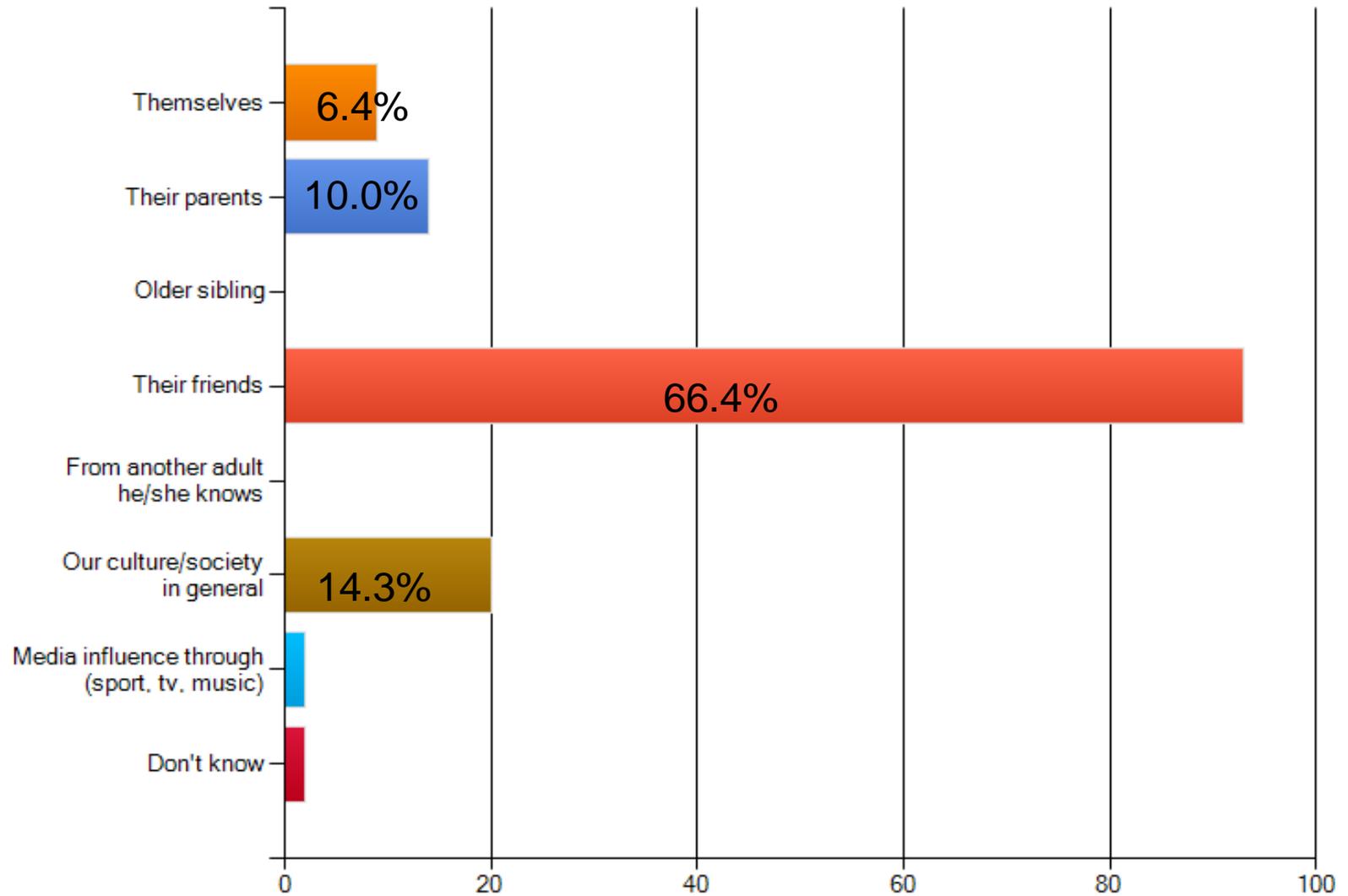
How much influence do you feel that YOU have over your son/daughter's decision to drink alcohol?



