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2 July 2013

Mr Paul Newson
Director Compliance
Office of Liquor, Gaming & Racing
GPO Box 760
SYDNEY NSW 2001

(Also by email)

Dear Mr Newson

NOTICE TO SHOW CAUSE - SHOPPER DOCKET PROMOTION

We refer to the previous correspondence in relation to this matter and in particular to your letter dated 6 June 2013.

We note your request for certain information in that letter, which we have attempted to collate and provide with this letter. We **enclose**:

1. Review of "Expert Report on "shopper docket" Alcohol Promotions" by James Lette ("Lette Review");
2. Licensing and Compliance Manual (House Management Plan);
3. Coles' Code of Conduct, which on page 3 includes a commitment by all staff to "abide by the laws and regulations and company policies related to service of alcohol and sale of tobacco". The Code is read and signed by all team members as part of their induction;
4. Copy of examples of the quarterly Liquor and Tobacco Reminder. These are issued every three months. All team members are required to read and sign the reminder, to ensure they are reminded of responsible servicing procedures.

In addition, we make the following responses to the matters in your letter.

THE RELEVANT ACTIVITY

You have suggested that the activities you consider potentially might be the subject of a notice under section 102A of the Act is a practice of redeeming "docket deals" contemplating the provision of one or more specified bottles of liquor free of charge or applying substantial discounts when one or more specified bottles of liquor is purchased.

Whilst we understand that your letter of 6 June 2013 appears to broaden the scope of activities

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under consideration, we have difficulty identifying with precision the scope of those activities, particularly in relation to a practice of discounting. We have done our best to respond to your request for information, but we are concerned that we do not understand what the “substantial discounts” are which concern OLGR.

APPLICABLE TEST UNDER THE *LIQUOR ACT 2007*

You indicated, in your letter dated 6 June 2013, that you are concerned that the relevant activity may, through the encouragement of irresponsible, rapid or excessive consumption of alcohol, be “likely to encourage misuse or abuse of liquor”.

This statement erroneously conflates sections 102(2)(e) and 102A of the *Liquor Act 2007*.

Coles Liquor understands that you are only considering whether a notice should be issued under section 102A. A notice under this section may be issued only if the Director-General is of the opinion that the activity is “likely to encourage misuse or abuse of liquor...”.

We note your assurance that Coles Liquor will be given appropriate notice and an opportunity to respond if you are minded to issue a notice under section 102A of the Act. We request the same opportunity if you are also considering whether a notice should be issued under section 102(2)(e).

INFORMATION REQUESTED IN 6 JUNE 2013 LETTER

Coles has detailed policies and controls to ensure the responsible service of liquor. We refer to the Licensing Compliance Manual, the Code of Conduct, and the quarterly reminders which are attached to this letter. Coles takes its responsibilities in relation to service of liquor seriously. Staff are continually reminded of these policies as part of their ongoing responsibilities and training. We believe that these controls would contribute to the responsible implementation of the shopper docket promotion.

Those documents demonstrate Coles Liquor’s commitment to implementing processes to ensure that any promotion or activity is appropriate and well managed and to ensure that alcohol is served in a responsible manner at all times. In particular, we note that the dockets you specifically identified in previous correspondence are open only to persons over 18, with a limit of 3 bottles per customer. Coles Liquor is not aware of any breach of that requirement.

It is Coles Liquor’s very firm view that the promotion run by Liquorland on shopping dockets and the redeeming of those dockets is not likely to encourage the misuse or abuse of liquor. In support of this Coles relies on:

- the Lette Review; and
- the submissions contained in its letter dated 9 April 2013.

Coles Liquor submits the Lette Review in response to the Jones Report. The Lette Review has been commissioned specifically in relation to the docket deals that OLGR has raised in previous

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Office of Liquor, Gaming & Racing

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correspondence. It has been prepared by a qualified expert in the field, and it is both thorough and persuasive.

Coles Liquor notes that it has not been given the opportunity to provide a complete response to the Jones Report as you have declined to provide the unpublished data referred to in the Jones Report. We will make further submissions on the Jones report in the event that it becomes necessary to do so.

OPPORTUNITY TO RESPOND FURTHER

We note your assurance that we will be given a further opportunity to comment if the Director-General is minded to issue a notice under section 102A(1) of the Act, and we are preparing this letter on the basis that such an opportunity will be provided before the Director-General forms any opinion on the matter. We hope that such a response will not be necessary, in light of the detailed material we have provided and the well-researched and persuasive findings in the Letter Review.

Yours faithfully
JDK LEGAL



Jon Martin

encl

Review of
"Expert Report on "shopper docket" Alcohol Promotions"

Prepared for:

Coles Liquor

By:

James Lette

Principal

Social Impact Strategies Pty Ltd

Job No. 13-037

June 13

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1. INTRODUCTION

Coles Liquor has received a *"Notice to Show Cause - activities suspected of encouraging the misuse and abuse of liquor under section 102A of the Liquor Act 2007"* from the NSW Office of Liquor, Gaming and Racing ('OLGR'), dated 25 March 2013 ('the Notice').

The notice relates to activities promoted on Liquorland branded "docket deals" documents. The Notice is further discussed in Section 1.1.

Coles Liquor responded to this notice on the 9 April 2013.

Coles Liquor was subsequently provided (21 May 2013) with a report commissioned by OLGR to inform their assessment of the matter, entitled *"Expert Report on "shopper docket" Alcohol Promotions"*, prepared for the NSW Office of Liquor, Gaming and Racing by Professor Sandra Jones (Director, Centre for Health Initiatives, University of Wollongong) dated 20 May 2013 (referred to herein as 'the Jones Report').

Coles Liquor has requested that Social Impact Strategies Pty Ltd provide an independent review of content, approach, scope and findings of the Jones Report. Please find our advice on this issue below.

1.1 The Notice

OLGR's specified concern is *"The activity of offering 'buy one get one free' liquor may encourage irresponsible, rapid or excessive consumption of alcohol and is inconsistent with the risk assessment advice provided in the Office of Liquor, Gaming and Racing Liquor Promotion Guidelines"*.

This was subsequently clarified in correspondence (dated 6 June 2013) to be the practice by Coles Liquor's Liquorland stores *"of redeeming "docket deals" issued by Coles supermarkets to customers which contemplate the provision of one or more specified bottles of liquor (however packaged) free of charge or applying substantial discounts when one or more specified bottles of liquor is purchased"* ('the Activity').

1.2 The Liquor Promotion Guidelines

The Director of Liquor and Gaming developed the *Liquor Promotion Guidelines* (dated 29 April 2009) to ensure that licensees sell and supply liquor responsibly. It contains a tool to help determine whether a proposed activity or promotion is acceptable.

