National Health and Medical Research Council

Australian Guidelines to Reduce Health Risks from Drinking Alcohol

The National Health and Medical Research council (NHMRC) released revised guidelines which aim to reduce the risks associated with alcohol consumption.


It provides universal guidance for healthy adults aged 18 years and over and guidelines specific to children and young people and to pregnant and breastfeeding women.

The guidelines do not represent a 'safe' or "no-risk" level. Rather, it is an advisory drinking level that enables healthy adults to maintain a low risk of alcohol-related accidents, injuries, diseases and death.

What is a standard drink?

The term "standard drink" should not be confused with a serving of alcohol, which is often much larger. For example, with wine, a standard drink corresponds to 100mL of wine, whereas a typical serve is at least 150mL. Australian law requires that all cans, bottles and casks containing alcoholic beverages be labelled with the approximate amount of standard drinks it contains.

However, it can sometimes be difficult to translate standard drinks into real-life scenarios. There are no common glass sizes used across all drinking environments and people often underestimate how much they are drinking. This is compounded where large containers such as jugs and casks, are shared, where glasses are topped up by others, where the composition of mixed drinks is not known eg. cocktails or punch, and when pre-mixed spirit drinks contain a variable amount of alcohol per bottle or can.

Numbers of standard drinks in common containers of various alcoholic beverages

<table>
<thead>
<tr>
<th>Alcoholic beverage</th>
<th>Standard drinks</th>
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</thead>
<tbody>
<tr>
<td>Low strength beer (2.7% alcohol)</td>
<td></td>
</tr>
<tr>
<td>1 can or stubbie</td>
<td>0.8 standard drinks</td>
</tr>
<tr>
<td>285mL glass</td>
<td>0.6 standard drinks</td>
</tr>
<tr>
<td>425mL glass</td>
<td>0.9 standard drinks</td>
</tr>
<tr>
<td>Slab of 24x375mL cans or stubbies</td>
<td>19 standard drinks</td>
</tr>
<tr>
<td>Mid strength beer light beer (3.5% alcohol)</td>
<td></td>
</tr>
<tr>
<td>1 can or stubble</td>
<td>1 standard drink</td>
</tr>
<tr>
<td>285mL glass 425mL glass Slab of 24x375mL cans or stubbies</td>
<td>0.8 standard drinks 1.2 standard drinks 24 standard drinks</td>
</tr>
<tr>
<td>Full strength beer (4.9% alcohol) (includes diet beer)</td>
<td></td>
</tr>
<tr>
<td>1 can or stubble</td>
<td>1.4 standard drinks</td>
</tr>
<tr>
<td>Container Size</td>
<td>Alcohol Content</td>
</tr>
<tr>
<td>----------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>285mL glass</td>
<td>1.1 standard drinks</td>
</tr>
<tr>
<td>425mL glass</td>
<td>1.6 standard drinks</td>
</tr>
<tr>
<td>Slab of 24x375mL cans or stubbies</td>
<td>34 standard drinks</td>
</tr>
</tbody>
</table>

**Wine (9.5% -13% alcohol)**

<table>
<thead>
<tr>
<th>Container Size</th>
<th>Alcohol Content</th>
<th>Total Alcohol Equivalent</th>
</tr>
</thead>
<tbody>
<tr>
<td>100mL glass</td>
<td>1 standard drink</td>
<td></td>
</tr>
<tr>
<td>Average restaurant serving (150mL)</td>
<td>1.4-1.6 standard drinks</td>
<td></td>
</tr>
<tr>
<td>750mL bottle</td>
<td>7 to 8 standard drinks</td>
<td></td>
</tr>
<tr>
<td>4-litre cask</td>
<td>36-43 standard drinks</td>
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</tbody>
</table>

**Spirits (37% -40%)**

<table>
<thead>
<tr>
<th>Container Size</th>
<th>Alcohol Content</th>
<th>Total Alcohol Equivalent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 nip (30mL)</td>
<td>1 standard drink</td>
<td></td>
</tr>
<tr>
<td>700mL bottle</td>
<td>22 standard drinks</td>
<td></td>
</tr>
</tbody>
</table>

**Pre-mixed spirits (5% -7% alcohol)**

<table>
<thead>
<tr>
<th>Container Size</th>
<th>Alcohol Content</th>
<th>Total Alcohol Equivalent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 can (375mL)</td>
<td>1.5-2.1 standard drinks</td>
<td></td>
</tr>
<tr>
<td>1 bottle (275mL)</td>
<td>1.1-1.5 standard drinks</td>
<td></td>
</tr>
</tbody>
</table>

The impact of alcohol consumption

Research shows that alcohol is second only to tobacco when it comes to a preventable cause of death and hospitalisation in Australia.

The cost to the Australian community of alcohol related social problems was estimated to be $15.3 billion in 2004/05.

Alcohol consumption accounted for 3.3 per cent of the total burden of disease and injury in Australia in 2003. However, the effects of alcohol consumption go beyond disease, accidents and injuries to a range of adverse social consequences, both for the drinker and for others in the community. These consequences include harm to family members (including children) and to friends and workmates, as well as to bystanders and strangers.

Regular excessive alcohol consumption increases the risk over time of chronic ill health and premature death. Episodic heavy drinking places the drinker and others at risk of injury or death. Heavy drinking is also associated with injury, unwanted sexual relations and violence. Alcohol is also a factor in fatal road crashes. For Australian men, about one-third (33 per cent) of motor vehicle deaths and one-quarter (25 per cent) of motor vehicle injuries have been attributed to alcohol consumption. For women the figures are 11 per cent in each case.

In NSW, 41.3% of males and 30.3% of female respondents to the 2003 NSW Health Survey reported risky drinking behaviours. Males were more likely than females to report this in all age groups (NSW Department of Health, 2004),

It is estimated that 3200 people die as a result of excessive alcohol consumption and around 81,000 people are are hospitalised annually.

National Health Alcohol Strategy 2006-2011 has set a goal to prevent and minimise alcohol related harm to individuals, families and communities in the context of developing safer and healthy...
drinking cultures in Australia. This strategy is based on extensive stakeholder consultation and current research on alcohol consumption trends in Australia.

Binge-drinking is an ever increasing trend in Australia, especially among young people. Research shows that the average age of first use of alcohol in Australia is 14, which is mostly in the form of binge drinking.

Binge drinking consists of drinking a lot over a few hours - or non-stop over days or weeks. This can be very dangerous as it makes the harms from alcohol worse. Also, because drinking a lot can stop you thinking clearly and acting sensibly, you may put yourself in danger from other things.

Effects of Alcohol

Immediate Effects

The most obvious and immediate effects of alcohol are on the brain. People drink alcohol for a variety of reasons, for example to experience the immediate feeling of relaxation, wellbeing and loss of inhibitions. The social and psychological benefits of alcohol may also include enhanced creativity and a therapeutic value in times of stress. However, as the intake of alcohol increases, these effects are counterbalanced by less pleasant adverse effects, such as drowsiness, loss of balance, nausea and vomiting, as well as the other harmful effects described below.

Alcohol dampens the brain's arousal, motor and sensory centers, damping reactions to stimuli and affecting coordination, speech, cognition and the senses. The first potentially adverse effect of alcohol consumption is loss of fine motor skills and inhibitions.

