



Caboolture Corridor Liquor Industry Action Group

Action Plan 2011-2013

1. INTRODUCTION

The Caboolture Corridor LIAG was established in August 2008 to formalise the working relationship between licensed venues and key local community agencies situated in the Caboolture Corridor. Since November 2008, the Caboolture Corridor LIAG has undertaken a series of actions to address the following four priority management issues;

1. Patron education – including expectations of patrons and management of behavioural issues.
2. Security – including the availability of security providers and service standards.
3. Transport – including issues related to dispersal of patrons from licensed premises and the impacts on the local neighbourhoods.
4. Drugs – including the impact of drug use on patron behaviour and the overall management of licensed premises.

In June 2011 the Caboolture Corridor LIAG commenced a review and the redevelopment of the Caboolture Corridor LIAG Action plan. The review and redevelopment involved the engagement of the key stakeholders to address locally identified alcohol management issues, by:

1. Review and evaluation – monitoring and reviewing progress and the impact of the Caboolture Corridor LIAG's actions undertaken and the overall outcomes of the strategies.
2. Identifying the issues – undertaking the collection of local data to provide the evidence for the development of a planned response that is focused on addressing local needs.
3. Taking informed action – developing and implementing a set of achievable strategies aimed at addressing locally identified alcohol management issues including the clear documentation of goals, outcomes, actions, timelines, resource requirements and roles and responsibilities.

Developing an evidence based approach to addressing alcohol related harms is recognised both nationally and internationally as a best practice model. The following documents the action plan developed by the Caboolture Corridor Liquor Industry Action Group.

2. Caboolture Corridor LIAG Action Plan

2.1 Key issues and objectives

In developing the action plan, the Caboolture Corridor Liquor Industry Action Group will focus their efforts over a 12-36 month time frame to address the following priority alcohol management issues:

- Transport / Patron Dispersal – including issues related to dispersal of patrons from licensed premises and the impacts on the local neighbourhoods.
- Patron behaviour – including expectations of patrons and management of behavioural issues to increase staff and patron safety; Minimise the impact of drug use on patron behaviour and the overall management of licensed venues.
- Communication Strategies – Increase communication to the wider community and improved communication with elected Government representatives.

TRANSPORTATION / PATRON DISPERSAL

ACTIONS What will we specifically do?	HOW 1. Human resources 2. Financial resources 3. Other resources (e.g. equipment, marketing)	WHO 1. Who will take the lead role? 2. Who else needs to support this activity?	WHEN Timeframe*	WHAT What tangible things will we produce (e.g. guidelines, posters, drink coasters, etc)?
Improve contact between taxi companies, LIAG and venues	<p>Direct contact with taxi companies to be established and invite to accord meetings</p> <p>Conduct follow up phone calls with taxi companies after LIAG meetings with any requests</p> <p>Audit what venues have working taxi phones and those venues who want taxi phones installed. Arrange installation (What taxi companies)</p> <p>Ensure taxi companies are informed of large events / activities to enable efficient dispersal of patrons</p> <p>Increase taxi license numbers and lobby for more taxi's</p>	<p>Lyn Dows (T&MR - Senior Operations Officer) & Kerrie Doherty (MBRC - Planning Officer Road Safety)</p> <p>Lyn Dows (T&MR - Senior Operations Officer) & Kerrie Doherty (MBRC - Planning Officer Road Safety)</p> <p>Lyn Dows (T&MR - Senior Operations Officer) & Kerrie Doherty (MBRC - Planning Officer Road Safety)</p> <p>Lyn Dows (T&MR - Senior Operations Officer) & Kerrie Doherty (MBRC - Planning Officer Road Safety)</p> <p>LIAG Exec and Gov (QPS, OLGR)</p>	<p>Short term</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Increased communication levels. Determined taxi company contact with contact details</p> <p>Contact list (B&W, Yellow, Bribie cabs etc)</p> <p>Audit conducted and phones fixed and / or installed</p> <p>Improved patron dispersal and taxi companies notified.</p> <p>Increased taxi licenses within the region</p>

