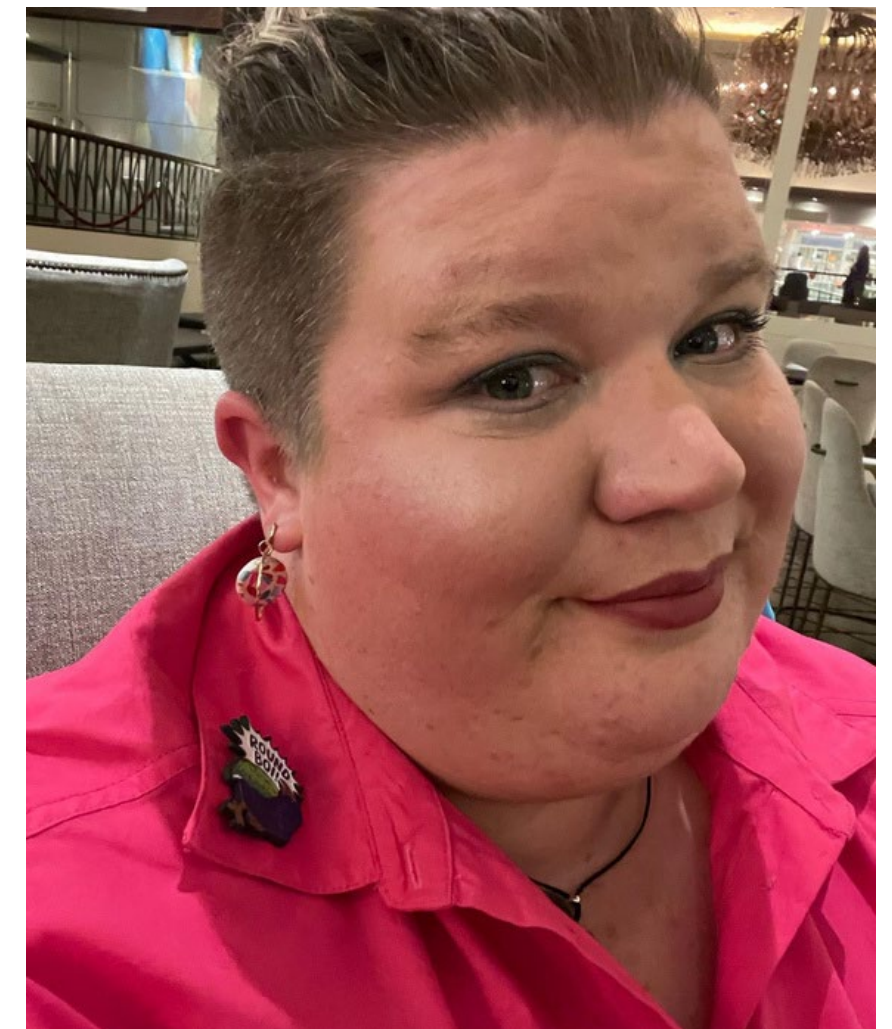


Defining our future -
how a year of
momentum came
from decades of
public health
advocacy.

GAPC 2023



Presented By:
Catherine Anderson

Overview

- The introduction of Alcohol to Aotearoa, New Zealand.
- Community Action on Alcohol.
- Sale and Supply of Alcohol Act 2012.
- Sale and Supply of Alcohol (Harm Minimisation)
Amendment Bill.
- *Pass the Bill* campaign
- The Community Participation Bill.
- Where to next.

Alcohol in Aotearoa, New Zealand

Alcohol was introduced to Aotearoa through colonisation, and continues to be used as a tool of colonisation



Alcohol-related harm costs Aotearoa \$7.85 billion per year. 80% of NZs drink, 25% at high risk levels.



Māori experience more harms from alcohol than their non-Māori peers



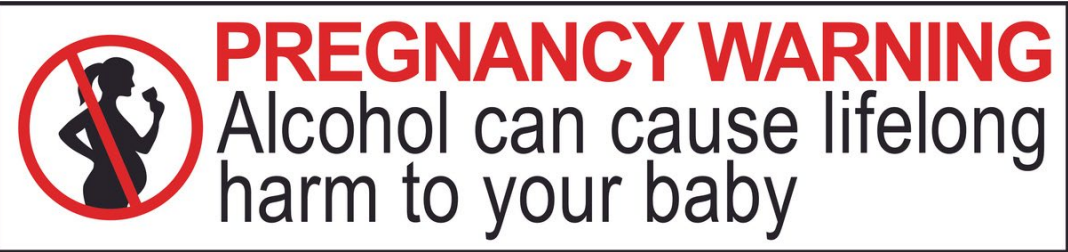
Minority groups, including Pasifika, Rainbow, low-income communities, and other vulnerable communities also experience inequitable burdens of the harm.

Community Action on Alcohol

The Law Commission review into alcohol in Aotearoa

The Sale and Supply of Alcohol Act (SASAA) 2012

Alcohol Pregnancy Warning Labels



Lower driving blood alcohol level

drivers under 20 = zero
250 mcg of alcohol per litre of breath



Sale and Supply of Alcohol Act (SASAA) 2012

The Act introduced significant changes to alcohol law in Aotearoa. It's purpose is to improve community input into decision making; and its object is to minimise alcohol-related harm.



The introduction of Local Alcohol Policy (LAP)
Local Alcohol Policy provisions give local councils the ability to decide how, where and when alcohol is sold in their communities.



District Licensing Committees (DLCs)
DLCs were introduced to oversee the granting of and renewals of licences, managers' certificates.