A blood alcohol concentration (BAC) of about 0.05 g/100 mL (or 0.05%), which is the legal limit for driving in Australia, was based on controlled studies testing driving skills (Transport and Road Research Laboratory 1987). Above this BAC, performance and behaviour deteriorate progressively.

If the BAC reaches a high enough level, it leads to unconsciousness and, eventually, inhibition of normal breathing. This may be fatal, particularly as the person may vomit and can inhale vomit and suffocate. Alcohol also affects the pituitary gland at the base of the brain, suppressing the production of a hormone that keeps the body's fluid reserves in balance. The kidneys fail to reabsorb an adequate amount of water, and the body excretes more water than it takes in, leaving the person dehydrated and with a headache.

As alcohol intake increases, both skills and inhibitions decrease and therefore risky behaviour, injuries and trauma increase. Also, without the cognitive or verbal capacity to resolve conflicts, physical violence becomes more likely.

The immediate effects of alcohol on the brain are often less apparent in people who drink regularly, as they acquire a degree of tolerance. Tolerance occurs because the liver becomes more efficient at breaking down alcohol. The person learns to cope with, and compensate for, the deficits induced by alcohol. Despite this tolerance, the long-term effects remain damaging, particularly as the drinkers who have greater tolerance for alcohol are those who subject themselves to higher blood alcohol levels more frequently.

There are no safe levels of alcohol consumption because of the different ways alcohol can affect people. Women are generally affected by alcohol more than men because of the differences in the way their bodies process alcohol. Basically the more alcohol you consume the higher the risk of harm.

People choosing to consume alcohol must be aware that there is always a potential of harm both short and long term to their health and social wellbeing.
**Short term impacts**

Short term impacts refer to the risk of harm (particularly injury or death) in the short term that is associated with given levels of drinking on a single day. These levels assume that overall drinking patterns remain with the levels set for long-term risks, and that these heavier drinking days occur infrequently and never more than 3 times a week. Outside these limits, risk is further increased.

*These are some of the short term health consequences of excessive drinking on a single day:*

- risk taking behaviour, accidents, falls, reduced coordination, altered thinking and speech and at the highest level unconsciousness. Alcohol is a contributor in a number of accidental deaths, including road death and drowning.
- aggravated sleep, stress and sexual functions. The consumption of moderate amounts of alcohol is seen as a method to minimise stress and induce sleep. However, it does not address the real cause of the stress and leads to increased wakefulness and disturbed sleep patterns.
- heart problems. One or two standard drinks can affect heart rate, blood pressure and heart muscle contraction. This reaction may not be clinically important but the overall effect on blood flow may have negative implications on persons with cardiovascular disease.

**Long term impacts**

Long term impacts refer to the risk of harm due to regular daily patterns of drinking, defined by the total amount of alcohol typically consumed per week. The long term consumption of alcohol is a serious contributor to ill health in our society and can be compounded by the negatives affects of smoking, poor diet and other drugs.

Certain levels of alcohol consumption over a long period of time increases the risk of developing certain disorders

*Following are some of the long term consequences of excessive drinking over a long period of time:*

- Range of diseases affecting the heart disease and blood, and including stroke and hypertension
- Cirrhosis of the liver
- Cancer, especially of the mouth, throat and oesophagus
- Cognitive problems and dementia
- Problems with the nerves of the arms and legs
- Gut and pancreas disease
- Harm to unborn baby
- Sexual problems, especially male impotence
- Alcohol dependence
- Alcohol related brain injury
- Problems with memory and reasoning
Factors that affect susceptibility to alcohol

Sex

Women tend to have a smaller body size and a higher proportion of body fat than men. As alcohol is not taken up by fatty tissues, for women, a given amount of alcohol is distributed over a smaller body volume with less absorption. In addition, the ability to break down alcohol is limited by the size of the liver, and women on average have smaller livers than men. On the other hand, the higher level of risk-taking behaviour among men means that, over a lifetime, male risks exceed female risks for a given pattern of drinking.

Age

In general, the younger and smaller a person is (eg. children), the less tolerant they are to alcohol. Younger people also have less experience of drinking and its effects. In addition, puberty is often accompanied with risk-taking behaviours (such as an increased risk of drinking, sometimes in association with other dangerous physical activities or risky sexual behaviour).

Finally, as people age, their tolerance for alcohol decreases and the risk of falls, driving accidents and adverse interactions with medications increases.

Mental health and sleeping patterns

People who have, or are prone to, mental illness (eg. anxiety and depression, schizophrenia) may have worse symptoms after drinking.

Alcohol can also disrupt the later part of the sleep cycle, which may trigger a variety of mental health problems in people who are already prone to these conditions.

Medication and drug use

Alcohol can interact with a wide range of prescribed and over-the-counter medications, herbal preparations and illicit drugs. This can alter either the effect of the alcohol or the medication and has the potential to cause serious harm to both the drinker and others.

Specific health conditions that are made worse by alcohol

People who already have health conditions caused or exacerbated by alcohol, such as alcohol dependence cirrhosis of the liver, alcoholic hepatitis or pancreatitis are at risk of the condition becoming worse if they drink alcohol.

Family history of alcohol dependence

People who have a family history of alcohol abuse and dependence (particularly among first-degree relatives) have an increased risk of developing dependence themselves.

Information sourced from:


Australian Guidelines to Reduce Health Risks from Drinking Alcohol www.alcoholguidelines.gov.au

NSW Health www.alcoholinfo.nsw.gov.au

National Health and Medical Research Council www.nhmrc.gov.au
ELEMENT 4

STRATEGIES TO PREVENT INTOXICATION AND UNDERAGE DRINKING
ELEMENT 4

Implementing Responsible Service of Alcohol Strategies

This element identifies those strategies used to reduce the harm associated with liquor abuse.

Assessment Criteria

Students should be able to describe:
- indicators of intoxication;

- strategies for preventing intoxication; and

- strategies for preventing underage drinking, and second party sales (including evidence of age).
Indicators of Intoxication

The indicators of intoxication (below) should be used to assist licensees, managers and staff to reach an informed opinion about whether a person is intoxicated. They should also be used in conjunction with guidelines issued by the Director General, Department of Trade and Investment, Regional Infrastructure and Services (refer to Schedule 13).

Intoxication cases are often reported in the liquor + gaming newsletter published by the Office of Liquor, Gaming and Racing. These demonstrate that multiple indicators or a cluster of behavioural signs are present to indicate the level of intoxication of the patron. Observations by undercover Police Officers show that licensees, staff and security personnel ignore or tolerate the patrons' behaviour.

Excuses are often given that the person is a regular or is "always like that". However, each determination of intoxication must be on the merits of what is observed and, in some cases, only one or two behavioural changes may need to be present to form an opinion of intoxication.

The indicators are not exhaustive or, in a particular case, not necessarily conclusive of intoxication. A licensee, manager, or employee must use their judgment to evaluate each situation.

In exercising that judgment, other factors should be considered as well — eg. the amount and type of liquor served to a patron, and the time over which the consumption took place.