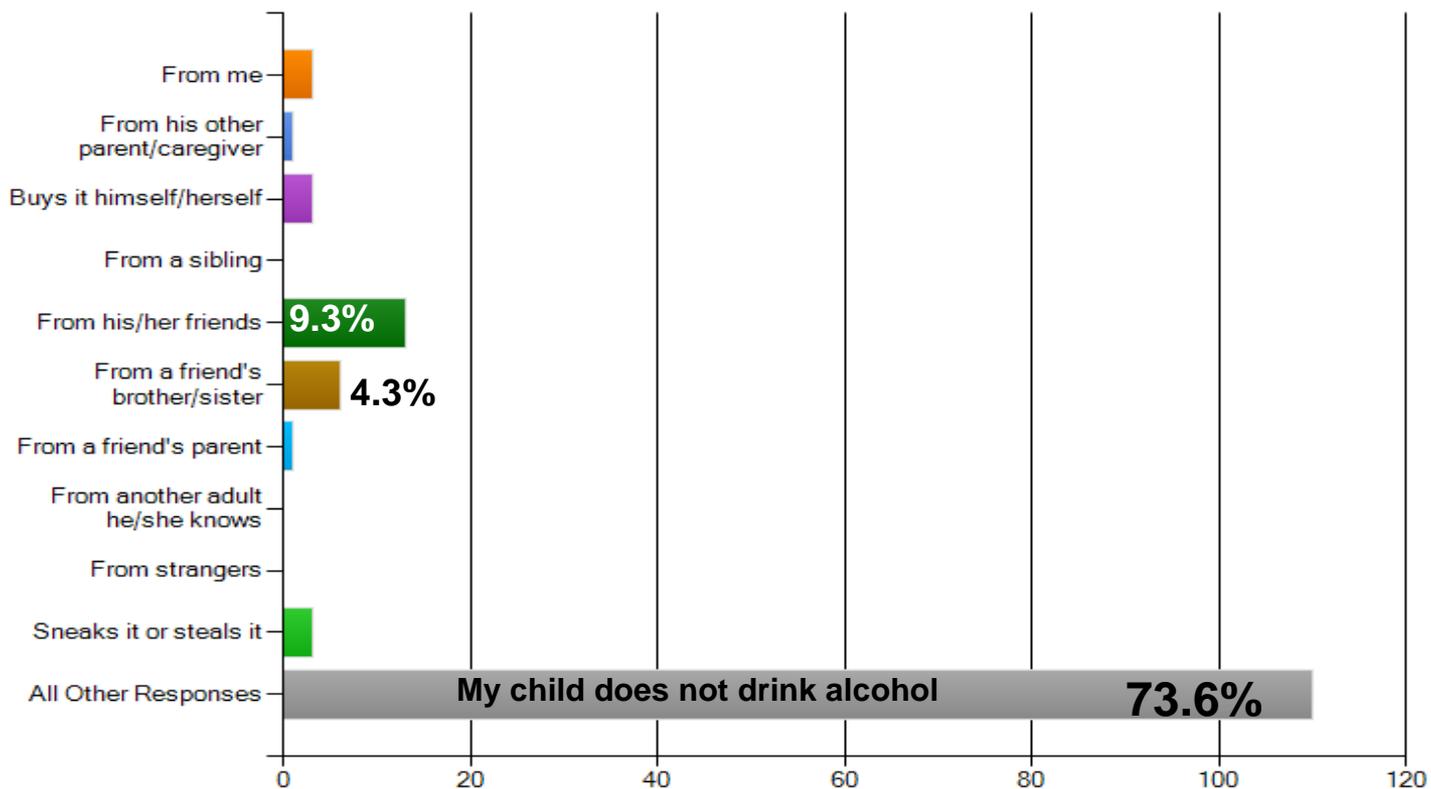
How much influence do you think OTHER PARENTS have over their teenager's decision to drink alcohol?



Who do you think has the most influence on teenagers starting to drink alcohol?



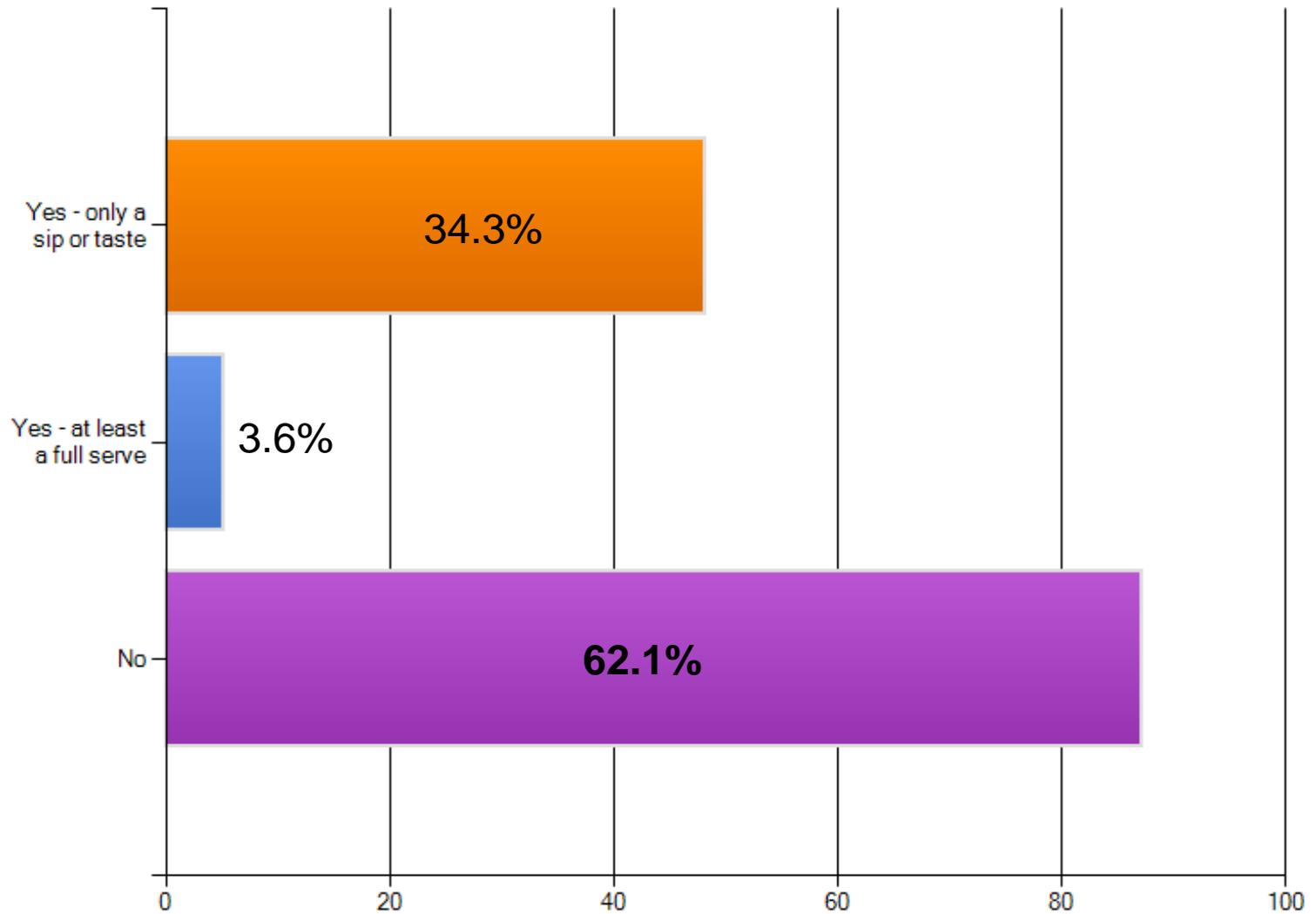
To the best of your knowledge, how does your son/daughter currently obtain MOST of the alcohol he/she drinks?