The guidelines assess risk as 'Unacceptable', 'Medium', or 'Low'. The Guidelines are very broad and much of their content relates to on-premises activities, with very little specifically stated about the activities of off-premises.

The impact of marketing and promotional activities will differ between on-premises outlets, where liquor is consumed immediately and off-premises outlets, where liquor is consumed over a period of time, often weeks and months, after the purchase.

1.3 PAABA Guiding Principle for Alcohol Beverage Advertising

The Publishers' Advertising Advisory Bureau's *Guiding Principle for Alcohol Beverage Advertising* covers point-of-sale marketing. In relation to licensed premises, the Principle states that alcohol advertisements should not:

- provide incentives that could lead to rapid or excessive consumption of liquor;
- encourage the stockpiling of drinks by the consumer;
- involve the availability of non-standard sized drinks or the availability of liquor in receptacles that encourage rapid drinking;
- condone or encourage rapid or excessive drinking, drunkenness or anti-social behaviour;
- suggest any association with risk taking, or with violent, aggressive, dangerous or antisocial behaviour;
- have any association with, acceptance of, or allusion to, illicit drugs;
- encourage breaking the law; or
- encourage under-age drinking.

And those alcohol advertisements should:

- have reasonable limits and controls to minimise the risk of rapid, excessive or irresponsible consumption of liquor when advertising or promoting 'happy hours', free drinks or discounted drinks;
- not place free liquor as the primary focus where limited free liquor is advertised as ancillary to a product or service;
- be consistent with responsible serving of alcohol practices where advertising involves the inclusion of unlimited liquor within the entry price; and
- avoid sexual, degrading, sexist or gratuitously offensive images, symbols, figures and innuendo.

The Dockets Deals do not breach these principles.

1.4 The Jones Report

The stated purpose of the Jones Report is to provide OLGR with "*independent and expert advice to inform consideration of whether alcohol promotions in the form of "shopper dockets" may encourage the misuse of alcohol and therefore come within Section 102A of the Act*".

In doing so, Professor Jones was asked to address 10 specific questions. The questions were:

1. What is considered irresponsible, rapid or excessive consumption of alcohol?
2. Which individuals or groups are at risk of engaging in irresponsible, rapid or excessive consumption of alcohol?
3. Are there distinguishing features of liquor promotions, and any risk of harm associated with same, conducted by corporate versus independent packaged liquor stores?
4. Do point-of-sale promotions impact on purchase behaviour?
5. Does the character of buy one get one free alcohol point-of-sale promotions risk encouraging irresponsible, rapid or excessive consumption of liquor?
6. Do point-of-sale promotions impact on consumption behaviour?

7. Is packaged alcohol (and associated promotions) less associated with harm than on-premises alcohol promotions?
8. Do supermarket-linked point-of-sale promotions target certain types of customers or present increased risks for vulnerable consumers?
9. Are the controls in regard to limits on quantities on shopper dockets adequate?
10. Would additional controls in the form of restrictions be appropriate?

This review has also been structured accordingly.

1.5 Limitations to our Review

At the outset, it is noted that we are unable to fully review the Jones Report as it cites some unpublished data (page 5). A copy of this data was requested from OLGR by Coles Liquor (24 May 2013), however this request was declined (28 May 2013).

Parts of the Jones Report rely on this unpublished to draw a number of conclusions based on the information said to be contained within that data. It is difficult, if not impossible, to critically respond to assertions for which no information base is provided.

For example, what are the 'point of sale' promotions tested by Professor Jones in the unpublished research identified on Page 5? In our opinion it is highly likely that the examples customers referred to in the unpublished survey were not docket deals, but rather traditional point-of-sale promotions typically in use in the industry (discussed further in Section 2.7). However, without this information we cannot test what is potentially a fundamental misconception, and consequently a fatal flaw, within the Jones Report which renders its findings of little use to OLGR in its consideration of the issue.

In this regard, the Jones Report does not comply with the relevant Australian Standard regarding qualitative research, AS/NZS ISO 20252. ISO 20252 is the international project management standard for market, opinion and social research. It provides an internationally recognized framework for quality management of all studies of social research, including reporting. In addition to quality and consistency, one of its benefits is that it provides transparency.

The opinions within an expert report need to be supported by evidence, and must be transparent so that the opinion can be tested and confidence held in its findings.

1.6 Author Qualifications

This report has been prepared by James Lette (BRTP, MSPD, MIAIA, MPIA), Principal, Social Impact Strategies Pty Ltd. James has been practicing as a social planner in Australia and internationally for over 18 years. During that time he has considered the social impacts of a wide variety of infrastructure, including urban and retail development, in a range of locations and social contexts. James has been assessing the social impact of alcohol since 2004.

A qualified social planner and a town planner, James has a track record of significant achievement in facilitating socially sustainable outcomes for clients and the community. James has an extensive background in social planning and has prepared numerous social plans for local governments, human services plans for urban release areas, development contribution plans, as well as community facility, infrastructure, open space and recreation needs assessments.

James has been undertaking crime risk assessments for over 8 years in Australia and the United Kingdom.

A copy of his curriculum vitae is attached as Appendix 5, summarising his qualifications and experience.

2. INFORMATION ABOUT 'DOCKET DEALS' AND THEIR USE

In order to assess the impact (or risk) of a specific promotion, the promotion must first be defined and understood. This step is required for application of the *Liquor Promotion Guidelines*. In addition, the nature of the Liquorland premises must also be understood.

However this has not been done by the Jones Report. Rather it has presented the authors view of alcohol advertising and point-of-sale promotions generally, particularly the authors interest in underage drinking. The Jones Report also makes reference to the promotions of other packaged liquor operators (e.g Woolworths, page 9), which are not the subject of the Notice.

The Jones Report is founded on fundamental misconceptions about Docket Deals, what they constitute and how they are used. It is our view that Docket Deals are not 'point-of-sale' promotions, rather they are similar to press or catalogue advertising. This understanding is supported by independent evidence, and is the position of retail industry members, such as Coles Liquor. This is discussed further in Section 2.7.

This section also presents some quantitative data on docket deals, such as their market awareness, their level of use and who uses them. This information provides specific evidence to inform consideration of the issue by OLGR, rather than personal opinion based on limited qualitative research.

2.1 About Liquorland

Use of the Docket Deals cited is restricted to Liquorland branded stores. The nature of the Liquorland premises must also be understood to inform any assessment of risk.

The Liquorland brand is targeted at a market that seeks convenient access to packaged liquor, and is willing to pay a price premium for that convenience. It is not a discount liquor outlet. Liquorland does not price match¹. As discussed in Section 2.3, the prices obtained through the use of docket deals are not the lowest available in what is a competitive marketplace.

2.2 What are 'Docket Deals'?

Liquorland advertises in a wide range of external media, including press and radio. Within Coles Supermarkets, Liquorland advertises in the supermarket catalogue and on shopping dockets. The style and content of this advertising is aimed at adults.

