

Lucy Brotherton

From: Michael Waters
Sent: Friday, 5 April 2013 10:31 AM
To: Lucy Brotherton
Subject: RE: Liquor Promotion Guidelines

Follow Up Flag: Follow up
Due By: Tuesday, 9 April 2013 8:00 AM
Flag Status: Completed

Hi Lucy,

Sorry to trouble you, and I know I said to you last week that I didn't need a copy of the final cut, but I was hoping you could send this through to me now as I have a couple of board members interested in seeing it.

Let me know if any queries or concerns.

Cheers,

Michael Waters
General Manager
Liquor Stores Association NSW

Suite W3G, Sydney Corporate Park, 75 - 85 O'Riordan Street, Alexandria NSW 2015
T: +61 2 8335 3200 M: +61 4 2996 9614 F: +61 2 9317 2051 E: michael.waters@alsa.com.au | www.lsansw.com.au

Privacy & Confidentiality Notice – the information contained herein and any attachment is intended solely for the named recipients. It may contain privileged confidential information. If you are not an intended recipient, please delete the message and any attachments and notify the sender of mis-delivery. Any use or disclosure of the contents of either is unauthorised and may be unlawful.

From: Lucy Brotherton [mailto:lucy.brotherton@olgr.nsw.gov.au]
Sent: Wednesday, 20 March 2013 12:37 PM
To: Michael Waters
Subject: RE: Liquor Promotion Guidelines

Hi Michael,

That additional sentence looks fine. I am trying to work out exactly where to put it. I was thinking at the end of the explanation section of the relevant Principles, and I may add the words 'It is noted that the extent to which.....'

In relation to page 10, here are my proposed additional words to go at the end of the Additional Information section:

'This Principle focuses on promotions offering alcohol to be consumed immediately on the licensed premises. There are separate requirements that apply to packaged liquor sales to ensure standard drink information is clearly stated on liquor products (Food Standards Australia New Zealand) and to restrict undesirable liquor products which may encourage irresponsible drinking (section 101 of the Liquor Act 2007).'

In relation to the last sentence in Principle 7 would you be happy with the words '... and does not encourage excessive consumption of alcohol due to an increase in the volume purchased where it is likely to be consumed within a short timeframe.'

Regards

Lucy

Lucy Brotherton | A/Manager, Industry Support
Strategic Engagement and Development Branch
NSW Office of Liquor, Gaming & Racing | NSW Trade & Investment
323 Castlereagh Street | Haymarket NSW 2000
GPO Box 7060 | Sydney NSW 2001
T: (02) 9995 0664 | F: (02) 9995 0699 | E: lucy.brotherton@olgr.nsw.gov.au
W: www.olgr.nsw.gov.au | www.trade.nsw.gov.au

From: Michael Waters [<mailto:Michael.Waters@alsa.com.au>]
Sent: Wednesday, 20 March 2013 10:41 AM
To: Lucy Brotherton
Subject: RE: Liquor Promotion Guidelines

Hi Lucy,

Good to chat with you earlier, and thank you for progressing some of our feedback and recommendations.

Further to our discussion, please see below a suggested wording to hopefully be added to Principles 4, 5, 6 and 7:

'The extent to which this Principle applies to different licence types may vary'.

Being conscious of not being too wordy, something along these lines would be greatly appreciated.

Cheers,

Michael Waters
General Manager
Liquor Stores Association NSW

Suite W3G, Sydney Corporate Park, 75 - 85 O'Riordan Street, Alexandria NSW 2015
T: +61 2 8335 3200 M: +61 4 2996 9614 F: +61 2 9317 2051 E: michael.waters@alsa.com.au | www.lsansw.com.au



Date: Tuesday 28th Mar 2013
Venue: North Ryde Golf Club, North Ryde NSW
[CLICK HERE TO FIND OUT MORE](#)

LSA LIQUOR STORES ASSOCIATION NSW INC
RETAIL LIQUOR INDUSTRY
golfdays 13

Privacy & Confidentiality Notice – the information contained herein and any attachment is intended solely for the named recipients. It may contain privileged confidential information. If you are not an intended recipient, please delete the message and any attachments and notify the sender of mis-delivery. Any use or disclosure of the contents of either is unauthorised and may be unlawful.

From: Michael Waters
Sent: Thursday, 14 March 2013 5:40 PM
To: 'Lucy Brotherton'
Cc: Herschel, Dominic <dominic.herschel@olgr.nsw.gov.au> (dominic.herschel@olgr.nsw.gov.au)
Subject: RE: Liquor Promotion Guidelines
Importance: High

Hi Lucy,

I managed to get this completed today for you (attached).

Would appreciate 10 minutes tomorrow at some stage to talk through our final feedback please?

Cheers,

Michael Waters
General Manager
Liquor Stores Association NSW

Suite W3G, Sydney Corporate Park, 75 - 85 O'Riordan Street, Alexandria NSW 2015
T: +61 2 8335 3200 M: +61 4 2996 9614 F: +61 2 9317 2051 E: michael.waters@alsa.com.au | www.lsansw.com.au



Privacy & Confidentiality Notice – the information contained herein and any attachment is intended solely for the named recipients. It may contain privileged confidential information. If you are not an intended recipient, please delete the message and any attachments and notify the sender of mis-delivery. Any use or disclosure of the contents of either is unauthorised and may be unlawful.

From: Lucy Brotherton [<mailto:lucy.brotherton@olgr.nsw.gov.au>]
Sent: Wednesday, 13 March 2013 10:33 AM
To: Michael Waters
Subject: Liquor Promotion Guidelines

Hi Michael,

I am just wondering if you have finalised your feedback on the Liquor Promotion Guidelines. Dominic Herschel indicated that you were aiming to have something to us last week (if you have sent it directly to someone else, please let me know and I will chase it here).

As I indicated in our brief phone conversation, I am trying to get the document finalised so any proposed amendments need to be considered as soon as possible.

Please feel free to email or ring me to discuss.

Regards

Lucy Brotherton

Lucy Brotherton | A/Manager, Industry Support
Strategic Engagement and Development Branch
NSW Office of Liquor, Gaming & Racing | NSW Trade & Investment
323 Castlereagh Street | Haymarket NSW 2000
GPO Box 7060 | Sydney NSW 2001
T: (02) 9995 0664 | F: (02) 9995 0699 | E: lucy.brotherton@olgr.nsw.gov.au
W: www.olgr.nsw.gov.au | www.trade.nsw.gov.au

This message is intended for the addressee named and may contain confidential information. If you are not the intended recipient, please delete it and notify the sender. Views expressed in this message are those of the individual sender, and are not necessarily the views of their organisation.

This message is intended for the addressee named and may contain confidential information. If you are not the intended recipient, please delete it and notify the sender. Views expressed in this message are those of the individual sender, and are not necessarily the views of their organisation.