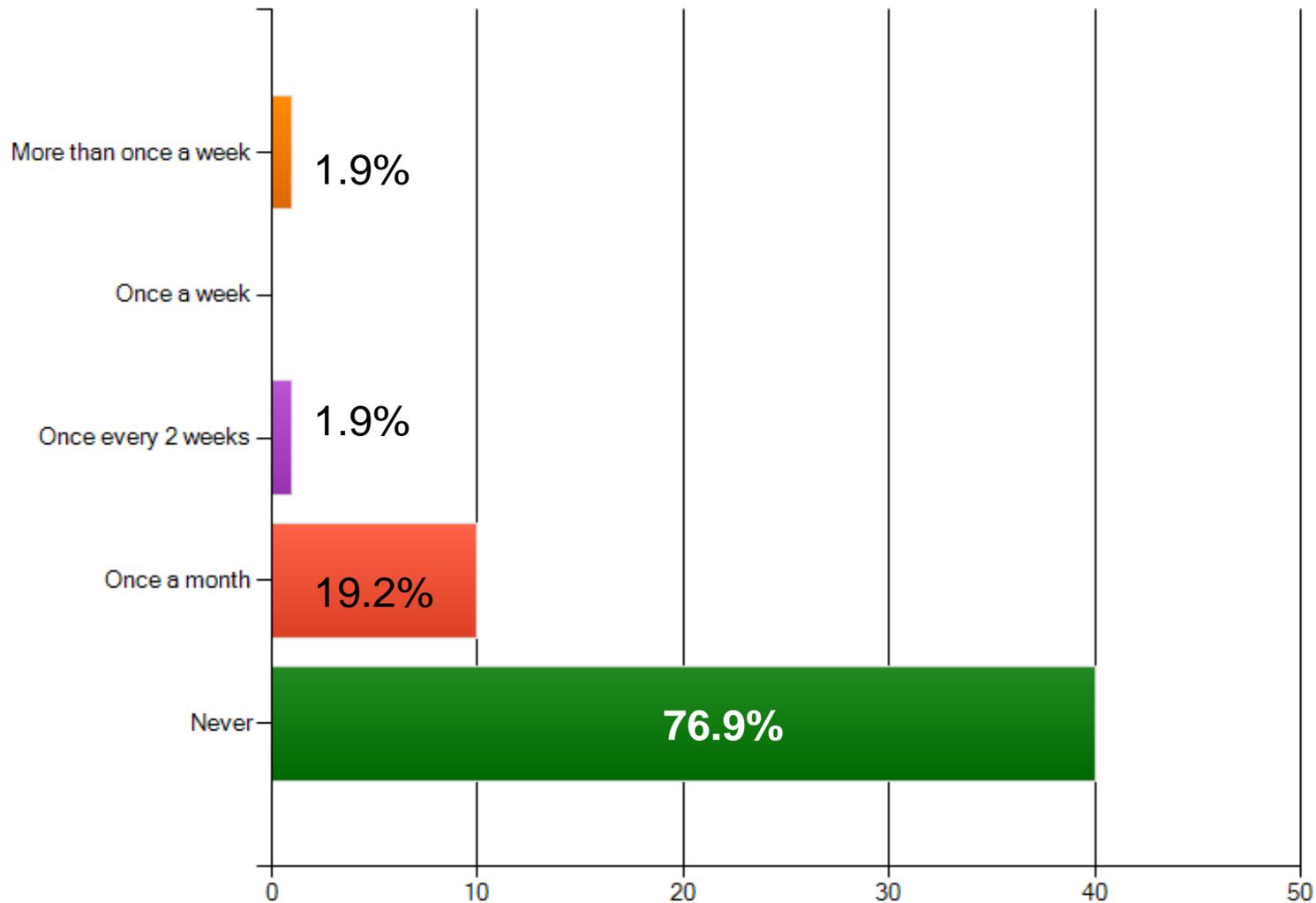
Responses: I have been told by my child that it is normally the older sibling that supplies the alcohol.

Their friends obtain it form friends or siblings of friends, Friends who are of legal drinking age.

