

**Submission  
No 207**

## **INQUIRY INTO THE MUSIC AND ARTS ECONOMY IN NEW SOUTH WALES**

**Organisation:** Three Cheers Training

**Date received:** 27 February 2018

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# THREE CHEERS TRAINING

SPECIALIST ALCOHOL MANAGEMENT SERVICES | BETTER FOR PATRONS. BETTER FOR BUSINESS. BETTER FOR THE COMMUNITY.

Portfolio Committee No. 6  
New South Wales Parliament  
6 Macquarie Street  
Sydney NSW 2000

27 February 2018

Dear Committee,

I write to make a submission for your consideration of support with regards to your inquiry into the music and arts economy of New South Wales.

I own a business that trains methods of service into licensed venues to help them manage their guests/patrons better so as not to reach intoxication or to cause any negative incidents both onsite or off.

The course trained is called "Special Alcohol Service Hospitality" or SASH. The business I have that trains it is called Three Cheers Training and SASH is the only course we train. The business is called Three Cheers because: Cheers to Patrons / Guests, Cheers to Business, & Cheers to the Community i.e. it's a win, win, win for all 3 groups as all 3 are better off as a result of proper implementation of SASH.

I've been in operation for just over 8 years now and have had many successes in venues. I'm presently working with the security team at The Star. I'm also working with Mark Gerber at Oxford Art Factory where we are about to begin a university supervised trial of SASH. This is because Professor Peter Miller of Deakin University has taken a keen interest in the course having himself looked over the content of it.

Professor Miller is regarded as one of, if not the most, preeminent academics in the field of licensed venues in Australia. He heads up CEDAAR (Centre for Drug, Alcohol and Addiction Research) at Deakin University. He advises government on related policy.

Professor Miller has said to me that he thinks my course might be a better alternative to the lockouts though he wants to see some proof of it actually working and venues properly being able to implement it. Hence the Oxford Art Factory trial being overseen by himself and Deakin University's CEDAAR.

I spoke on the phone recently to Libby Harris, the Night Time Economy Manager from City of Sydney (COS), who asked me to apply for a grant from COS to extend this

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venue trial into other venues in the COS area. This is something I'm presently working on.

It would be of great benefit to the trial to have the support of your committee and the New South Wales State Government. This would help encourage venues to take part in higher volumes and with greater conviction.

Please find attached a document outlining SASH in summary detail.

Please do not hesitate to contact me should you require any further information from me. I hope very much that my submission gains the support of your committee.

Best regards,

Sam Coffey  
Director, Specialist Alcohol Management Services Pty Ltd  
T/A Three Cheers Training

THREE CHEERS TRAINING  
GUESTS : BUSINESS : COMMUNITY

# **Special Alcohol Service Hospitality (SASH) Overview for Committee Submission**

By Sam Coffey, Specialist Alcohol  
Management Services Pty Ltd,  
Director

# Contents of Presentation

- SASH Brief History
- How is SASH Different
- Foundations of Course
- Measuring Success
- SASH University Trial

# SASH Brief History

- Began December 2009
- Put trained staff into venues – first 3.5 years
- Took that training and adapted it for venues to do themselves
- Makes SASH more effective and affordable for licensed venues to do

# How is SASH different?

- SASH shows venue staff how to stave off intoxication and how to keep patrons / guests happy – trains proactive measures
- SASH mindfully manages the psychology and physiology of patrons / guests.
- SASH is not more of the same, it brings new techniques to the industry in order to make it better

# Special Alcohol Service Hospitality (SASH) Foundations

There are 3 foundations (MAW);

- Mood
- Assist
- Water



# Mood

- The way in which staff interacts with guests affects their mood i.e. happy, relaxed or tense and agitated
- According to FBI Negotiator Chris Voss; scientific data says that our brain works up to 31% more effectively when we're in a good mood

# Assist

- It's the law and guests/patrons require our assistance
- The brain is affected by alcohol within 10 minutes of the first sip of alcohol
- First part of the brain to be affected is the frontal lobe, or the executive centre. It's where we keep our conscience and our self-control
  - Before long the drinker is losing their inhibitions and their behaviour becomes more impulsive and emotional (e.g. excited, friendly or aggressive etc.)
- This is why we assist guests to make the right choices e.g. stay hydrated, eat food, stay happy, make right drinking choices

# Water

- Alcohol dehydrates the body at a rate of 120mls per standard drink
- Dehydration is linked to increased irritability, decreased cognitive ability and formation of a negative outlook
  - *Whilst exercising it is recommended that people drink approximately 500mls of water every 30 minutes according to the American Council on Exercise*

# MAW - Works Together

- Mood, Assist and Water work off each other e.g. We assist patrons to stay hydrated and the way in which we do that has a positive impact on their mood
- MAW is like 3 legs of a tripod; it stands up best when each foundation is equally strong

# SASH Course Training

- Goes through the MAW theory
- Refreshes RSA knowledge
- Goes through 12 common scenarios to show how theory is applied, shows what works and what doesn't
- Role play the key scenarios

# Measuring Success

SASH, when properly implemented, has been shown to:

- Reduce Ask To Leaves for Intoxication, disorderly conduct etc.
- Reduce incidents of conflict
- Improve relations with local community
- Improve police relations
- Improve customer and staff satisfaction
- Positively affects licensed venues' bottom line

# SASH Trial

Professor Peter Miller of CEDAAR (Centre for Drug, Alcohol and Addiction Research) is interested in SASH and wants to oversee trials;

- Presently one about to begin at Oxford Art Factory
- Libby Harris, Night Time Economy Manager at City of Sydney, has asked for SASH to apply for a grant to extend trial in the COS area
- State Government interest in this trial would help encourage venues to take part in higher volumes and with greater conviction

# Thank you

Thank you for your time!

Three Cheers Training  
Training Special Alcohol Service Hospitality  
(SASH)

[www.threecheerstraining.com.au](http://www.threecheerstraining.com.au)