### NOTICEABLE SIGNS OF INTOXICATION

<table>
<thead>
<tr>
<th>Speech</th>
<th>Balance</th>
<th>Co-ordination</th>
<th>Behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>• slurring words</td>
<td>• unsteady on feet</td>
<td>• spilling drinks</td>
<td>• becoming</td>
</tr>
<tr>
<td>• rambling or unintelligible conversation</td>
<td>• swaying uncontrollably</td>
<td>• dropping drinks</td>
<td>• rude</td>
</tr>
<tr>
<td>• incoherent or muddled speech</td>
<td>• staggering</td>
<td>• fumbling change difficulty</td>
<td>• aggressive,</td>
</tr>
<tr>
<td>• loss of train of thought</td>
<td>• difficulty walking straight</td>
<td>• counting money</td>
<td>• argumentative</td>
</tr>
<tr>
<td>• not understanding normal</td>
<td>• cannot stand or falling down</td>
<td>• or paying difficulty opening</td>
<td>• offensive</td>
</tr>
<tr>
<td>• conversation difficulty in paying attention</td>
<td>• stumbling</td>
<td>• or closing doors inability to find one's mouth</td>
<td>• bad tempered</td>
</tr>
<tr>
<td>• bumping into or knocking over furniture and people</td>
<td>•</td>
<td>• or opening with difficulty</td>
<td>• belligerent</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• offensive language</td>
<td>• physically violent</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• annoying / pestering others</td>
<td>• loud</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• inappropriate sexual advances</td>
<td>• boisterous</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• drowsiness or sleeping at a bar or table</td>
<td>• confused</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• disorderly</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• using offensive language</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• annoying / pestering others</td>
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<td></td>
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<td>• inappropriate sexual</td>
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<td></td>
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<td></td>
<td>• advances</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• drowsiness or sleeping at a bar or table</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• vomiting</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• drinking rapidly</td>
</tr>
</tbody>
</table>

Responsible Service of Alcohol Course Notes - May 2012
Strategies for Preventing Intoxication

Strategies to prevent intoxication include:

- offering alternatives to full-strength alcohol - including mandatory free water, food and non-alcoholic drinks;
- promoting food, low-alcohol and non-alcoholic drinks;
- restricting the types of alcohol available, particularly late at night eg. a restriction on the sale of shots, high strength RTDs late at night;
- implementing voluntary entry restrictions, such as a curfew, particularly on busy nights;
- restricting the number of drinks that can be purchased at one time, particularly for large venues where patrons can be regularly buying drinks for others who maybe drunk;
- waiting for patrons to re-order their drinks, rather than topping them up;
- incorporate RSA style messages in venue advertising and promotions to reinforce to patrons that intoxication and associated behaviour is not tolerated;
- Employing responsible service of alcohol (RSA) marshals to monitor patrons and consumption levels;
- Conducting high visibility security patrols to deter intoxicated people from entering or loitering;
- Offer discounted food and soft drinks for patrons at risk of becoming intoxicated; and
- Ensuring any liquor promotions comply with the NSW liquor laws, and in particular, guidelines issued by the Director General, Department of Trade and Investment, Regional Infrastructure and Services for liquor promotions. These guidelines are available at Schedule C.
Strategies for Preventing Underage Drinking, and Second Party Sales (including Evidence of Age)

In New South Wales it is illegal for any person:

- to sell or supply liquor to a person under 18;
- to buy or obtain liquor from licensed and registered club premises on behalf of a person who is under 18.

A "second party sale" occurs when an adult purchases liquor and then supplies it to a minor.

Notwithstanding the legislation, minors quite often remain undeterred and there continues to be a long-standing community concern about how to deter and prevent minors unlawfully being on licensed premises and obtaining and consuming liquor.

To reinforce the legislation, licensees must display prescribed signs within their venues warning of age restrictions and penalties (refer to element 2). However, in some instances licensees need to take a more proactive and high profile approach to support the legislation.

It is imperative that venues focus on checking evidence of age identification. This will send a powerful message to the local community and minors that the licensed premises will be extremely vigilant in preventing minors' access to liquor.

Many initiatives include simple practices such as staff requiring any person appearing under 25 years of age to produce age identification, close scrutiny of any identification produced and strict adherence to only accepting the approved forms of identification.

Venues should maintain an incident register and record all instances where minors were refused entry in the register, or where police were called because of concerns over the validity of the evidence of age produced.

The information in the register should then be used to determine if the venue's underage strategy is effective and, if needed, to take any necessary steps to enhance the strategy. This may include joining a liquor accord or, if the premises is already an active member of an accord, raising the issue at the next accord meeting.

In some cases, incident registers are a mandatory requirement under the liquor laws i.e. Where a venue regularly trades past midnight.

Incident registers can be purchased from the NSW Office of Liquor, Gaming and Racing. Contact the Office on 02 9995 0333 for more information.

Acceptable forms of Evidence of Age

The legal drinking age in NSW is 18 years of age. If you go into licensed venues (eg. hotels, bottle shops, nightclubs and registered clubs), or if you wish to buy alcohol, you can be asked to prove you are over 18 years of age or older.

Acceptable evidence of age documents in NSW:
a current Australian or other country’s passport;

• a current NSW, interstate or overseas driver’s licence; and

• NSW Photo Card or a proof of age card issued by an interstate authority.

**Tips for Checking Evidence of Age**

Regardless of what document you accept, it is important your venue has practices in place to assist with evidence of age documents. Tips for establishing if a document is genuine may include:

- examine the document in a well-lit area where alterations will be spotted more easily;

- do not inspect the document through the window face in a person’s wallet — ask them to remove it;

- take the document from the patron and take your time examining it;

- make sure the document includes a hologram or other security feature;

- compare the photo with the patron presenting the document — do they match? Pay particular attention to distinguishing facial features;

- feel around the photo, birth date and edges of the card, especially a card enclosed in plastic (laminate) — wrinkles, bumps and air bubbles could mean the document has been altered;

- calculate that the date of birth on the document does in fact confirm the person is at least 18;

- Use a UV/black light if you have one to help identify false or altered IDs. *(Remember: photo cards, driver licences and passports can be issued to under 18s).*

**What happens if a minor attempts to unlawfully enter a licensed venue or purchase alcohol?**

By law, licensees, staff, police and OLGR compliance officers can require a young person to produce identification, as outlined above, to verify their age. A young person can also be required to provide their particulars ie. their name, address and date of birth.

A person commits an offence where they fail to produce prescribed evidence of age or refuses to provide their details in this situation.

**Saying NO to underage drinkers**

Here are four basic steps that licensed premises can take to stop minors getting access to alcohol.

**Step I — Be Alert and Proactive**

Experienced staff always monitor their premises inside and out, because they know prevention is better than cure. If there’s a group of youngsters hanging around outside, a quiet word early on will often be enough to send them on their way. Make sure all required statutory signs are clearly displayed — this will make under 18s think twice before attempting to buy alcohol.

**Step 2— Stand Your Ground**

Troublemakers can be persistent — but you have to make it clear that you won’t serve someone who is under 18. Tell the customer that you’d be putting your licence at risk if you serve them alcohol. A refusal can embarrass a customer, so be tactful and maintain a professional tone. If faced with a group, move the person you're talking to away from the rest — this lessens the chance of them playing to the crowd.
Step 3 — Avoid Blame

Politely stress your legal obligations when refusing to serve someone or to allow them on your premises. If you’re asking for identification for proof of age, emphasise it’s nothing personal, but the law requires it. Confirm it’s the policy of the premises to make this request of anyone where a person’s age is in doubt.

Step 4 — Ask for Evidence of Age

If you suspect someone of being underage, politely ask for identification — such as a Photo Card a driver's licence or a passport.