From time to time Liquorland's press and catalogue advertising features special offers, as is the norm in the industry. The docket deals offers are an extension of those promotions.

Liquorland has been offering 'Docket Deals' since April 2012.

The docket deals are printed automatically for all customers.

They are typical of promotions that are commonly offered by most licensees who sell packaged liquor nationally. An example of Liquorland "docket deals" is included in Figure 1.

Features of the docket deals promotions cited by OLGR are:

- limited to small font text of the offer, along with terms and conditions. It does not contain any branding or messaging.

¹ Confirmed by consumers on Twitter - <https://twitter.com/sarahSkinlight/status/83373598831689728>

- limited to a Liquorland store.
- limited to specified bottles of wine.
- require a minimum purchase of one bottle.
- limited to 3 'free' bottles of wine per customer.
- limited in time, requiring redemption within 14 days of issue.
- not to be used in conjunction with other offers.
- not available to those under 18 years.
- not transferable.
- subject to Liquorland's Responsible Service of Alcohol (RSA) policies, such as requirement for proof of age, and refusal of service to intoxicated people.
- are surrendered upon redemption.

Figure 1: 'Docket Deals' referenced by OLGR



2.3 How do Docket Deals affect the price of liquor purchased?

The shelf prices of a single bottle of the products featured in the Docket Deal in Figure 1 were:

- Secret Stone Sauvignon Blanc - \$20 per bottle
- Rosabrook Classic - \$17 per bottle

With the 'Docket Deals' the prices were reduced to \$10 and \$8.50 respectively.

When considered in the context of the retail liquor market, the resultant prices are competitive, and by no means the cheapest alcohol advertised in the market. For example, if quality or brand is not a consideration, single bottles of wine can currently be purchased from some discount packaged liquor premises as cheaply as \$3.70 per single bottle.

2.4 How aware are customers of Liquorland Docket Deals?

"Tell Coles", an online customer survey, identifies that:

- Overall, 89% of customers are aware of the Liquorland docket deals offered at Coles supermarkets.
- The group least aware are 19-24 year olds, of whom 78% are aware of Liquorland docket deals.
- People aged 25 and up were equally aware, with around 90% of these age brackets aware of Liquorland docket deals.

Despite this awareness, just one quarter of Coles' supermarket customers identified that they have used a Liquorland Docket Deal. This varies greatly by age, with seniors being the most prevalent users of docket deals (38% of those aged 60 and over have used a docket deal). The group significantly less likely to use a Liquorland docket deal are aged 19-24 years (just 8% have used a docket deal) followed by 25-35 year olds (just 15% have used a docket deal).

Over a third (39%) of customers who haven't used a Liquorland docket deal said that it was because they don't buy alcohol. This result is similar regardless of age.

Around a third (34%) of customers who haven't used a Liquorland docket deal said that it was because they didn't like the products on offer. This is increasingly the case the younger the respondent gets. Significantly, this reason was identified by 53% of those aged 19-24 years and 42% aged 25-34 years. The group *least* likely to say they did not like the products on offer is 60 and over. This confirms that docket deals are not targeted at younger adults.

2.5 Who uses Docket Deals and When do they use them

Tabulated data drawn from Coles' transaction data supporting the following discussion is included in Appendix 1.

The highest redemption times are in the early afternoon. Again, this supports the conclusion that customers are going into Liquorland to redeem the offers after doing their grocery shopping.

It is likely that this is because, once they have departed the supermarket, Liquorland is no longer convenient and it is perceived as more trouble to access than the savings on offer. As noted in Section 2.3, similar prices can be achieved at other stores without the need to present a docket deal. As discussed earlier, Liquorland is targeted at a market that seeks convenient access to packaged liquor, and is willing to pay a price premium for that convenience.

I note that the comparison of supermarket sales times and subsequent docket deal redemption times is not straightforward and is not available to this assessment.

Docket deals are more likely to be redeemed by members of Coles' loyalty program (58.6%), suggesting that those who are willing to sign up to a loyalty program are more likely to utilise Docket Deals.

Of those who redeem the docket deals², a significant proportion of customers are women and people over 40 years old. Just 1.4% are aged 18-25 year old. The preference of women to redeem more docket deals is most likely tied to the member of the family which does the weekly grocery shopping. Young people typically do not shop for grocery's until their late twenty's (in some cases later) as they are still living at home (due to the cost of living).

² Shoppers only have their details recorded if they have elected to share their details with Coles' loyalty program.

This can be linked to the statistic that just over half of Docket Deals are redeemed between 9am and 5pm, Monday to Friday (51.1%).

Friday is the day with the highest redemption, although it is only a slightly higher proportion than Saturday.

Most redemptions which occur during the work week happen in the early afternoon. On the weekend, most docket deals are redeemed around noon.

Only 8.2% of Docket Deals are redeemed after 5pm on a Friday night, and just 3.5% after 5pm on Saturday. This suggests that most redeemers are not doing so on their way to socialise (such as a restaurant or a party). Rather, it supports the position that most Docket Deals are utilised as part of 'stockpiling' packaged liquor, for consumption over a longer period of time. A connection between Docket Deals and binge drinking cannot be made.

The number of redemptions is broadly consistent across the year, within a band typically between 8% and 10% of the yearly total redemptions occurring each month. As would be expected, the highest number of redemptions occurs before Christmas (11.4%). The number of redemptions in July is notably lower. The pattern of redemptions in NSW is similar to the Australian pattern. More detailed data for NSW cannot be obtained.

2.6 How representative is this data?

The usage patterns reported above are based on all Docket Deals redeemed over a 12 month period, and are therefore present an accurate picture of docket deal use.

In terms of the demographic characteristics, shoppers only have their details recorded if they elect to participate in the loyalty system at the time of purchase. As noted, 58.6% of all Docket Deals are redeemed by loyalty members.

The average member age of the loyalty program is around 40 years, although this is changing. In 2009 a record 400,000 new members joined the program, with an average age of 33 years. Members are mostly female (72%). The proportion of male members (28%) is the same as the proportion of males who redeemed docket deals.

Research by Directivity, et.al (2013) into loyalty programs identified that there is a fairly even spread of age groups who participate in loyalty programs. The highest age group of use is 35-44 years. Overall, 88% of those aged 25-34 years were a member of a loyalty program.

The information provided by customers in the "Tell Coles" surveys may be slightly less representative than the profile of a typical docket deal user, however this is compensated to a degree by the large number of people who have completed the survey to date. The 'Tell Coles' survey frame holds up well in terms of representativeness. Currently, an average of 25,000 surveys are completed each month, with more than half a million individual customer surveys received to date. This makes it one of the largest research programs in Australia outside of the government Census.