The DLC must have regard to LAPs but are not required to give effect to them.



Te Tiriti o Waitangi

The Act does not mention, or give effect to Te Tiriti o Waitangi, meaning that DLCs, or LAPs do not have to give effect to Te Tiriti.

However, not all was
well.



Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill



On June 30 2022, Green MP Chlöe Swarbrick's Private Members Bill was pulled from the biscuit tin; this introduced the Bill to Parliament. AHW provided evidence and information to Chlöe to assist her to draft the Bill.

The Bill aimed to tackle the issues with SASSA.

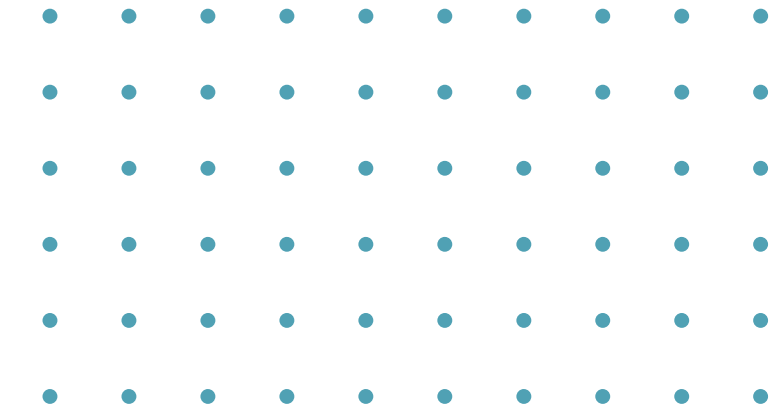
Including;

- Ending the appeals provisions process for LAPS
Address the issues communities were facing in the DLC process
- **Ending alcohol sponsorship of broadcast sports.**

Alcohol Healthwatch pivoted quickly, allowing our team to work on supporting the Bill, calling for public support and activating communities. We launched the Pass the Bill campaign within a week of the bill being pulled. We had limited resources but broad skills.

We tapped into New Zealand's sporting culture.

We knew we needed support for the sports sponsorship part of the bill, so we leaned into sporting culture for our campaign.



Grassroots sport 'doesn't rely on alcohol company sponsorship'

11:00AM, 11 August 2022

Grassroots sports on Saturday afternoon with the family - it's a key weekend ingredient for many New Zealanders and one we want to enjoy free from the advertising of harmful, addictive substances. The recently drawn Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill (the 'Bill') seeks to protect communities from alcohol product sponsorship of broadcast sport, but has sparked concern around potential impacts on grassroots sport. But are these concerns warranted?

We partnered with other organisations who could do things better than we could.

We knew we needed to tap into our partner organisations, utilising longstanding relationships



We made the messaging clear, we wanted people to understand the intent of the Bill

The Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill

Q

What is this Bill about?

A

This Bill can save lives. It looks to:
1) remove the special appeals process from Council local alcohol policies, empowering the community voice; and,
2) protect communities from alcohol sponsorship and advertising in broadcast sport.

Click the link in bio for our factsheet that explains how this Bill reduces alcohol harm



Find out more

Sale and Supply of Alcohol (Harm Minimisation) Bill

- 1 End the unique appeals process on local alcohol policies
- 2 Protect broadcast sport from alcohol advertising and sponsorship
- 3 Give communities more pathways to contest liquor licences

Link in our bio!

We used social media and boosted posts, and used a number of different ads.

We needed to connect with a wide range of people quickly online

Do you want more say over **when and where alcohol can be sold in your neighbourhood?**

No

Yes



@PasstheBillNZ

THE RECENT STEINLAGER RUGBY SERIES

advertised alcohol to at least 47,900 New Zealand kids.

Equivalent to an Eden Park packed with our kids.

Swipe

Are you okay with advertising alcohol to children?

Neither are we.

Join us and sign the petition (link in bio).

@PasstheBillNZ

AGREE WITH THIS POST?

If you love this post, feel free to like, share, and dont forget to comment below!



@PasstheBillNZ

Our call to action was quick and easy.

our ActionStation Search CATEGORIES

To: NZ House of Representatives
Reduce Alcohol Harm: Pass the Bill!

Campaign created by
Alcohol Healthwatch 

We are formally presenting this petition to Parliament today!



We request that Pāremata Aotearoa, New Zealand Parliament supports the Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill.

This petition will close on the 28th September, 2022. All signatures at that point will be presented to Parliament.

- We asked organisations and businesses to sign on to support an open letter.
- We asked individuals to sign a petition supporting the bill.
- We asked for people to share our posts.

We gained over 8000 signatures!



The petition was presented to Parliament



The petition was presented to Parliament. Following this and other engagements with the community, the Government introduced its own Community Participation Bill.

Sale and Supply of Alcohol (Community Participation) Amendment Bill

- Amending the Act so that parties can no longer appeal provisional local alcohol policies.
- Allowing district licensing committees to decline to renew a licence if they consider that the license would be inconsistent with the LAP
- Allowing anyone to object to a license application
- Changing the way that licensing hearings are conducted, removing cross-examination, and making the process less formal.
- The DLC must allow for Tikanga at a DLC hearing and make hearing more accessible for communities.

The Bill did not include any provisions regarding alcohol advertising and sponsorship.

The Bill passed and became law in August 2023.

What's next?

Where to next for Alcohol law reform in Aotearoa



Our new Government



Supporting councils and territorial authorities to implement LAPs and support communities to engage in LAP and DLC processes



We continue to call for a full review of the SASAA to ensure the law is fit for purpose and intent and reduces harm