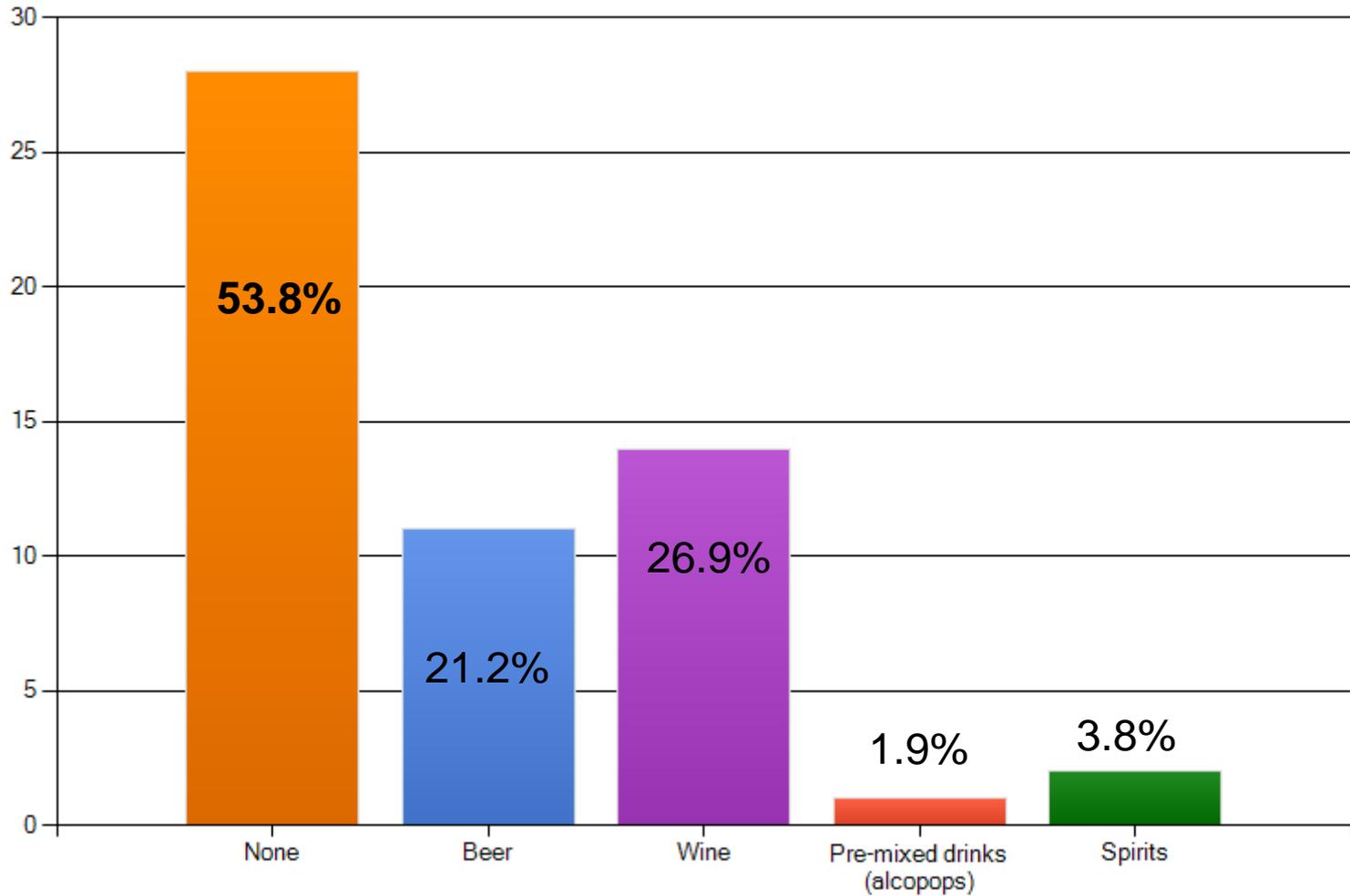
Have you ever given your son/daughter alcohol?



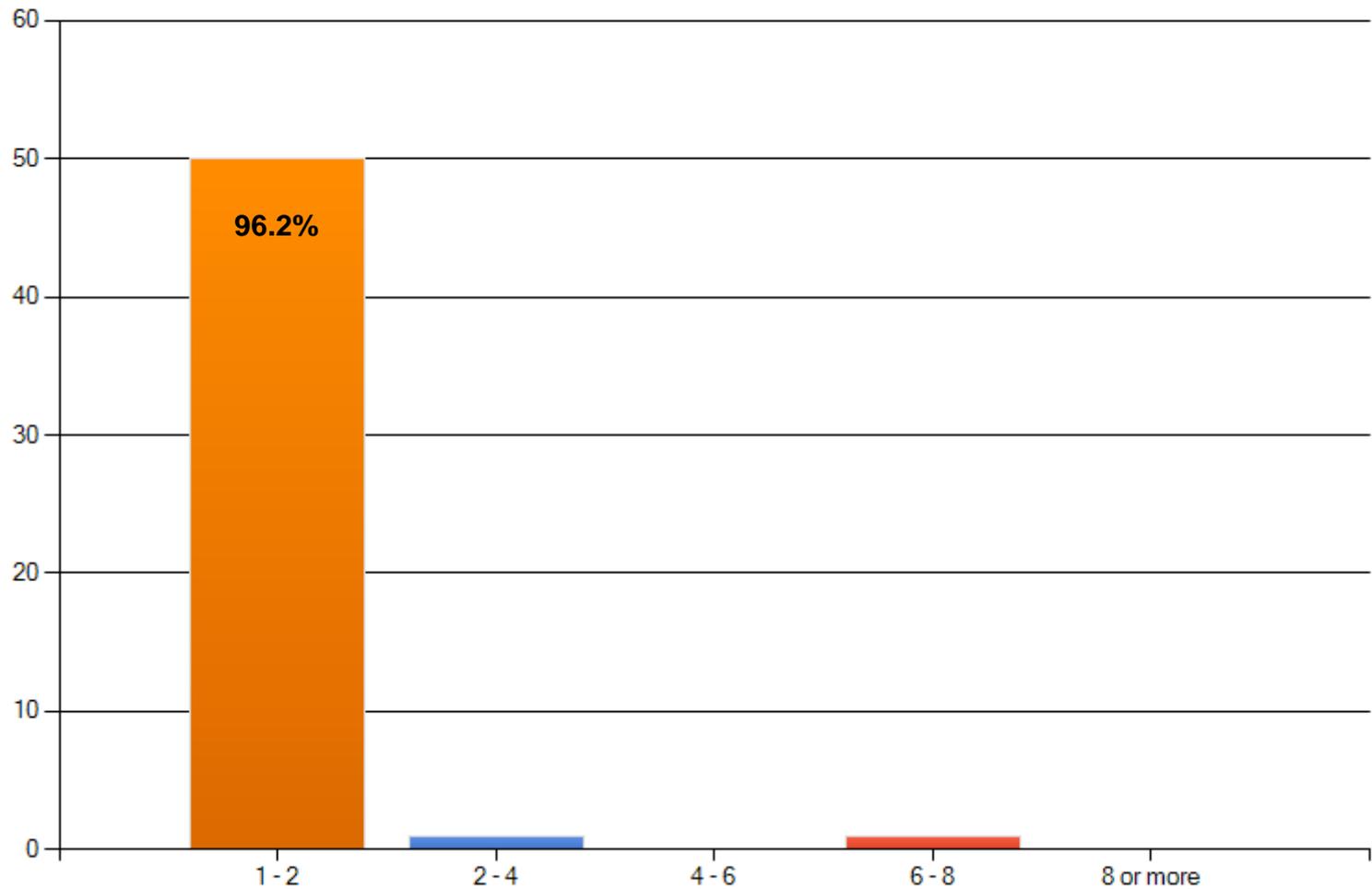
How often do you give your son/daughter alcohol?