'Tell Coles' is an online survey which lets customers provide views about stores and customer service. Its objective is to continuously collect data on customer store experiences across Coles' supermarkets 750 stores in real time. Surveys need to be completed within two days of a customer's purchase, and require a code itemised on the customers receipt. It offers incentives to participate. These incentives are likely to appeal to a similar group of people as those who are attracted to Docket Deals as a mechanism to obtain better value for money.

Compared to the Australian population (Table 1), the 'Tell Coles' sample is over-represented with people aged 35 to 59 years, and under-represented with people 24 and under, as well as those over 60 years. The proportion aged 25 to 34 years is similar (1.7% lower). What is particularly

important to its applicability to assessment of risk in terms of the Notice is the smaller proportion of seniors in its sample.

It is my opinion that this quantitative data is more representative and more reliable than data from qualitative research techniques, such as the focus groups relied on by the Jones Report.

Table 1: 'Tell Coles' Survey Sample compared to the ABS Census 2011

	19 to 24 years	25 to 34 years	35 to 44 years	45 to 59 year	60 and over
Tell Coles survey sample	4.7%	16.6%	23.5%	30.7%	23.9%
ABS Census 2011 (Australia)	10.7%	18.3%	18.9%	26.2%	26.0%

2.7 Differences to 'Point-of-Sale' Marketing

It is our view that Docket Deals are not 'point-of-sale' promotions, rather they are similar to press or catalogue advertising. This understanding is supported by independent evidence, and is the position of retail industry members, such as Coles Liquor.

The 'Point-of-Sale' is the place where a retail transaction is completed – principally the checkout, however in marketing terms the Point-of-Sale is defined as the entire store space. Point-of-Sale marketing differs from conventional advertising in the media and is used by the retailer on the sales floor. Examples are identified in Appendix 4, where the contrast to docket deals can be clearly seen.

The importance of point-of-sale marketing has been described in one study as to "...*grab [the customer's] attention and make them aware that a particular brand is just what they want*" (Solley 2000).

Marketing theory recognises that a customer goes through a 'path to purchase', from feeling a want or need for a type of product, searching for a way to meet that need, an evaluation of the available choices, and then to the decision to purchase a particular item and brand.

The objective of Point-of-Sale marketing is to influence behaviour at the last minute (referred to as 'disruption'), as it is generally held by the advertising industry that that up to 70% of buying decisions for Fast Moving Consumer Goods (FMCG) are made inside the store.

It is at the point of sale that the customer finally decides which item, from the wide range available, best suits their needs and tastes. It is accepted that even after it has been made, a decision can be changed at the point of sale by a well presented special offer or even by a prominent and attractive display.

Support for this definition is provided in the Cancer Council Australia's 'Position Statement on the Marketing and Promotion of Alcohol' (2010) which defines that point-of-sale marketing "*includes promotions and advertising in on- and off-licenced premises*" (emphasis added).

Conversely, the objective of media advertising and catalogue sales is to attract a customer to make their purchase with the advertiser rather than with a competitor, that is to get a customer to enter their store.

Crucially, docket deals are **supplied at a different place of business**, not at the Liquorland point-of-sale. Shoppers need to make a conscious decision to utilise docket deals, and then actively take steps to act upon that decision. They are not a promotion that provides a last minute

incentive to purchase more alcohol than had been the shopper's intention upon entering the store.

For those Liquorland stores which are located near a Coles Supermarket, this separation of business is enforced by Section 30 of the Liquor Act 2007. Liquorland stores have a separate checkout and entry. They also employ different staff. Coles' supermarket customers are required to purchase their goods, exit Coles supermarket, and then re-enter Liquorland through a separate shopfront. This goes further than what is required by Section 30 of the Act.

That is why docket deals should be viewed in the same manner as store catalogues. I note that within Coles Supermarkets, Liquorland also advertises in the supermarket catalogue. A Coles' supermarket customer could see this catalogue, and decide to shop at Liquorland in a manner no different to if they had received a docket deal.

This distinction accords with the definition used by Professor Jones -

Point-of-sale (POS) refers to promotional materials that are found within a store or venue, at the point where a purchase will be made, unlike more traditional media channels that capture the audience's attention at a time when they have no direct opportunity to purchase (Jones et.al 2012, emphasis added).

Whilst undefined in the Jones report, Page 10 sets out the types of off-licence promotions which the author views should be regulated - "*such as free alcohol with the purchase of alcohol, free gifts tied to the purchase of larger volumes of alcohol, competitions to win exclusive merchandise or tickets to high profile events with the purchase of larger volumes of alcohol*". This list does not include docket deals or refer to the type of offer provided by docket deals.

3. QUESTIONS ASKED BY OLGR

This section discusses, in turn, each of the 10 questions asked by OLGR and addressed by the Jones Report.

3.1 What is considered irresponsible, rapid or excessive consumption of alcohol?

It is the position of the Jones Report that *"Thus, in the context of medical evidence, national surveys and common parlance, consuming more than four standard drinks in a single drinking occasion is "excessive consumption" (page 3).*

However the Jones Report forms this position based solely on an incorrect understanding of the *2009 Australian Guidelines to Reduce Health Risks from Drinking Alcohol*, published by the National Health and Medical Research Council (NHMRC).

The 2009 NHMRC guidelines focus only on what constitutes a "low risk" drinking threshold in terms of 'lifetime risk'³ from drinking at a particular level or in a particular pattern, rather than 'long-term risk', as in the 2001 guidelines it updates. The 2009 guideline is based on a one-in-one hundred risk of lifetime injury or premature death from alcohol related causes.

As noted by ABS 2013, in addition to 'lifetime' risk to health identified by NHMRC 2009, is the risky behaviour of 'binge drinking'. This is the behaviour identified by the OLGR question and which should have been addressed in the Jones Report. The 2009 NHMRC guidelines provide no assistance to consideration of this behaviour, stating that binge drinking is *"difficult to define or pejorative and are avoided wherever possible in these guidelines."*

The 2009 guidelines moved away from the threshold-based definitions of risky or high-risk drinking used in 2001. Far from being the "common parlance" asserted by the Jones Report, the 2009 guidelines have caused confusion amongst consumers and criticisms that the guidelines are too strict and out of step with community standards and expectations. For example, the Guidance advises a limit for low risk drinking that is less than the guidance to consumers for avoiding driving under the influence. As noted by NSW Health (2007), *"the guidelines could be ignored by those parts of the community it is intended to reach and help"*.