* Timeframes are indicated as Short-Term (1-6 months), Medium-Term (7-18 months) and Long-Term (19-36 months)

Continue to implement the Designated Driver Program (DDP)	Implement findings of DDP review	LIAG executive committee	Nov / Dec relaunch	Develop wristbands, drink cards, information flyers, shirts, roadside banners.
	Check DDP resources, i.e. wrist bands, drink cards, information cards, posters etc	Leigh Couch (Qld Heath - ATOD Health Promotion Officer)	Short term and ongoing	Audit conducted and wristbands, drink cards, information cards, and posters reordered if required.
	Develop a timetable to promote the DDP during identified holiday periods	Leigh Couch (Qld Heath - ATOD Health Promotion Officer) & Kerrie Doherty (MBRC - Planning Officer Road Safety)	Short term and ongoing	DDP roadside banners developed with schedule for identified holiday periods
	Increase media exposure of the DDP: Develop media release templates and marketing campaign	Craig Allan (Caboolture Corridor LIAG Media & Marketing spokesperson)	Short term and ongoing	Increased awareness of the DDP within the region

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PATRON BEHAVIOUR

ACTIONS What will we specifically do?	HOW 1. Human resources 2. Financial resources 3. Other resources (e.g. equipment, marketing)	WHO 1. Who will take the lead role? 2. Who else needs to support this activity?	WHEN Timeframe*	WHAT What tangible things will we produce (e.g. guidelines, posters, drink coasters, etc)?
Safety / Violence Reduction	Maintain current low levels of violence <ul style="list-style-type: none"> Maintain and support QPS walk throughs in venues Increase staff training i.e. conflict resolution / aggressive behaviour management training Improve venue and staff safety <ul style="list-style-type: none"> Audit security procedures and implement and monitor changes (CPTED audits) Regional banning of problem patrons <ul style="list-style-type: none"> Continue the sharing of problem patron information Lobby Government to legislate for region wide banning including a Drink Safe Precinct Reduce disorderly patron behaviour in premises <ul style="list-style-type: none"> Educate patrons to reduce numbers entering with intent to get intoxicated through the design and display of posters, signage and messages 	QPS Venues, QPS, R.T.O's Venues, QPS and Security providers Venues & QPS LIAG Exec LIAG executive committee	Short term & ongoing Short term & ongoing Short term & ongoing Ongoing Long term Short term & ongoing	Increased staff and patron safety Schedule of annual training CPTED Audits conducted in venues Amendments / changes made from findings of CPTED audits Details of problem patrons divulged at meetings (not minuted) Potential legislative support for patron banning. Potential Drink Safe Precinct status Two positive patron behaviour campaigns run per year Reduced patron related problems (audit incident registers)
Minimise drug related impacts on venues	Ensure venues have detailed policies around drug use on premises Evaluate use of drug use check list in licensed venues Conduct regular staff training on how to identify and deal with drug affected patrons	Venues, QPS QPS Drug ARM, Venues, R.T.O's	Short term & ongoing Short term Short term & ongoing	Policies reviewed and updated Report detailing use of checklist and recommendations for increased uptake by venues Schedule of Managing Drug Affected Patron training developed and sessions conducted