Other complementary initiatives

As well as dealing with under 18s on your premises, there are other ways in which licensees and registered clubs can send a responsible serving message out to young people and the broader community. One way is to include an appropriately worded message in newspaper advertisements and other printed material — for example, "you must be 18 years or over to obtain cigarettes or alcohol from ... (insert the premises name)". This type of message lets the community know you are serious about reducing underage drinking.
Ways to Develop and Implement House Policies

A house policy provides a framework for both patrons and staff in understanding the responsible serving principles adopted by venue management. It can also be used to reinforce what is acceptable and unacceptable when it comes to patron behaviour and the serving practices of the venue.

A good house policy is a simple statement, or series of statements that reflect the principles implemented by the venue and can cover such things as:

- not serving minors or intoxicated patrons;
- not conducting irresponsible liquor promotions;
- ensuring quality food is always available;
- promoting safe transport options to patrons;
- offering discounted non alcoholic drinks; and
- the venue's approach to dealing with problem patrons.

Safe Transport Options

Providing safe transport options for patrons is an important part of the harm minimisation matrix. Safe transport options, particularly late at night, should be promoted to patrons to reduce the potential for drink driving and road accidents.

Depending on the nature and location of the venue, safe transport options can also reduce the potential for noise disturbances when patrons leave the premises. Getting patrons home safely and quietly are two key objectives in offering safe transport from a venue.

Many liquor accords have successfully implemented transport options for patrons of participating venues. This approach has the advantage of sharing limited resources, such as taxis, and reducing operating costs for venues.

Some safe transport options include:

Taxis
- making taxis as available and easy to use as possible;
- offer to call a taxi for your customers;
- have a free phone available for customer usage to call a taxi;
- taxi signage;
- discount taxi schemes; and
- take part in taxi voucher schemes — these are sometimes introduced as a local liquor accord strategy.

Dial-a-driver
- taxi system that delivers a driver to take the customer home in their car; and
- signage in a visible spot.
**Courtesy bus**

- can be used to pick up and drop off customers providing a further service to promote your venue’s responsible serving commitment.

**Designated driver**

- encourage groups to designate a sober driver and provide that driver with free non-alcoholic drinks.

**Promoting Public Transport**

Making available details of public transport available near the venue. This can range from making details of bus/train/ferry timetables available to making announcements when the last scheduled bus/train/ferry is about to depart nearby.

**Liquor accords and RSA**

A liquor accord is simply an agreement — or arrangement — reached between local stakeholders including licensees, police and local councils who are committed to minimising harm associated with liquor abuse i.e. Improving safety and reducing alcohol-related violence and anti-social behaviour.

Accords operate to find practical solutions at the local level for local liquor-related problems. They are underpinned by the responsible serving principles of the liquor laws and are a major plank of the Government's harm minimisation program.

Liquor accords provide another means, beyond regulatory measures, of addressing alcohol-related problems in a community.

In NSW there are two types of liquor accords:

1. **Local liquor accords**
   
   Local liquor accords are voluntary industry-based partnerships working in local communities to introduce practical solutions to liquor-related problems. They reach agreements on ways to improve the operation of licensed venues so that venues and precincts are safe and enjoyable. Most local liquor accords include members from the local business community, local councils, police, government departments and other community organisations.

   And

2. **Precinct liquor accords**

   Precinct liquor accords have been established in designated late-night entertainment precincts, namely Sydney Central (George Street South, Kings Cross, Oxford Street and The Rocks), Manly, Newcastle/Hamilton, Wollongong and Parramatta. These accords bring together a diverse range of stakeholders with the aim of reducing alcohol related violence and fostering safer, more vibrant entertainment precincts. Membership of, and active participation in, these accords is mandatory for late-night licensed venues within the precinct liquor accords boundary.

   While some accords simply reflect a commitment to requirements contained in the liquor laws — such as preventing intoxication and underage drinking — others add value by adopting measures to deal with local problems and issues.
This can include programs:

- to improve patron awareness of the responsible serving laws;
- to prevent underage drinking, and in particular, second party sales; and
- provide a coordinated approach for patron transport from local venues late at night.

Well run accords can bring about genuine benefits for everyone involved including:

- safer and more welcoming local neighbourhoods;
- enhanced local reputations for concerned and active licensees;
- an improved business environment;
- constructive working relationships between licensees, councils, patrons, residents and police;
- improved compliance with the liquor laws;
- reduced under-age drinking;
- reduced anti-social behaviour and crime; and
- reduced alcohol-related violence.

**Drink Spiking**

**What is drink spiking?**

Drink spiking is a crime that occurs when alcohol or another drug is added to a person's drink without their knowledge or consent.

A person who spikes a drink may be the victim's friend, acquaintance, work colleague, date or a stranger. Drinks can be spiked in any setting — nightclubs, bars, dance parties, private residences, BBQs, community celebrations and restaurants.

The drug most commonly used to spike drinks is alcohol which is relatively cheap, legal and easily available. In many instances, alcohol can be added to drinks without arousing suspicion. Relatively tasteless alcohol, such as vodka, may not be easily detected by someone when it is added to a drink.

The most common physiological effects attributed to drink spiking are vomiting, unconsciousness, poor coordination and balance, slurred speech, lowered inhibitions, drowsiness, dizziness, loss of motor skills, impaired judgment, visual problems and nausea. These symptoms are also commonly associated with intoxication.

**Drink Spiking Facts**

- Most victims are female but drink spiking also happens to males.
- Prank spiking is the most prevalent form of drink spiking with most perpetrators having no criminal intent.
- Extra unrequested alcohol is the most commonly used drug in drink spiking.
- It is suspected that drink spiking with alcohol may occur frequently but goes unreported.
- Research suggests that two thirds of drink spiking incidents occur in licensed premises.
Preventing Drink Spiking in Venues

- Do not encourage or promote irresponsible behaviour
- Remove unattended glasses
- Report suspicious behaviour
- Follow RSA principles
- Do not sell or promote alcohol in a way that leads to rapid consumption
- Be aware of unusual requests, such as beer with a shot of vodka, and
- Decline patron requests to add alcohol to a person's drink

Response

Duty managers and licensees should follow the response steps below:

- Treat drink spiking incidents seriously and take action;
- Call an ambulance if the victim is unconscious or ill;
- Advise the victim to seek medical attention if an ambulance is not called;
- Do not leave the person alone;
- Make sure the victim is in a safe place, such as a staff area or a quiet place in the venue;
- Preserve the table with glass/es and drink/s as if it was a crime scene. If possible, appoint a senior staff member to stay next to the table and make sure nothing is touched;
- Contact the police on 000 or 112 on mobiles;

- Immediately record the details in your incident register; and
- Preserve CCTV footage.

Apparent drink spiking incidents should be reported to police.

An incident register can be used to record details of drink spiking and can be useful to police and others for reference.

Remember the best way to prevent drink spiking is to follow RSA principles.
Schedule A

The Culture and Context of Alcohol Use in Community Sporting Clubs in Australia:
Research into 'Attitudes' and 'Behaviour'

Conducted by the Centre for Youth Drug Studies, of the Australian Drug Foundation, this study focussed on the relationship between alcohol and sport in Australian society. It sought to systematically conduct an audit of alcohol use in community level sporting clubs, as well as the various attitudes that club members held in relation to that use. The study was conducted over a nine month period in 2003-2004.

The research showed nearly 80 per cent of respondents thought that alcohol was an "important part of club camaraderie". Just over three quarters indicated that drinking was "an important part of celebrating after the match" while just under three quarters indicated that "drinking at my club is an important tradition".