There were a range of criticisms raised from the health sector at the time the 2009 guidelines were formulated:

- *"From a clinical perspective, there are concerns that this narrowed focus, if adopted, would mean there is no definition of the spectrum of intoxication and associated risks"* (NSW Health, 11 December 2007).
- *"In terms of universal guidance, the draft guidelines have interpreted the scientific evidence as supporting the case for a single low risk threshold for both men and women, but once this threshold is exceeded there is no advice to guide safer drinking."* (NDRI , 12 December 2007)
- *"These categories will remain important for research purposes, but they have proven to add to the complexity of the previous guidelines and interfered with efforts to clearly and simply communicate the guidelines to drinkers."* (VicHealth, 11 December 2007)

³ The 2009 guidelines moved away from the threshold-based definitions of risky or high-risk drinking used in 2001, *"in recognition of the fact that both lifetime health risks and short-term risk of injury from consuming alcohol increase progressively with the amount consumed"* (NHMRC 2009).

- *"We suggest that consideration needs to be given to the prevention implications of issuing guidelines that set a single risk threshold likely to be exceeded by most of the drinking population. What information is there in the proposed guidelines to guide the behaviour of drinkers who will drink above this low risk level?" (NDRI, December 2007).*
- *"Should the document have 'alcohol guidelines' in its title as this implies it provides information to guide safer drinking when in reality there is little guidance of practical value for many of the drinkers whose behaviour we would most like to see change? We suggest there should be a reassessment of what constitutes guidelines likely to be heeded by those drinkers most in need of moderating their consumption." (NDRI, December 2007).*

Perhaps in recognition of these criticisms, the 2009 Guidelines suggest that an individual can choose to set their own risk level – *"This may be seen as too high or too low a risk by the individual drinker. This report also presents tables and figures that show how the risk of harm varies, for those who wish to guide their drinking by another level of risk"* (page 35).

Consequently it is common for research results to be reported in both 2001 and 2009 Guidelines terms (such as by the ABS). Using the 2001 guidelines enables a more detailed classification of risk, distinction between males and females, and comparison to a larger number of national surveys as not all have been updated to reflect the new guidelines (eg the latest ABS National Aboriginal and Torres Strait Islander Social Survey (NATSISS)). The differences between the 2001 and 2009 NHMRC guidelines are outlined below.

The 2001 guidelines used the following definitions:

Level of risk in the short term

Males:

- Low risk: up to 6 standard drinks on any one day
- Risky: 7–10 standard drinks on any one day
- High risk: 11 or more standard drinks on any one day

Females:

- Low risk: up to 4 standard drinks on any one day
- Risky: 5–6 standard drinks on any one day
- High risk: 7 or more standard drinks on any one day

Level of risk in the long term

Males:

- Low risk: up to 28 standard drinks per week
- Risky: 29–42 standard drinks per week
- High risk: 43 or more standard drinks per week

Females:

- Low risk: up to 14 standard drinks per week
- Risky: 15–28 standard drinks per week
- High risk: 29 or more standard drinks per week

Low risk levels define a level of drinking at which there is only a minimal risk of harm and, for some, the likelihood of health benefits. Risky levels are those at which risk of harm is

significantly increased beyond any possible benefits. High risk drinking levels are those at which there is substantial risk of serious harm, and above which risk continues to increase rapidly.

The 2009 guidelines use the following definitions (note that there are also separate guidelines for children and young people, as well as for women who are pregnant or breastfeeding):

Level of risk in the short term

- Guideline 2 — reducing the risk of injury on a single occasion of drinking. For healthy men and women, drinking no more than 4 standard drinks on a single occasion reduces the risk of alcohol-related injury arising from that occasion.

Level of risk in the long term

- Guideline 1 — reducing the risk of alcohol-related harm over a lifetime. For healthy men and women, drinking no more than 2 standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury.

A shortcoming of the Jones Report is that it does not distinguish between the risk of short term harm and long term harm from alcohol consumption. The report does not recognise that low to moderate alcohol consumption has been found to have a protective effect for some health issues for some population groups (AIHW 2010).

The concern of the OLGR with the docket deals, as reflected by the questions and by the Liquor Promotion Guidelines, is clearly whether they have any influence upon the risk of short term harm - that is, binge drinking.

In response to the question posed by OLGR, the Australian Institute of Health and Welfare (AIHW) measures excessive alcohol consumption in the short term as "*The consumption of 7 or more standard drinks for men, or 5 or more standard drinks for women, on any one drinking occasion, is considered risky in the short term*" (based on the 2001 guidelines).

I note that OLGR recognises this and retains guidance based on the 2001 guidelines on its website⁴.

3.2 Which individuals or groups are at risk of engaging in irresponsible, rapid or excessive consumption of alcohol?

Due to the incorrect definition of excessive consumption used (discussed above), the information presented in this section of the Jones Report deals only with the risk of long term harm. It does not present information on "irresponsible, rapid or excessive consumption of alcohol" as requested by OLGR.

The concern of the OLGR with the docket deals, as reflected by the questions and by the Liquor Promotion Guidelines, is clearly whether it has any influence upon the risk of short term harm - that is, binge drinking.

Accordingly, this section of the Jones Report is of no use to OLGR in its consideration of the issue. I note that the Jones Report appears to have been selective in the reporting of that data it does present, failing for example to identify that rates of lifetime risk drinking are in decline (Table 2).

⁴ http://www.olgr.nsw.gov.au/liquor_standard_drinks.asp

In response to OLGR's question we have provided however a range of data in Appendix 3, which is drawn from the 2010 *National Drug Strategy Household Survey* report and the *New South Wales Population Health Survey 2010* (HOIST). This identifies that:

- Nearly 50% of Australians drink alcohol at least once a week.
- 20.8% of Australians drink at levels risking short term harm at least monthly, and 7.9% at least weekly.
- The proportion of the population drinking at levels risking short term harm declines with age. 45.8% of 18 – 19 year olds do so at least monthly. The decline is quite rapid, dropping to 37.1% for those aged 20-29 years.
- Risk drinking within the 20% most disadvantaged ABS CD's in NSW is significantly lower, compared with the overall adult population (NSW Department of Health 2011).
- Less deprived neighbourhoods (i.e. more advantaged) were most likely to have heavy drinkers (Pollack, et.al. 2005).
- Low income households are less likely to purchase alcohol from packaged liquor outlets at all (Ludbrook 2010).
- Low income groups (the bottom 20% of households) are not the main purchasers of low price alcohol (Ludbrook 2010).
- The Indigenous population is acknowledged as a group at higher risk than the broader population. Whilst Indigenous adults are generally less likely to consume alcohol, those who consume alcohol are more likely to do so at risky or high risk levels. Indigenous Australians were 1.4 times as likely as non-Indigenous Australians to abstain from drinking alcohol, but were also about 1.5 times as likely to drink alcohol at risky levels for both single occasion and lifetime harm.

Since 1997-1998, there has been no significant change in the proportion of Aboriginal adults who engaged in any risk drinking behaviour (NSW Health 2011). This is despite the increase in the number of licensed premises in NSW since that time.