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PATRON BEHAVIOUR

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Reduce Community damage & noise complaints	Collect and analyse data from OLGR /QPS and council to identify extent of the issue Identify actions and strategies to resolve problems Promote LIAG and relevant community contact details (Council, Policelink) to community (i.e. residents, neighbourhood watch etc)	OLGR / QPS / Denielle Beattie (MBRC - Community Development Officer) LIAG Craig Allan (Caboolture Corridor LIAG Media & Marketing spokesperson)	Short term & ongoing Medium term Short term & ongoing	Findings presented to LIAG group changes/trends over time identified List of actions developed Increased awareness and contact to LIAG and police/council/OLGR
Undertake the Qld Health Safer Venues program	Program to be implemented in licensed premises (note: eligibility criteria apply)	1. Qld Health 2. LIAG & local licensed premises	Annually	Awards ceremony held with certificates & feedback document provided to participating venues Media promotion
Reduce unsupervised minors on premises	Ensure unsupervised minors do not gain access to licensed premises <ul style="list-style-type: none"> • Monitor through Management / staff / security providers (conduct ID checks) Educate parents and guardians as to responsibilities of minors on premises <ul style="list-style-type: none"> • Install OLGR compliance signage • Install venue specific signage (posters, tv screens, speaker systems etc) Identify unsupervised minors on premises and remove (including parent/guardian) <ul style="list-style-type: none"> • Conduct walk throughs • Monitor CCTV • Conduct and record training with staff (in addition to RSA requirements) 	Venue Managers, staff / security providers OLGR, Venues Venue Managers, staff / security providers/ QPS	Short term & ongoing Short term & ongoing Short term & ongoing	Minors unable to gain access Increased awareness of Parents / guardians of responsibilities & reduced number of unsupervised minors on premises Unsupervised minors and parents/guardians on premises removed

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COMMUNICATION STRATEGIES

ACTIONS What will we specifically do?	HOW 1. Human resources 2. Financial resources 3. Other resources (e.g. equipment, marketing)	WHO 1. Who will take the lead role? 2. Who else needs to support this activity?	WHEN Timeframe*	WHAT What tangible things will we produce (e.g. guidelines, posters, drink coasters, etc)?
Improve communication from venue management to staff regarding LIAG	Management to communicate LIAG actions and outcomes to staff (i.e. staff meetings/ memo's/internal policies and procedures/ development of a procedure manual) Identify strategies to increase venue staff input and attendance at LIAG events (i.e. training after LIAG meetings, training seminars, program launches and awards ceremonies)	Venue managers LIAG members Venue staff	Short term & ongoing Short term & ongoing	Increased staff awareness and understanding of LIAG actions and outcomes Increased licensed premises staff awareness of LIAG and attendance at LIAG events
Improve communication between venues	Improved and continued LIAG meeting attendance by licences premises managers with open communication External to meetings- develop and disseminate a LIAG contact list	Venue managers LIAG Secretariat	Short term & ongoing Short term	Improved and continued LIAG meeting attendance with open communication by venue managers Venue managers contact list developed and disseminated
Increase in-premises signage	Update and re-install condition of entry signage Increase OLGR signage in venues <ul style="list-style-type: none"> • provide links to OLGR website • OLGR to provide hard copies of available signage at meetings 	LIAG Exec and Venues OLGR and Venues	Short term & ongoing Short term & ongoing	A1 or A2 Condition of entry signage redeveloped and installed in venues Signage visible within all LIAG member venues.
Increase media promotion	Develop a spreadsheet of media release templates e.g. <ul style="list-style-type: none"> • Promote to patrons new automatic loss of drivers license >0.1BAC • Patron behaviour • Involvement in the Safer Venues program / Designated Driver program Develop a strategy and schedule for media and marketing promotion	Media and marketing Craig Allan (Caboolture Corridor LIAG Media & Marketing spokesperson)	Short Term Short term & ongoing	Spreadsheet and templates developed Schedule/strategy developed and implemented

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Increase communication to local politicians	Approach Councillors/MP's to insert articles in their newsletters Send agendas to Councillors / MP's including a Caboolture Corridor LIAG cover letter	Media and Marketing LIAG Secretariat	Short term & ongoing Short term & ongoing	Increased relations with Councillors and MPs Increased community awareness of LIAG
Undertake promotion of LIAG to the wider community	Increased general promotion and community awareness of the LIAG i.e. use of banners, website, media releases	LIAG Venues Craig Allan (Caboolture Corridor LIAG Media & Marketing spokesperson)	Ongoing	Increased hits to Website Increased LIAG signage
Review and maintain LIAG website	Review, improve and regularly update LIAG website Create links to LIAG website from external websites i.e. Council Newsletters	LIAG executive, Janelle Barraud (Bribie RSL) LIAG executive, Janelle Barraud (Bribie RSL)	Short term & ongoing Short term & ongoing	Links to LIAG website from external websites i.e. Council Newsletters Website links created

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