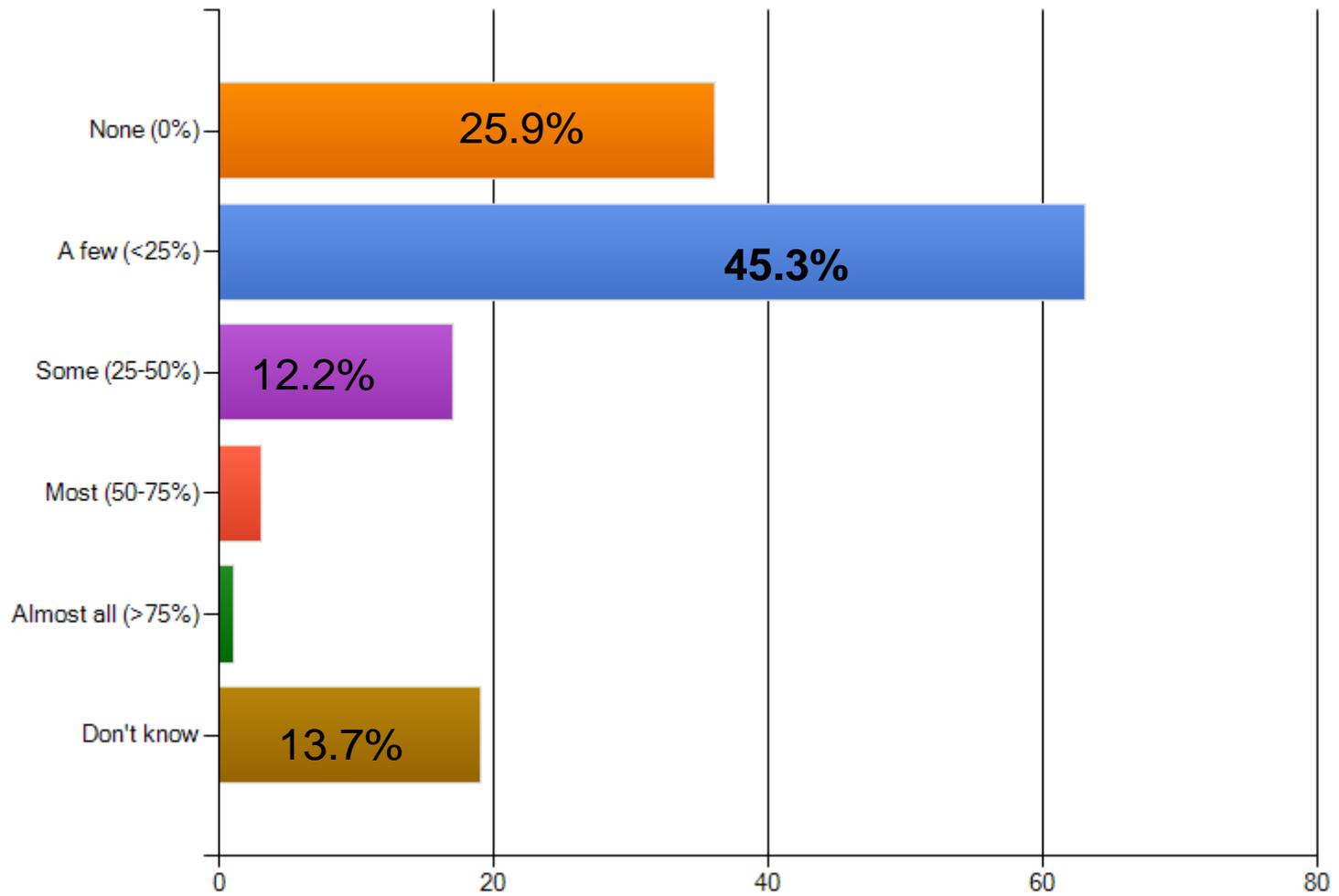
What kind of alcoholic drinks do you normally give your son/daughter (Tick as many options as apply)