- Lower income earners describe a lower prevalence of alcohol use (Galea et. al 2004).
- On its own, being unemployed does not increase the risk of alcohol-related harm.
- Employed people were more likely than unemployed people or those not in the labour force to drink at levels that placed them at risk of lifetime harm (24.8%) and at risk of alcohol-related injury on a single drinking occasion (30.4% at least yearly but not weekly, and 20.1% at least weekly) (AIHW 2011).
- Alcohol related hospital admission rates in NSW have declined since peaking in 2006-07.
- Males were far more likely than females to drink alcohol in quantities that placed them at risk from a single occasion of drinking (50.0% compared 29.8% for females). They were also likely to do this more often than females, with 23.2% of males consuming these quantities at least weekly (compared with 8.8% of females) (AIHW 2011).

As noted in Sections 2.4 and 2.5, a significant proportion of docket deal customers are women and people over 40 years old. Just 1.4% are aged 18-25 year old. The group significantly less likely to use a Liquorland docket is aged 19-24 years (just 8% have used a docket). 38% of those aged 60 and over have used a docket.

This translates to a lower risk profile for alcohol related harm. As identified above, females are far less likely to drink at levels associated with short term risk, and the prevalence of short term risk

drinking declines with age. 11.1% of females aged 40-49 engaged in short term risk drinking compared to 14.9% of females aged 18 – 19 years.

Table 2: Consumption of Alcohol in Quantities that Exceed Lifetime Risk/ At a Risk or High Risk to Health in Long-Term, Age standardised (a), 18 years and over

	2004-05	2007-08	2011-12
Consumption of alcohol in quantities:			
That exceed lifetime risk (2009 NHMRC guidelines)			
Males	32.2%	30.2%	28.9%
Females	11.7%	11.7%	10.1%
That present a risk/ high risk to health in long-term (2001 NHMRC guidelines)			
Males	15.2%	15.0%	13.3%
Females	11.7%	11.7%	10.1%

(a) Proportions have been age standardised to the 2001 Australian population to account for differences in the age structure of the population over time.

3.3 Are there distinguishing features of liquor promotions, and any risk of harm associated with same, conducted by corporate versus independent packaged liquor stores?

Again, the Jones Report does not address the question requested by OLGR. The Jones Report asserts the existence of a 'distinguishing feature' that is based on the spatial characteristics of many packaged liquor outlets – proximity to a supermarket. Spatial characteristics are considered by the Independent Liquor and Gaming Authority (the Authority) in determining whether to grant a license to sell packaged liquor. It does this through the Community Impact Statement (CIS) process.

The Jones Report does not identify any distinguishing features of liquor promotions, beyond the well-known industry practice whereby all packaged liquor outlets, regardless of operator, offer discounts from time to time on particular lines of stock and display in-store promotional signage.

The Jones Report refers to a 2012 study undertaken by Professor Jones which observed "*the nature and extent of POS alcohol promotions in bottle shops in two Australian capital cities*". It does not consider docket deals, with the study auditing the physical characteristics of licensed premises point-of-sale displays, not those at supermarkets (such as the docket deals).

Based as it is on observations which have not been connected in any way to premises sales or customer consumption data, the assertion of the Jones Report that "*packaged liquor outlets connected to supermarkets are particularly problematic*" is made without any basis. Data on sales and consumption is crucial to understanding risk.

Further, as the authors note, the "*findings may not be generalisable to all Australian outlets*". The findings are based on a small sample of just 24 packaged liquor outlets (12 in Sydney) of which just six were adjacent to supermarkets (three in Sydney). Overall, this represents just half a per cent of the currently over 2,100 packaged liquor licenses in NSW alone. No information is provided about the characteristics of the communities in which these stores are located to contextualise any assessment.

It is also noted that packaged liquor stores were able to refuse participation in the study. Licensee management practices vary widely across the industry. As with the research finding

that a small number of on-premises (just 4% in one study) can be tied to the majority of social disorder, it is likely that not all packaged liquor outlets are the same. The Jones Report does not identify which liquor stores participated in the research nor the specific promotions offered by those liquor stores.

It is noted that the article identifies that of the 12 stores considered, the wine promotions required, on average, a purchase of 21.5 standard drinks (said to be higher again at the three 'supermarket chains' considered). The docket deals cited in the Notice required the purchase of just 7 or 8 standard drinks to qualify.

The 2012 article makes a number of assertions which do not relate to the subject of the Notice and accordingly have not been considered in detail in this review.

Also without any foundation is the assertion of the 2012 article that the growth of Coles Liquor's market share can be attributed to price discounting. There are a number of factors by which a customer chooses to shop at one store over another – in terms of Coles Liquor stores this includes more convenient locations in highly trafficked areas, the higher standard of fit-out, the higher level of service, knowledgeable staff, and the greater product range and quality. Further, the spatial arrangement of retailing in Australia has changed dramatically over the years, as has the regulatory framework. Many independent retailers cannot adapt to these changes, or afford the upfront costs of developing new sites.

Accordingly, the information provided by the Jones Report is of no assistance to OLGR in its consideration of the issue at hand. The Jones Report does not consider docket deals. The distinguishing features of docket deals are however identified in this report in Section 2. Further, their characteristics are contrasted to point of sale promotions in Section 2.7.

A distinguishing feature of the Liquorland Docket Deals of relevance to the assessment of risk required by s102A of the Act, is that they relate to wine purchases. In terms of risk, the following information drawn from the 2010 National Drug Strategy Household Survey (NDSHS) is noted:

- Female drinkers aged 30 years or older preferred bottled wine as their main drink (Table 3).
- In terms of underage drinkers, pre-mixed spirits were preferred as the main drink for those aged 12–17 years, but females were much more likely to nominate this as their preferred drink than males (62.1% for females compared with 38.2% for males).
- Following the introduction of the 'alcopops tax' in 2008, 17.0% of underage drinkers changed their drink preference, of those that changed from pre-mixed spirits, 30.2% switched their main type of alcohol drunk to bottled spirits and liqueurs.
- An article referenced in the Jones Report, Kuo et al, (2003) identifies that discounts on large quantities of beer can be linked to binge drinking.

This is confirmed by a more detailed analysis of the 2010 NDSHS by the Foundation for Alcohol Research and Education (FARE, 2012):

- Beer is the drink of choice for males, bottled wine for females and older drinkers, and RTDs for younger drinkers.
- Regular beer, home-brew beer and cask wine drinkers were more likely to drink at least once a week.
- Bottled wine was positively associated with SEIFA and household income (that is, preference increases with economic advantage).
- The popularity of cask wine with younger and older drinkers could possibly be explained by the younger and older respondents having less money to spend on bottled wines.

Cask wine was associated with risk, as over 30% of cask wine and home-brew drinkers drank daily.

