

Alcohol Management Plan for Large Events

If you are applying for a Special Licence to sell alcohol at an event where there is expected to be more than 400 people, you will need to submit an Alcohol Management Plan with your application.

The plan should cover matters such as security, monitoring, interaction with local residents and public health concerns, and describe how you propose to deal with risks such as intoxication and minors.

The Health Promotion Agency's *Guidelines for Hosting Safe and Successful Wine Events* provides useful guidance on how to prepare an alcohol management plan. Below is a template plan to assist organisers and licensees.

Provided on the last two pages is an example Alcohol Management Plan from the Guidelines for a multi-stand large-scale wine event. Please note that it is only an example and you will need to think carefully about the range of risks specific to your event and tailor the response strategies, actions and measures to your situation.

The Health Promotion Agency's *Guidelines for Hosting Safe and Successful Large-Scale Wine Events* can be viewed at www.alcohol.org.nz or downloaded from the Tasman District Council website at www.tasman.govt.nz on the page about Special Licences.

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Alcohol Management Plan forEVENT on

Risk	Level of Risk	Risk Components (How might the risk occur)	Strategies to Address the Risk	Actions to be taken	Responsibility for Actions	How to Measure Success
Intoxication						
Underage drinking						
Injury from drink containers						
Drinking & Driving						
Use of casual bar staff or volunteers						

Prepared by(name)(position)

Sample alcohol management plan for a multi-stand large-scale wine event

Risk	Risk Components	Level of Risk	Strategies to Address Risk	Actions to be Taken	Responsibility for Actions	How to Measure Success of Actions
INTOXICATION	Patrons arrive intoxicated	Moderate	Set expectations (zero tolerance) prior to, upon entry, and during the event Refuse entry Communicate to other licence holders, bar and security staff, police and medical officers	Information and signage Dedicated security observations at entry Communication between entry points	Event organiser Security provider Security provider	Information and signage are present Intoxicated patrons do not enter the venue Security staff communicate
	Patrons smuggle alcoholic beverages into venue	Moderate	Set expectations Confiscate alcohol Refuse entry	Information and signage Bag searches at entry Refuse entry	Event organiser Security provider Security provider	Information and signage are present Alcohol collection bins are provided Alcohol is not brought into the venue
	Patrons drink excessively	High	Set expectations Control sale and supply Provide appropriate entertainment to set the tone and take the focus away from consuming alcoholic beverages	Information and signage Standardised glassware. Focus on and adhere to standard tasting sizes Monitor for excessive drinking and intoxicated patrons. Remove or change wristbands. Visible monitoring and enforcement Promote non-alcoholic drinks Close bars intermittently and in advance of event ending Serving staff fully briefed and supported by trained and experienced manager Provide a safe area for intoxicated patrons	Event organiser, licensees and duty managers Licensees and duty managers Serving staff and security provider Licensees and duty managers Licensees and duty managers Licensees Licensees supported by ambulance service	Information and signage are present Duty manager and security staff are present at each point of sale Intoxicated patrons are not served, are not harmed, and are removed promptly from the venue
	Patrons drink without food	Moderate	Provide a range of well-priced and substantial food options	Promote substantial and varied food that is easily accessible	Licensees and catering provider	Food is available (or notified) at each point of sale
UNDERAGE DRINKING	Minors access licensed areas	High	Effective ID system Effective site/perimeter monitoring and security	Information and signage ID checks at entry points and bars. Visible policing of perimeter to ensure no unauthorised site access	Security provider and duty managers	Information and signage are present No minors purchase alcohol or are present in licensed areas
	Minors purchase alcohol	Moderate	Effective ID system	Information and signage ID checks at entry points and bars/wrist banding	Security provider and duty managers	Information and signage are present No minors purchase alcohol or are in licensed areas
	Other patrons supply alcohol to minors	High	Control sale and supply	Monitor for supply to minors	Security provider and duty managers	No minors are supplied with alcohol by other patrons

Risk	Risk Components	Level of Risk	Strategies to Address Risk	Actions to be Taken	Responsibility for Actions	How to Measure Success of Actions
INJURY FROM DRINK CONTAINERS	Broken glass/vessels thrown/trip hazard	High	Control drink containers	Pre-event marketing, messages, etc Vessels can be worn Frequent clearing of venue /licensed areas Adequate number of recycling bins provided	Event organiser, security providers and duty managers	Venue/licensed areas are clear of glasses and broken glass
DRINKING AND DRIVING	Patrons drink and drive	High	Drink-drive policy	Pre-event marketing messages around transport, planning, etc Promote non-alcoholic drinks Provide and promote sufficient alternative transport	Event organiser Licensees and duty managers Event organiser	Event venue does not feature in last drink survey statistics Information about alternative transport is visible at all exit points
USE OF CASUAL BAR STAFF	Breach of licence conditions	High	Ensure proper briefing and management	Serving staff fully briefed and supported by trained and experienced manager	Event organiser and licensees	License conditions are complied with
	Intoxicated patrons	High				There are no intoxicated patrons
	Sales to minors	High				No minors purchase alcohol
INJURY SUSTAINED MOVING BETWEEN LICENSED SITES	Patrons are injured by traffic or create a traffic hazard	Moderate	Employ traffic patrol wardens	Traffic wardens to ensure patrons commute safely between licence sites and traffic drives slowly	Event organiser	There are no incidents involving, or injuries sustained by, patrons when commuting between licence sites