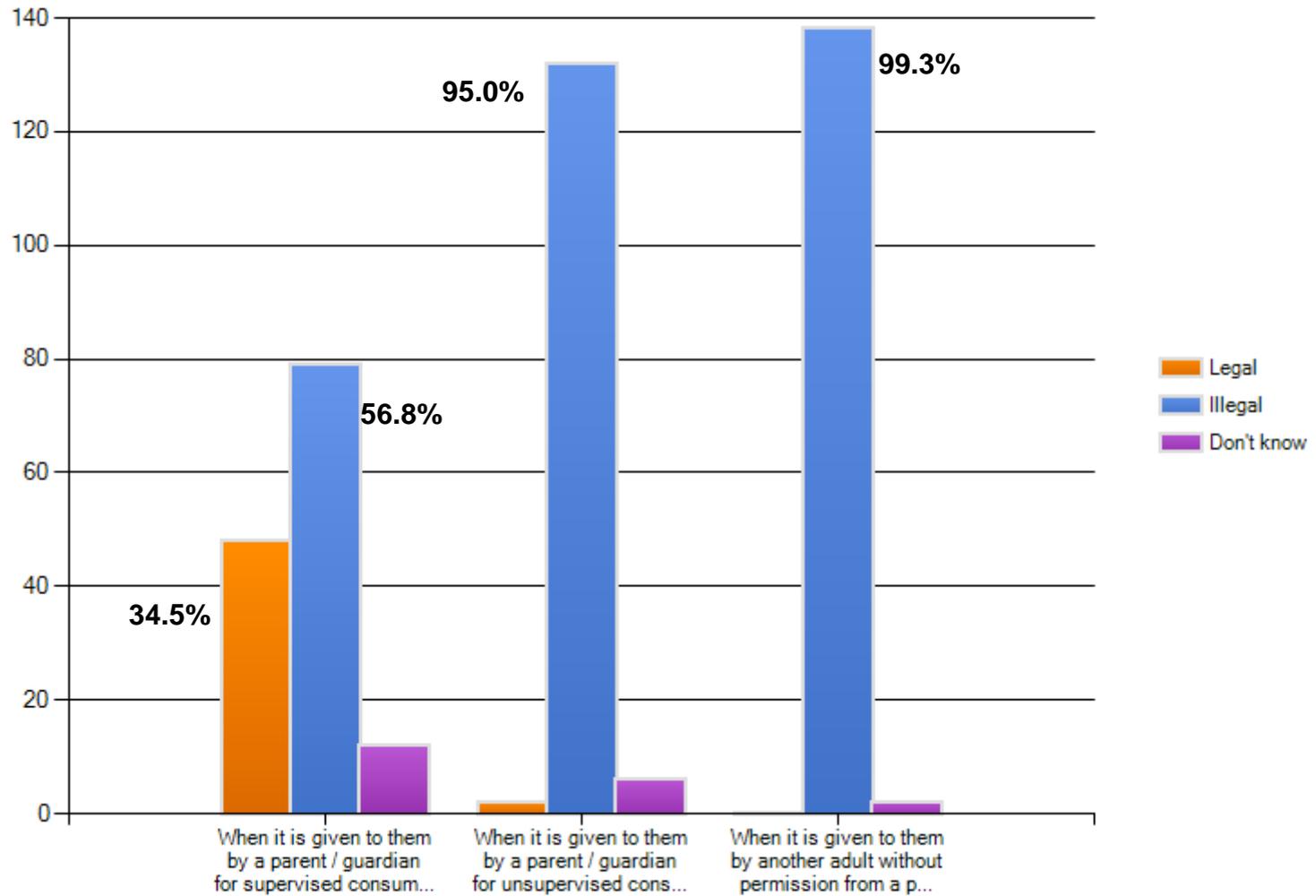
How many standard drinks would you allow your son/daughter to drink on one occasion?(For example, 1 can of pre-mix spirits = 1.5 and an average serve of sparkling wine = 1.5 standard drinks)



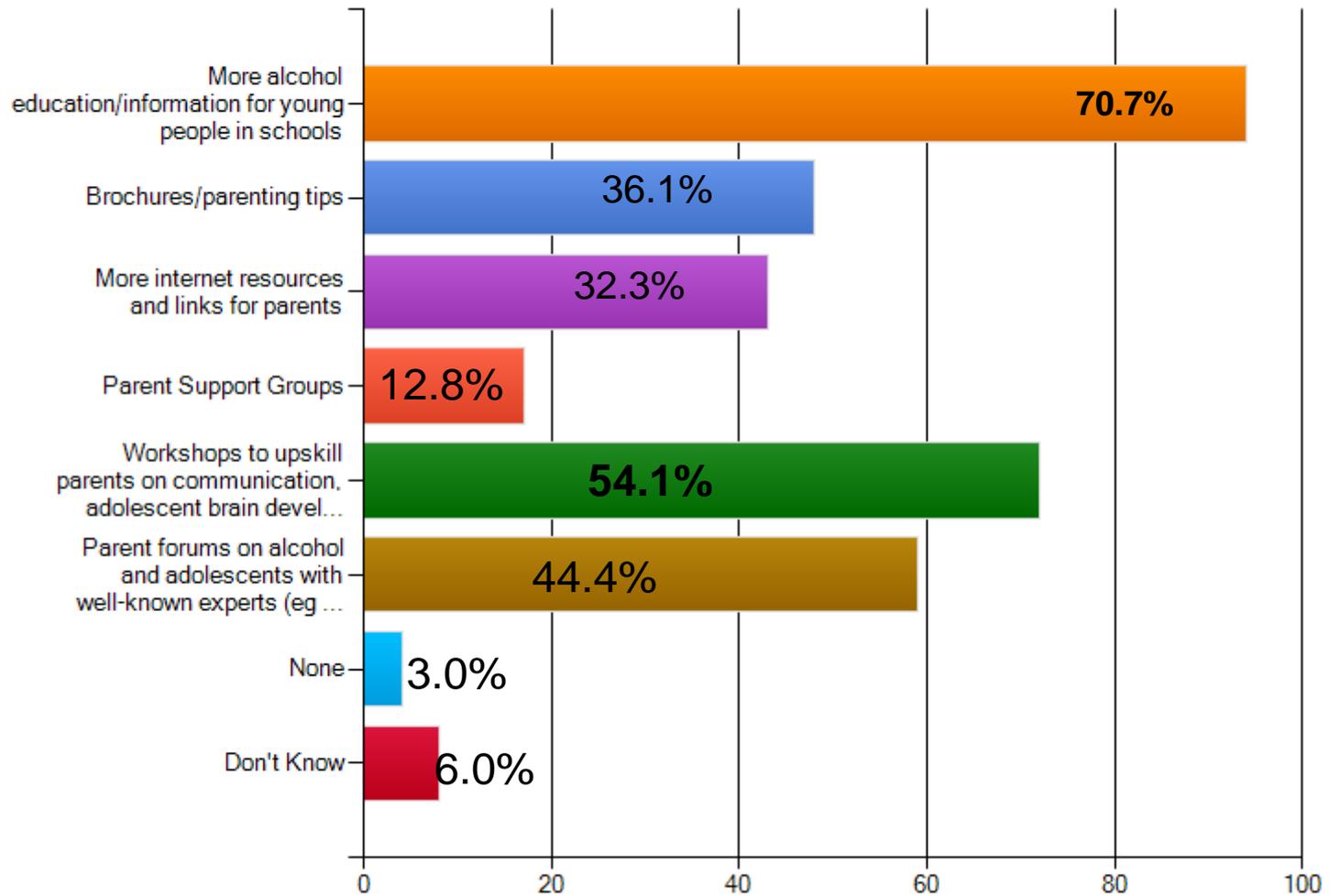
Thinking about your son/daughter's friends. What % do you think supply their children with alcohol?