- The difference in the rate of daily drinking in cask wine drinkers and bottled wine drinkers is striking, with 31.6% of cask wine drinkers drinking daily and only 7.9% of bottled wine drinkers drinking daily.
- Bottled wine drinkers tend to drink less frequently than most other forms (amongst those people that drink nearly every day it was the 7th most popular drink) (Table 4).
- The mean number of standard drinks consumed per person per day in the previous twelve months was 1.15 Standard Drinks for those who preferred Bottled Wine, compared to 2.68 Standard Drinks for those who preferred Regular Beer.

When compared to the demographic characteristics of the people who utilise docket deals (Section 2), this suggests that the type of offer presented by Liquorland through the docket deals is of low risk.

A further shortcoming of the Jones Report is that does not convey an understanding of liquor retailing, a pre-requisite to assessing risk. As identified in Section 2.1, the nature of the premises must be understood to inform any assessment of risk.

In May 2010 'Choice' undertook a price comparison of packaged liquor stores on Sydney's North Shore. They identified prices for a selection of beer, wine and spirits products sold at chain, independent, and large format stores.

They found that even when liquor outlets are owned by the same chain, you can expect to pay more if the outlet is close by a supermarket. For example, they found that 'VB' cost 40% more in an outlet near supermarket than in the same chains large format store.

As identified in Section 2.3, when considered in the context of the retail liquor market, the prices which result from docket deals are simply competitive, and by no means the cheapest alcohol advertised in the market. The Liquorland brand is targeted at a market that seeks convenient access to packaged liquor, and is willing to pay a price premium for that convenience.

Table 3: Drink preferences, by age and sex, 2010

Age group (years)	Males	Females	Persons
12–17	Pre-mixed spirits (38.2%)	Pre-mixed spirits (62.1%)	Pre-mixed spirits (50.3%)
18–19	Regular strength beer (43.7%)	Pre-mixed spirits (46.9%)	Pre-mixed spirits (36.2%)
20–29	Regular strength beer (44.5%)	Bottled spirits/liqueurs (25.3%)	Regular strength beer (27.4%)
30–39	Regular strength beer (41.3%)	Bottled wine (50.7%)	Bottled wine (33.4%)
40–49	Regular strength beer (34.2%)	Bottled wine (54.8%)	Bottled wine (37.6%)
50–59	Regular strength beer (31.2%)	Bottled wine (59.2%)	Bottled wine (41.4%)
60+	Bottled wine (26.9%)	Bottled wine (53.6%)	Bottled wine (39.7%)

Source: AIHW 2011. 2010 National Drug Strategy Household Survey report.

Table 4: Drinking frequency disaggregated by favourite drink, 2010

	Every day	5-6 day per week	3-4 days per week	1-2 day per week	2-3 days per month	1 day per month	Less often
Cask Wine	31.6	24.0	17.7	13.3	6.0	2.6	4.8
Home-Brew Beer	30.2	23.2	18.4	10.4	3.9	7.6	6.3
Mid-Strength Beer	15.6	12.8	18.9	24.6	12.9	6.0	9.2
Light-Beer	13.5	7.4	11.8	21.3	14.2	11.2	20.6
Regular Beer	12.5	14.1	21.9	26.9	13.6	5.6	5.5
Fortified Wine	10.8	11.2	12.1	14.6	14.7	12.6	24.0
Bottled Wine	7.9	12.9	19.1	23.2	15.4	7.9	13.6
Spirits	7.3	6.7	11.5	23.7	19.0	10.8	20.9
Cider	2.7	3.8	14.7	21.9	18.4	11.0	27.5
RTD	2.7	3.8	7.7	21.5	22.5	13.4	28.5
Other	3.4	1.8	7.8	19.5	16.1	10.8	40.7

Source: FARE (2012)

3.4 Do point-of-sale promotions impact on purchase behaviour?

The Jones Report concludes "*that alcohol POS promotions may encourage individuals to buy a greater quantity of alcohol; and that price promotions appear to be a particularly persuasive motivator for purchasing a greater number of standard drinks at one time and for selecting a particular product*". In support of this position, the Jones Report cites the findings of only three studies, two of which are unpublished and unavailable to us.

Government of Western Australia Drug & Alcohol Office, 2011

The first paper cited is by the "Government of Western Australia Drug & Alcohol Office, 2011". We have assumed that the report referred to is the "*Cheap Drinks*" report (March 2011), although a full reference is not provided by the Jones Report.

A highly qualitative piece of research, this research is an online survey of 403 people drawn from an online panel which requires participants to register to become a member. On-line surveys have a number of weaknesses which affect their representativeness, and this is exacerbated through the additional use of an on-line panel as a recruitment source. Not surprisingly, the survey is significantly overrepresented with young people 18-29 years (10% more than the Australian average). It is significantly weighted towards higher income people (just 46% of the sample earned under \$1,000 a week, compared to 74% of Australia).

It is also noted that the survey deals with reported behaviour, which a number of studies demonstrate is not a reliable guide to actual behaviour. This is recognised by the study, which refers to its survey results only as 'claims'.

Research has identified that "*online respondents use scales differently from respondents in other modes. There is conflicting research on this, some showing that online respondents are more likely to choose midpoints in scales and 'don't know' options in general, and other research, in contrast, suggesting that respondents tend to choose extreme responses on these scales*" (Duffy, 2005). Either way, the result is a piece of research which should not be relied on.

The Jones Report only partially reports this survey's findings in several respects:

- It does not identify that the "cheap alcohol" discussed in the survey (referred to as 'discounted' by the Jones Report) was defined as just 5% (or more) below the standard price.
- Given this small percentage, it is not surprising that 20% "*reported buying discounted alcohol once a week or more*", when overall just 29% of respondents claimed to buy any alcohol once a week or more.
- It does not report the finding that 67% of people purchase their alcohol only from liquor stores which are not located with a supermarket, significantly more than the quarter cited by the Jones Report as buying from co-located stores. Most people shop elsewhere.
- The purchasing patterns of 74% of respondents are unaffected by the availability of 'cheap' alcohol, and 66% do not alter the amount they would purchase. Looking at the data by age, the 30-49 year old age group were somewhat more likely to say they buy 'cheap' alcohol more frequently than full priced alcohol.
- It does not report the finding that "*those with higher household income are more likely to be more frequent buyers*". This outcome matches other research referenced previously.
- Overall, if 'cheap' alcohol was not available 60% say it would make no difference and that they would buy the same amount as planned. When looking at income or age, there were no major differences on quantity of alcohol purchased when 'cheap' alcohol was not available.

The relevance of this study to docket deals, or to the question (number 4) posed by OLGR is unclear. In terms of the issue being considered by OLGR however, the following points, identified by the survey, suggest that Docket Deals are of low risk, in the terms measured by the Liquor Promotion Guidelines:

- less shoppers purchase alcohol at liquor stores located near supermarkets than at other stores, and
- the purchasing patterns of 74% of respondents are unaffected by the availability of 'cheap' alcohol.