For men aged 18-30 drinking at sporting clubs, the research showed:
- one in five is consuming 10 or more drinks in a night;
- the average number of drinks consumed is five a night;
- 45 per cent are drinking at a level which will harm their long term health leading to conditions such as heart disease, cancer and mental health problems;
- the average time spent drinking is just over two hours; and
- over three quarters drive home from their sports club and 30 per cent have had too much to drink to drive.

For women aged 18-30 drinking at sporting clubs, the research showed:
- 6 per cent are consuming 10 or more drinks in a night;
- the average number of drinks consumed is three a night;
- the average time drinking is about one and three quarter hours; and
- 80 per cent drive home from their sports club and 30 per cent have had too much to drink and drive.

Authors: Dr Cameron Duff, Manta Scealy, Bosco Rowland (December 2004). Centre for Youth Drug Studies

Crime and Justice Bulletin 89: Trends and patterns in domestic violence assaults

This study used data recorded by the NSW Police Force to provide information on the trends and patterns in domestic violence assaults in NSW. Using incidents recorded between 1 January and 31 December 2004 looked at, among other things, the involvement of alcohol in incidents of domestic violence assault.
There were 25,761 domestic assault incidents recorded in NSW in 2004, 36.2% of which were flagged by police as alcohol-related. A similar percentage (38.7%) of the 43,223 other assaults in NSW in 2004 were also flagged as alcohol-related. The greatest number of assaults for 2004 occurred on 1 January. On this day, 517% of domestic assaults and 72.8% of non-domestic assaults were flagged as alcohol-related.

When the five regions of NSW were considered separately, the Northern (average 46.05%), Southern (47.75%) and Western (52.35%) regions of the State had greater proportions of assaults that were flagged as alcohol related than the Sydney metropolitan regions (greater metro 22.85%; inner metro 32%). Within most of the regions, however, the proportions of alcohol-related domestic and non-domestic assaults were fairly similar. The exception is the Sydney inner metropolitan region, where the percentage of alcohol-related non-domestic assaults was considerably greater than the percentage of alcohol related domestic assaults (37.9% to 26.1%).


The role of alcohol in injuries presenting to St Vincent’s Hospital Emergency Department and the associated short-term costs.

This bulletin presents the results from research investigating the role of alcohol in injury presentations to an inner-city emergency department and the associated short-term economic costs. In this study injured patients attending St Vincent's Hospital Emergency Department during September 2004 and February 2005 were interviewed about their alcohol consumption prior to the injury event and where possible, administered a breathalyser test.

One-third of the injured patients interviewed reported consuming alcohol prior to the injury and almost two-thirds of these patients stated that they had been drinking at licensed premises. One in five patients interviewed recorded a BAC of over 0.05g/100m1 and almost one in ten recorded a BAC of over 0.15/100m1.

Alcohol consumption was found to be more prevalent amongst patients presenting with injuries resulting from interpersonal violence, with almost two-thirds of these patients reporting that they had been drinking prior to the injury. Over half of the assault patients were either at, or on the street outside a licensed premises when they were injured.

The study analysed those patients diagnosed as intoxicated separate from those who had suffered an alcohol related injury. It found that one-third of the intoxicated patients were aged under 25 and two-thirds of these were male. Over half of these patients recorded a BAC in excess of 0.20g/100m1 and almost one-quarter recorded a BAC in excess of 0.30g/1 00m1.

The estimated annual cost of alcohol to St Vincent's Emergency Department was as much as $1.38 million. While the overall economic cost of alcohol-related injuries is probably much greater than the research estimate indicates.

Young adults’ experience of responsible service practice in NSW; An update

Following the NSW Alcohol Summit in 2003, the NSW Government amended the Liquor Act to require mandatory training for all licensed premises staff in an accredited responsible service of alcohol (RSA) course. The NSW Police Force also introduced the 'Linking Project', which enabled them to track alcohol-related Crimes back to specific licensed premises.

The Bureau's evaluation of these initiatives was conducted in 2006 and funded by the Alcohol Education and Rehabilitation Foundation (AERF). The evaluation involved interviews with a representative sample of 2,427 young NSW adults. Respondents were asked a number of questions about their last drinking occasion at licensed premises.

Respondents were first asked whether on their last drinking occasion they showed any of five common signs of intoxication (staggering/falling over, slurred speech, loss of coordination, loud/quarrelsome, spilling drinks).

If they reported showing any of these five signs they were then asked whether they had experienced one or more of seven different responsible service (RSA) initiatives (refused another drink, asked to stop drinking, asked to leave the premises, called the police, suggested patron buy low or non-alcoholic drinks, suggested that the patron buy food, advised on/organised transport home).

A similar survey was conducted by the Bureau in 2002. When the Bureau compared results from the 2002 and 2006 surveys, it found licensed premises in 2006 were taking a tougher line toward those showing three or more signs of intoxication.

In the 2002 survey, only 12 per cent of respondents who reported showing three or more signs of intoxication said they had experienced some form of RSA intervention. By 2006, this percentage had more than doubled; to 28 per cent. The Bureau also found significant increases in the percentage of respondents showing three or more signs of intoxication that were either:

- refused service (up from 3.8 per cent to 11.7 per cent);
- asked to stop drinking (up from 3.8 per cent to 15.0 per cent); or
- had transport home arranged for them (up from 6.4 per cent to 9.2 per cent).

The percentage of intoxicated respondents who reported that they continued to be served alcoholic drinks fell (from 65 per cent to 54 per cent) but the difference was not statistically significant.

INTOXICATION GUIDELINES

These Guidelines are published by the Director General, Department of Trade and Investment, Regional Infrastructure and Services under section 5 of the Liquor Act 2007. They are designed to assist you to determine whether or not a person is intoxicated.

You must always have due regard to the following objectives of the liquor laws:

- Need to minimise harm associated with the misuse and abuse of liquor
- Encourage responsible attitudes and practices towards the promotion, sale, supply, service and consumption of liquor
- Ensure that the sale, supply and consumption of liquor contributes to, and does not detract from, the amenity of community life.
WHAT IS THE LAW?

The NSW Liquor Act 2007 (section 5) states that a person is intoxicated if:

(a) the person’s speech, balance, co-ordination or behaviour is noticeably affected, and

(b) it is reasonable in the circumstances to believe that the affected speech, balance, co-ordination or behaviour is the result of the consumption of liquor.

Under the NSW liquor laws licensees and staff must ensure that patrons do not become intoxicated. Intoxicated persons are to be removed from the premises immediately or refused entry onto the licensed premises.