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:



**Thinking about alcohol and your underage children, what resources would be helpful?
(Tick all that apply)**





Parents had a lot to say!

- 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

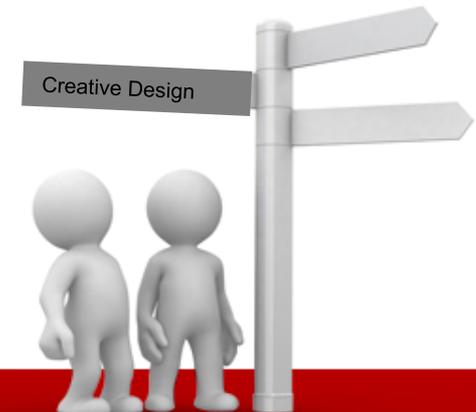
A random buying alcohol



Tactical Directions td

“we put together
clever ideas that make
you look good”

STRATEGIC MARKETING . SALES PROMOTION . COMMUNICATIONS



Creative Design

Brand Development

STOP the supply of alcohol to minors.

You're a **parent**,
not a **mate**.

SUPPLY MEANS SUPPLY
..... IT'S AGAINST THE LAW

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**.



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



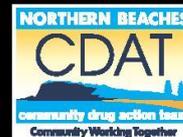


STOP the supply of alcohol to minors.

It's not **cool**,
it's **illegal**.

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STOP the supply of alcohol to minors.

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.

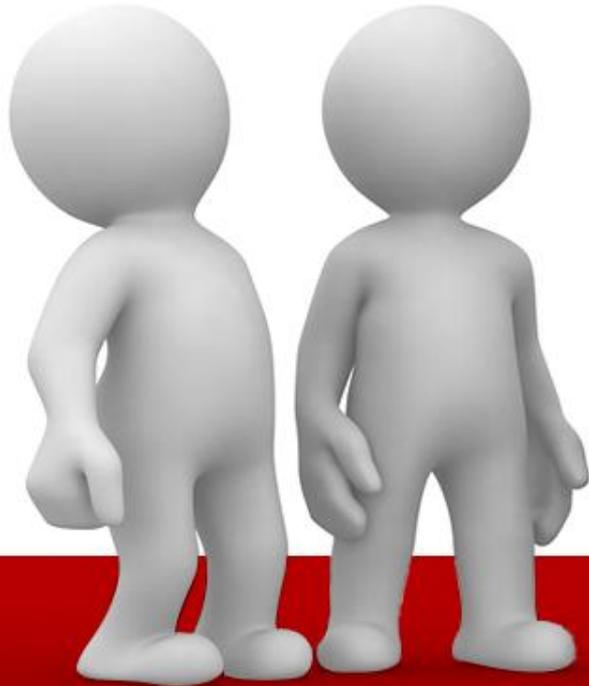
Many people believe that giving under-age team members an alcoholic drink after a win (or even a loss) is an accepted practice to build team spirit. However, a coach or parent who does this can face an on-the-spot fine of \$1100 by the police. The coach may



have no idea of the impact that alcohol will have on that individual and that's just plain wrong," stressed Phil.

Promotion

"Supply Means Supply"



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



Manly Daily Media Editorials



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

Item	Quote/Estimate	ESTIMATE	DEBIT	CREDIT	BALANCE
NSW Health CDAT Funding received				\$3,400	
NSW Health CDAT/Workshops funding				\$3,000	
Health Promotion				\$3,000	
MDECC				\$1,500	
Roll Over from Drink Check				731.41	
Survey Monkey software for development of survey	Survey Monkey subscription gold 1 yr		-\$396.00		
i-Pads (survey incentive) x2	9.7inch iPad 16GB x 2		-\$798.00		
Media - Manly Daily editorials	4M module (1/4 page) about \$1242 (includes GST) per ad; * 2MW module (1/8 page) about \$621 (includes GST) per ad x 2	\$3,000			
TD -Design campaign concepts	Pro Bono of design & concept images Estimate costing/saving \$8,567.90		-129.00		
Printing	A4/A5 flyers \$840 for 5 flyers x 5000; posters \$12; postcards = \$146 (for 5000)	\$2,000			
MDECC Admin expenses		\$1,000			
Paper Bags - Long Necks	Bottle shop take away's 50,000 x \$20 per 1000	1,000			
Adshel Bus Shelter Advertising	1 shelter x 2 wks = \$800 each /3 in LGA = \$2,400	\$2,400			
Parent Workshops+ Resources	2 Facilitators, planning, evaluation (evenings/weekend) approx 18 hrs	\$3,000			
Wafer/Pen Usb's	Educational resources etc	1,500			
Metrobacks - Buses	40 x 4 weeks Nth Beaches Buses + gst	11,850			
	Sub Total	\$24,250.00	-\$1,323.00	+\$11,631.41	Credit \$10,308.41



Phase Three Education

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.

SUPPLY MEANS SUPPLY 'SUPPLY MEANS SUPPLY'

Parent/Career Workshop

MDECC & Licensing Police are running **FREE** two and a half hour workshops in your local area for parents and carers on the harms and risks associated to **underage drinking**.

How can you communicate effectively with young people?

What do you do if your underage daughter/ son is caught drinking?
Can you be fined for supplying alcohol to a young person under 18?
How does alcohol affect a young person's brain development?

STOP the supply of alcohol to minors.

You're a parent, not a mate.

NORTHERN BEACHES CDAT
Community drug action team
Community Working Together

MDECC
RVP: Amanda Wallis
MDECC
Phone: 9477 0111
E-mail: amanda@mdccc.org.au

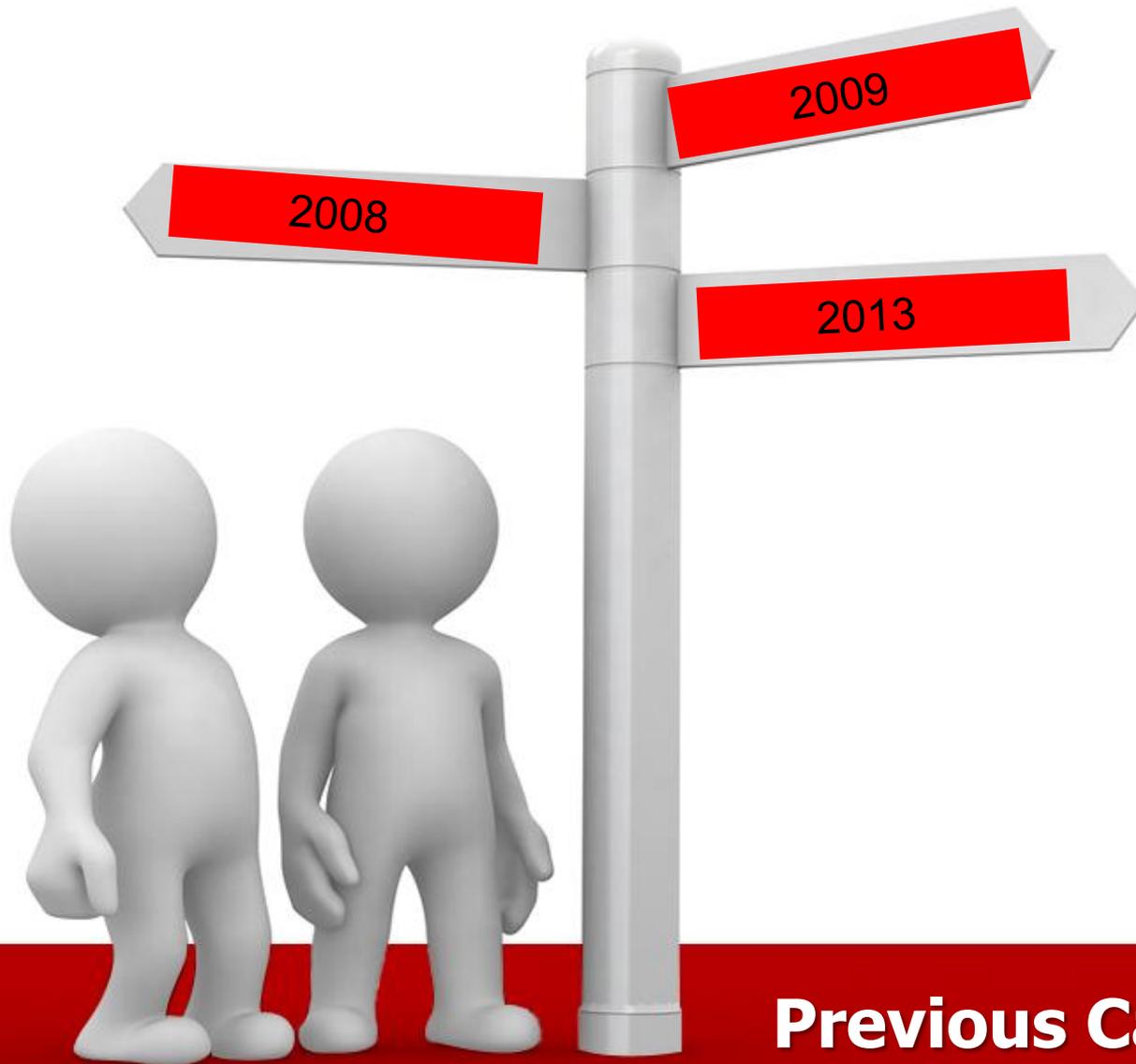


promote your business in vibrant colour...



 **flashbay**[®]
The Logo Branded USB Specialist





Previous Campaigns

'Supply Means Supply'

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“Supply Means Supply”
Campaign 2013