WHAT ARE THE NOTICEABLE SIGNS OF INTOXICATION

These symptoms or signs are not exhaustive, and not necessarily conclusive of intoxication

<table>
<thead>
<tr>
<th>Speech</th>
<th>Balance</th>
<th>Co-ordination</th>
<th>Behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>• slurring words</td>
<td>• unsteady on feet</td>
<td>• lack of coordination</td>
<td>• rudeness</td>
</tr>
<tr>
<td>• rambling or unintelligible conversation</td>
<td>• swaying uncontrollably</td>
<td>• spilling drinks</td>
<td>• aggression</td>
</tr>
<tr>
<td>• incoherent or muddled speech</td>
<td>• staggering</td>
<td>• dropping drinks</td>
<td>• belligerent</td>
</tr>
<tr>
<td>• loss of train of thought</td>
<td>• difficulty walking straight</td>
<td>• fumbling change</td>
<td>• argumentative</td>
</tr>
<tr>
<td>• not understanding normal conversation</td>
<td>• a cannot stand or falling down</td>
<td>• difficulty counting money or paying</td>
<td>• offensive</td>
</tr>
<tr>
<td>• difficulty in paying attention</td>
<td>• stumbling</td>
<td>• difficulty opening or closing doors</td>
<td>• bad tempered</td>
</tr>
<tr>
<td></td>
<td>• bumping into or</td>
<td>• inability to find one’s mouth with a glass</td>
<td>• physically violent</td>
</tr>
<tr>
<td></td>
<td>knitting over furniture and people</td>
<td></td>
<td>• loud /boisterous</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• confused</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• disorderly</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• exuberance</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• using offensive language</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• annoying / pestering others</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• overly friendly</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• loss of inhibition</td>
</tr>
</tbody>
</table>
|                                 |                                   |                              | • inappropriate sexual advances | Honduras  
|                                 |                                   |                              | • drowsiness or sleeping at a bar or table |
|                                 |                                   |                              | • vomiting                    |
|                                 |                                   |                              | • drinking rapidly            |

A licensee is liable for permitting intoxication if an intoxicated person is detected by authorised officers (police officer, OLGR inspector) on the premises. This offence applies regardless of whether the intoxicated person is still drinking on the licensed premises.

Licensees are deemed to have permitted intoxication unless they prove:

- They took the following steps:
  - asked the intoxicated person to leave the premises
  - contacted, or attempted to contact, police for assistance in removing the person from the premises
  - refused to serve the intoxicated person any more alcohol.
- They took other reasonable steps to prevent intoxication on the licensed premises.
- The intoxicated person did not consume alcohol on the licensed premises.

Anyone, including staff and other patrons, can be prosecuted if they are found supplying liquor to an intoxicated patron. Fines of up to $11,000 apply.

**STANDARD DRINK**

The concept of a standard drink enables people to keep track of how much alcohol they are consuming. A standard drink contains 10 grams of pure alcohol.

The Standard Drink Guide can be used to help identify how many standard drinks have been consumed.


**HOW ELSE TO DETERMINE IF SOMEONE IS INTOXICATED**

Make observations:

- Does the person smell of alcohol?
- How long has the person been drinking?
- When did the person enter the premises?
- Was the person affected by alcohol when they arrived?
- What type of alcohol has been consumed?
- How much alcohol have you seen the person drink?

Your observations will help you form a reasonable belief as to whether the person is intoxicated as a result of alcohol consumption.

Talk to the person and their friends to help determine whether the person is intoxicated or becoming intoxicated.

**REASONABLE BELIEF THAT A PERSON IS INTOXICATED**

The law requires you to form a reasonable belief that the person is intoxicated as a result of alcohol consumption. It is all right if you refuse service to a person on the basis of this belief, even if you are wrong.

Reasonable grounds for a belief that a person is intoxicated are what a reasonable person would believe in the circumstances, taking into account the relevant knowledge and facts presented.
You should be sure of your reasons for refusal of service and these reasons should not be discriminatory, for example race, sex, disability.

A person has the right to take the matter to the Anti-Discrimination Board if they feel they have been subjected to discrimination.

**ARE THERE CONDITIONS THAT EXHIBIT SIMILAR SYMPTOMS/SIGNS TO INTOXICATION?**

Some medical conditions, disabilities or the use of drugs may cause similar behaviours without the person being intoxicated as a result of alcohol consumption.

Prior to refusing service on the basis that a person is intoxicated, you should endeavour to determine whether the person has a medical condition or disability which may cause signs or symptoms similar to intoxication.

If the person has a medical condition or disability, it is likely that their friends will be able to tell you. Be sensitive to a person’s right to privacy.

Examples only:

- acute infections
- Acquired brain injury
- brain trauma / tumours
- delirium
- diabetes / hypoglycaemia
- epilepsy
- head injuries
- pneumonia
- seizures and post seizure states
- stroke

Even though a person has a pre-existing condition, if you have observed the person consuming alcohol and the person has been drinking for some time, then it would be reasonable to form a belief that the person is intoxicated as a result of alcohol consumption.

**HOW TO PREVENT INTOXICATION**

It is your responsibility to prevent patrons from becoming intoxicated. There are things you can do including:

- Talk to your patrons and get to know their drinking patterns and intentions.
- Alert other staff.
- Serve free water and keep water available.
- Promote low or mid-strength alcoholic drinks, non-alcoholic drinks and food.
- Provide free snack food.
- Slow service down for the patron.
- Wait for the patron to re-order, don't automatically top up drinks.
- Do not conduct an activity or promotion that will result in patrons engaging in irresponsible, rapid or excessive consumption of liquor or unsafe activities.
WHAT TO DO IF SOMEONE IS INTOXICATED

If you have reasonable grounds for the belief that someone is intoxicated as a result of alcohol consumption you must refuse service to that person. Under the law the person must also be asked to leave the premises.

Procedures for dealing with intoxication incidents should be in place and your staff should be trained in these procedures. The OLGR's Alcohol Management Operations Register (AMOR) is a tool that could be used for this purpose.

For more information about AMOR: http://www.olor.nsw.dov.au/damine info compliance tools.asp

When refusing service to a person:

• Introduce yourself to the person and tell them your name and your role, and ask their name.
• Approach the person in a friendly and respectful manner. Patronising or authoritarian attitudes can often evoke anger and make the person aggressive — this is a common response to threats to one's dignity and self-respect. Try not to speak to the person in front of others.
• When talking to the person: use their name; use slow, distinct speech; use short, simple sentences; avoid emotion and involved discussions; use appropriate eye contact (limit for cultural reasons); and adjust speaking pace to match the patron's.
• Give a clear, concrete statement that by law they cannot be served another drink.
• Notify the manager/licensee/supervisor or security. Also notify other bar staff that you have refused service to the person. If a shift change is nearing, notify the new staff.
• Give a clear instruction that the person must leave the premises. If necessary, guide them to the exit, ensuring that they have all their personal possessions with them.
• If considered necessary, management may consider imposing a short term ban.

PENALTIES

Supplying alcohol to an intoxicated person can be very expensive. The licensee or staff can be fined up to $11,000 or be issued with an on-the spot fine by way of a penalty notice. It is also an offence for other patrons to supply alcohol to an intoxicated person, with a maximum fine of $1,100 applying.

MORE INFORMATION

Phone: (02) 9995 0333

Email: info@olgr.nsw.gov.au

These guidelines are published by the Director General, Department of Trade and Investment, Regional Infrastructure and Services under section 5 of the Liquor Act 2007 and are subject to periodic review. Please go to www.olqr.nsw.gov.au to ensure you are using the latest guidelines.

Published 1 July 2008
LIQUOR PROMOTION GUIDELINES

This guideline is published by the Director General, Department of Trade and Investment, Regional Infrastructure and Services under section 102 of the Liquor Act 2007, and indicates the kinds of activities or promotions that the Director would restrict or prohibit.

You must always have due regard to the following objectives of the liquor laws:

- Need to minimise harm associated with the misuse and abuse of liquor
- Encourage responsible attitudes and practices towards the promotion, sale, supply, service and consumption of liquor
- Ensure that the sale, supply and consumption of liquor contributes to, and does not detract from, the amenity of community life.

PURPOSE

To ensure that licensees sell and supply liquor responsibly, the Director General, Department of Trade and Investment, Regional Infrastructure and Services has developed this guideline for the responsible promotion of liquor.

This guide describes the circumstances upon which the Director may, by notice in writing given to a licensee, restrict or prohibit the licensee carrying on, or being involved in, activities or promotions involving the sale or supply of liquor.

This guideline applies to all liquor licensed premises. All the matters mentioned in this guide are of high relevance to hotels, clubs and restaurants; lesser relevance to package liquor premises (takeaway sales through a bottleshop or home delivery); and lower relevance to producer wholesalers (winemakers / brewers).

All licensees should have a good understanding of this guideline. Using this guide will help you determine the risks associated with a proposed activity or promotion involving the sale and supply of liquor. If any unacceptable risks are associated with the activity or promotion, it should not be conducted.

WHAT IS THE LAW?

The Liquor Act 2007 (section 102) requires the Director General, Department of Trade and Investment, Regional Infrastructure and Services to issue publicly available guidelines that indicate the kinds of activities or promotions that the Director would restrict or prohibit.

What are the circumstances for the issue of a notice that would restrict or prohibit activities or promotions?

The Director General, Department of Trade and Investment, Regional Infrastructure and Services may restrict or prohibit an activity or promotion in a specific venue if the Director believes that the activity or promotion:

- uses designs, names, motifs and characters that have special appeal to minors
- is indecent or offensive
- involves the provision of liquor in non-standard measures that encourages irresponsible drinking and is likely to result in intoxication
- uses emotive descriptions that encourages irresponsible drinking and is likely to result in intoxication
- involves free drinks, or extreme discounts or discounts of a limited duration, that creates an incentive for patrons to consume liquor more rapidly than they otherwise might
- encourages irresponsible, rapid or excessive consumption of liquor
- is not in the public interest.
The table on page 3 lists unacceptable liquor activities and promotions that will be subject to the issue of a notice. Whether or not other activities or promotions will be subject to the issue of a notice will depend on how the promotion is conducted, whether the risks have been satisfactorily controlled, and the response of patrons.

Failure to comply with the notice may result in fines of up to $5,500.

**Are there any other actions that the Director can initiate?**

Yes, if problems have arisen with the conduct of liquor activities and promotions, the Director may:

- give a written direction, which can take effect immediately or on a later date stopping the activity or promotion (section 75). Failure to comply with the direction may result in fines of up to $5,500
- make a complaint to the Authority to take disciplinary action (section 139) — this would be on the grounds that the licensee or manager has engaged in conduct or activities that are likely to encourage misuse or abuse of liquor (such as binge drinking or excessive consumption).

**MORE INFORMATION**

Phone: (02) 9995 0333 Email: info@olgrnsw.gov.au

Complaints about inappropriate liquor promotions should be made to the complaints manager:
telephone: 9995 0776, email: robert.hanns@olgrnswgov.au

These guidelines are subject to periodic review. Please go to www.olgr.nsw.gov.au to ensure you are using the latest guidelines.
LIQUOR ACTIVITY OR PROMOTION RISK ASSESSMENT GUIDE

The following is a useful tool to help you determine whether the activity or promotion is acceptable.

1. Assess the risk
   Assess the risk in accordance with the risk assessment table below before commencing the activity or promotion.

2. Develop a management plan
   If the risk assessment indicates that the promotion is a medium risk — identify whether the risks can be properly managed.

3. Do not conduct the promotion
   Do not conduct the promotion if the risk assessment identifies the proposed promotion:
   - is an unacceptable risk
   - is a medium risk and you are unable to properly manage the risk

4. Immediately cease
   Immediately cease an activity or promotion when you identify that patrons are engaging in irresponsible, rapid or excessive consumption of liquor or unsafe activities.

<table>
<thead>
<tr>
<th>Unacceptable Risk</th>
<th>Medium Risk</th>
<th>Low Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitions, games of skill, challenges, lotteries, games of chance, promotions and similar which involve the following attributes:</td>
<td>Bulk pre-mix</td>
<td>Standard measures</td>
</tr>
<tr>
<td>o entry, participation or outcome is dependent on the consumption of more than one alcoholic beverage¹ on the premises; and/or</td>
<td>o Multiple drinks Non-standard measures</td>
<td>o Half-measures</td>
</tr>
<tr>
<td>o prizes of alcoholic beverages are awarded and which involve their consumption on the premises</td>
<td>o Mid-strength alcoholic (not greater than 3.5%) promotions</td>
<td>o Low alcoholic drink (not greater than 3%) promotions</td>
</tr>
<tr>
<td>Labelling or titling that is likely to promote irresponsible consumption</td>
<td></td>
<td>o Liquor prizes not consumed on the premises</td>
</tr>
<tr>
<td>Non-standard containers that are likely to result in rapid intoxication</td>
<td></td>
<td>o Traditional tasting measures in connection with brewers, winemakers, retailers</td>
</tr>
<tr>
<td>Holding a person’s financial institution card²</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Providing alcohol on credit! pay later basis³</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undercover (stealth) and viral marketing⁴</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50% or higher discount for consumption on the premises</td>
<td>25% to 49% discount for consumption on the premises Mid-strength alcoholic drinks (not greater than 3.5%)</td>
<td>Less than 25% discount for consumption on the premises</td>
</tr>
<tr>
<td>All you can drink offers to stockpile drinks to take advantage of offer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two for the price of one offers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than one free drink⁵</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A meal deal with more than one drink included in the price or a dinner for two people deal with more than one bottle of wine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotional cards, vouchers or incentives providing free or discounted drinks for consumption on the premises which are distributed away from the premises⁶</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25% to 49% discount for consumption on the premises Mid-strength alcoholic drinks (not greater than 3.5%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>25% discount for consumption on the premises Mid-strength alcoholic drinks (not greater than 3.5%)</td>
<td></td>
</tr>
</tbody>
</table>

A method must be adopted to ensure a person does not acquire any more than one alcoholic beverage.

¹This does not stop promotions or activities where consumption will occur at private homes, etc.

²Does not apply to the holding of a person’s corporate / business card for a corporate function. Does not apply to a person’s card if the account is settled before the conclusion of trade in which the consumption occurred.

³Does not apply to an account held on behalf by a corporation for a corporate function. Does not apply to the holding of a person’s corporate, business or person financial institution card if the account is settled before the conclusion of trade in which the consumption occurred. Does not apply to guests staying in-house.

⁴Does not apply to an account held on behalf by a corporation for a corporate function. Does not apply to the holding of a person’s corporate, business or person financial institution card if the account is settled before the conclusion of trade in which the consumption occurred. Does not apply to guests staying in-house.

⁵Note. For the purposes of clarification, this does not apply to persons employed to promote a brand, who are clearly identified as promoting a brand and who have undergone RSA training.
### Time frame
- **More than 2 hours**
- **Anytime after 9 pm** if it involves alcoholic beverages with an alcoholic content greater than 3.5%
- **Separation between events is less than 4 hours**
- **1 to 2 hours**
- **Anytime after 9 pm if it involves mid-strength alcoholic drinks** (alcoholic content Oct greater than 3.5%)
- **Less than 1 hour**
- **Anytime after midnight if it involves low alcoholic drinks** (alcoholic content not greater than 3%)

### Patron safety
- Dangerous or unsafe behaviour
- Slip/trip/fall risks
- Non-threatening
- Sexually provocative
- Reasonable physical
- Lewd and indecent behaviour
- Any promotion or activity that promotes an illegal/unlawful activity

### Legality
- Any promotion or activity that promotes an illegal/unlawful activity

---

1 One free drink is acceptable — a distribution method must be adopted to ensure a person does not acquire any more than one free drink. This does not apply to non-commercial activities such as where free drink(s) are provided in conjunction with bona fide meetings - annual general meetings of members of a registered club, attendance at regular meetings of a community group (eg. RSL sub-branch).

Drink cards, promotional cards, vouchers or incentives distributed on the premises are acceptable, however, they must only entitle the person to one free drink per person per day — a distribution method must be adopted to ensure a person does not acquire any more than one free drink or more than one drink card.

4 Applies to ‘happy hour’ and similar time-based activities and promotions conducted over a lengthy period of time.

9 From 9pm until closing time or 5am which ever comes sooner.
<table>
<thead>
<tr>
<th>Activity or promotion</th>
<th>Indicative examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Any activity or promotion likely to cause people to drink excessively</td>
<td>• promotional cards, vouchers or incentives providing free or discounted drinks which are distributed away from the licensed premises and which involves consumption on the premises</td>
</tr>
<tr>
<td></td>
<td>• external advertising of a complimentary drink unless drink is provided ancillary to another service — accommodation, food</td>
</tr>
<tr>
<td></td>
<td>• promotions, events or festivals which focus principally upon the consumption of alcohol, e.g. Mad Monday</td>
</tr>
<tr>
<td></td>
<td>• only selling liquor in a container of one size (e.g. schooner grasses only available — patron not able to order a middy)</td>
</tr>
<tr>
<td>• Competitions, games of skill, challenges, lotteries, games of chance, promotions and similar which involve the following attributes:</td>
<td>• skolling games, boat races</td>
</tr>
<tr>
<td>entry, participation or outcome is dependent on the consumption of more than one alcoholic beverage’ on the premises’, and/or prizes of alcoholic beverages are awarded and which involve their consumption on the premises</td>
<td></td>
</tr>
<tr>
<td>• • laybacks, slammers, blasters, bombs and similar</td>
<td></td>
</tr>
<tr>
<td>• • ‘Beat the clock’, ‘Drink like a fish’</td>
<td></td>
</tr>
<tr>
<td>• Labelling or titling of promotions that suggest irresponsible excessive consumption of liquor</td>
<td>• drinks cards that provide multiple free drinks*, extreme discounts or discounts of limited duration on a given day or night / or have the capacity to be stockpiled by patrons or given to other patrons</td>
</tr>
<tr>
<td>• Drink cards and similar that cause people to drink excessively*</td>
<td>• serving liquor in a yard glass for skolling</td>
</tr>
<tr>
<td>• Non-standard containers that are likely to result in rapid intoxication</td>
<td>• multiple supply of shooters to a person</td>
</tr>
<tr>
<td></td>
<td>• vodka served in a schooner glass</td>
</tr>
<tr>
<td></td>
<td>• consumption of liquor from a water pistol</td>
</tr>
<tr>
<td></td>
<td>• laybacks, slammers, blasters, bombs and similar</td>
</tr>
</tbody>
</table>

* Does not include invitations to members of a dub / reward system via a mailing list where persons have acknowledged their willingness to receive such invitations provided the list has not been compiled through a competition or similar activity

A method must be adopted to ensure a person does not acquire any more than one alcoholic beverage

* This does not stop promotions or activities where consumption will occur at private homes, etc.

* Liquor prizes not consumed on the premises are acceptable

* Drink cards, promotional cards, vouchers or incentives distributed on the premises are acceptable provided they only entitle the person to one free drink per person per day — a distribution method must be adopted to ensure a person does not acquire any more than one free drink or more than one drink card

* One free drink is acceptable — a distribution method must be adopted to ensure a person does not acquire any more than one free drink
<table>
<thead>
<tr>
<th>Activity or promotion</th>
<th>Indicative examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Happy hour’ and similar time-based activities and promotions conducted over a lengthy period of time</td>
<td>time frame for the promotion is more than 2 hours</td>
</tr>
<tr>
<td></td>
<td>time frame for promotion occurs after 9 pre and it involves alcoholic beverages with an alcoholic content greater than 3.5%</td>
</tr>
<tr>
<td></td>
<td>separation between each ‘happy hour’ less than 4 hours</td>
</tr>
<tr>
<td>Extreme discounted drinks involving the consumption of alcohol on the licensed premises</td>
<td>discounts of more than 50%</td>
</tr>
<tr>
<td></td>
<td>all you can drink offers for a set price - ‘all you can drink for $10’</td>
</tr>
<tr>
<td></td>
<td>‘buy one get one free’</td>
</tr>
<tr>
<td>More than one free drink&lt;sup&gt;17&lt;/sup&gt;</td>
<td>‘free drinks until first point scored’ (e.g. in conjunction with televised sport event)</td>
</tr>
<tr>
<td></td>
<td>gender based discounts - ‘free drinks for women’</td>
</tr>
<tr>
<td></td>
<td>‘free drinks for 2 hours’</td>
</tr>
<tr>
<td></td>
<td>Meal deals with 5 drinks included in the price</td>
</tr>
<tr>
<td>Undercover (stealth) marketing (marketing where patrons do not realise they are being marketed for)</td>
<td>persons engaged to talk up alcoholic beverage to patrons they befriend, even buying alcoholic beverages for the patron (handing out samples) - a consumer will not only begin using that product themselves, but will also tell their friends about it, inciting a viral marketing campaign</td>
</tr>
<tr>
<td></td>
<td>persons engaged to spontaneously and enthusiastically talk up consumption of alcoholic beverages</td>
</tr>
<tr>
<td>Holding a patron’s financial-institution care</td>
<td>holding a patron’s financial-institution card and selling liquor to the patron over several days pending payment when the patron receives their social security benefit</td>
</tr>
<tr>
<td>Providing alcohol on a credit / pay later basis&lt;sup&gt;18&lt;/sup&gt;</td>
<td>sexually provocative activities</td>
</tr>
<tr>
<td></td>
<td>dangerous or unsafe behaviour</td>
</tr>
<tr>
<td></td>
<td>lewd and indecent behaviour</td>
</tr>
</tbody>
</table>

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<sup>16</sup> From 9pm until closing time or 5am which ever comes sooner

<sup>17</sup> One free drink is acceptable — a distribution method must be adopted to ensure a person does not acquire any more than one free drink. This does not apply to non-commercial activities such as where free drink(s) are provided in conjunction with bona fide meetings - annual general meetings of members of a registered club, attendance at regular meetings of a community group (eg. RSL sub-branch)

<sup>18</sup> Note. For the purposes of clarification, this does not apply to persons employed to promote a brand, who are clearly identified as promoting a brand and who have undergone RSA training

<sup>19</sup> Does not apply to an account held on behalf by a corporation for a corporate function. Does not apply to the holding of a person’s corporate, business or personal financial institution card if the account is settled before the conclusion of trade in which the consumption occurred. Does not apply to guests staying in-house.

<sup>20</sup> Does not apply to an account held for or on behalf by a corporation / business for a corporate function. Does not apply if the account is settled before the conclusion of trade in which the consumption occurred.