Whilst the methodology of the survey is flawed to the extent that it is difficult to rely on the results, if assumed to be correct, the study suggests that Docket deals are used by age groups that are less likely to have their consumption patterns affected by discounts. Again, this suggests that Docket Deals are of low risk in the terms measured by the *Guidelines*.

Jones et al ('under review') and Jones and Reis ('unpublished data')

These two articles are unpublished and are unavailable to us. Further information was requested from OLGR, but was not forthcoming.

We note that the "Jones and Reis" research is not listed in the Jones Report's references. This study required the deployment of intensive resources in order to conduct the 764 interviews identified, and yet it remains unpublished after at least 3 years. It must be inferred that there is something problematic with the information it collected or the methodology it undertook. As such it cannot be relied on by OLGR in considering the issue.

In terms of these two studies, until the following information is available, the representativeness, veracity and applicability of these studies to the Notice cannot be determined. As such they cannot be relied on by OLGR in considering the issue.

For example, we do not know:

- The questions which were asked.
- The stores context, such as whether the stores were located in advantaged or disadvantaged neighbourhoods.
- Whether the stores were co-located with a supermarket or stand alone.
- The survey participant selection process. If not all customers were selected, what were the sampling procedures adhered to? We are aware, from having previously been involved in a study which utilised exit surveys at packaged liquor outlets, of the difficulties of getting store purchasers to stop on exit, even with the co-operation of the premises licensee and permission to be at the premises.
- If they did not occur on the premises, where the survey intercepts occurred. It is unlikely that they were given permission to be within the store.
- The participant refusal rate.
- The demography of respondents.
- The manner in which questions were asked. It is our experience that the presence of a young female interviewer at the bottle shop can result in a skew towards young male respondents.

Accordingly, we are not in a position to comment on their method or results.

What can be determined from the information available is that the study does not relate to Docket Deals. The premise of the two studies is point-of-sale promotions, which does not include Docket Deals.

The Jones et al (under review) study appears to be part of the same Perth and Sydney study, the results of which were published in 2012. A number of criticisms were made of this study in Section 3.3 and it is probable that these shortcomings will remain in the unpublished work. We note the unrepresentative sample size of the study.

We note that the results of the unpublished study discussed in the Jones Report are limited to purchasing behaviour, and provides no information about consumption. The s102A test is whether a promotion "encourages irresponsible, rapid, or excessive consumption of liquor".

The information provided by the Jones Report is of no assistance to OLGR in its consideration of the issue at hand.

It is not in dispute that Docket Deals are utilised by customers to achieve more value for money. However this does not equate to risk. In order for risk to eventuate, consumption of a purchase is required. There is a clear difference between purchasing multiple quantities of alcohol and the subsequent consumption of it. No link can be made between the two, as for example, stockpiling may occur. This is discussed further in Section 3.6.

3.5 Does the character of buy one get one free alcohol point-of-sale promotions risk encouraging irresponsible, rapid or excessive consumption of liquor?

The Jones Report concludes that *"buy one get one free promotions have the potential to encourage excessive consumption of alcohol"*. No evidence is provided which substantiates this assertion, nor of the assertion that this is because of *"the fact that if alcohol is available it is generally consumed"*.

It is agreed that in an on-premises situation these promotions have been demonstrated to increase consumption, and are thus controlled by the Liquor Promotion Guidelines. But I am aware of no evidence regarding how packaged liquor sales of this nature effect consumption. Such evidence is not provided within the Jones SC & Smith K (2011) article discussed by the Jones Report.

Further, the information provided by the Jones Report is of no assistance to OLGR in its consideration of the issue at hand. What little information is provided deals with purchasing intentions, not with consumption. As noted by Booth et.al (2008) *"Further research is required on whether what young people say they are going to do at a particular point in time translates into actual subsequent behaviour"*.

The focus groups did not test or discuss docket deals, rather focussing on traditional point-of-sale promotions:

"We're not talking about ads that you might have seen outside the bottleshop, like on television. Have you ever seen a promotion? [PROMPT: free gifts, competitions]". (Jones SC & Smith K, 2011)

Their focus, particularly evident in the reporting, is towards promotions in the form of 'desirable free gifts'.

Research with persons under the age of 18 is of no assistance to consideration of the issue by OLGR, as there is no sale of alcohol to people under the age of 18 years or to persons known or suspected of buying it to give to a person under the age of 18 years. Liquorland team members will ask for proof of age if the customer looks under the age of 25 years.

Issues can also be identified with the study, in respect to both the lack of representativeness and motivation to participate. Participants were recruited in one of two ways. Participants aged 16-17 years were recruited by a commercial recruitment agency, with advertisements placed in local newspapers. Those aged 18-25 years were invited to participate after being involved in a previous study; with the numbers supplemented by commercial agency recruitment.

The focus groups also dealt with reported behaviour, which a number of studies demonstrate is not a reliable guide to actual behaviour. Further, the findings are based on questions such as "*Facilitator: Would you be tempted to drink more that night?*", which to a group of young males sitting in a group discussing a socially illicit issue will lead to less than truthful responses, as they try to impress one another. This is particularly likely when the facilitator commenced the group with a discussion about "*the 'good' and 'bad' things about drinking*".

Information from the focus groups, which may be of use to consideration of the issue by OLGR, is the confirmation of the information in Table 3, that is, the preference of young people for beer and pre-mixed spirits.

This issue is best considered via reference to detailed economic modelling, such as that which has been undertaken of this issue in the United Kingdom, rather than the outcomes of qualitative focus groups.

Modelling analysis by Purshouse et al. (2010) suggest that restrictions on discounts such as 'buy one get one free offers' would not be particularly effective in reducing weekly consumption and health harms. They conclude that total bans of supermarket and off-license discounting are effective but banning only large discounts has little effect.

Meier et al. (2010) concluded that totally banning off-trade promotions would induce a 2.8 per cent reduction in population level consumption in England, but only a 0.9 per cent reduction in the consumption of hazardous drinking by young people. Women's consumption would reduce more than men's (4.1 per cent versus 2.1 per cent) and hazardous and harmful drinkers would consume 3 per cent less while the consumption of moderate drinkers would fall by less than 2 per cent.

Bans of packaged liquor 'buy one get one free' offers have very small impacts as these effect only a small proportion of total sales.

3.6 Do point-of-sale promotions impact on Consumption behaviour?

The Jones Report concludes that "*Unlike many other consumer products, the decision to consume the quantities of alcohol purchased by people redeeming discount coupons in a single sitting does have real potential for harm*".

We agree that any consumption of excessive quantities of alcohol, regardless of its source, puts the individual at risk of harm. However, we are aware of no evidence that docket deals promote the consumption of alcohol at risk levels. The Jones Report has not identified any such evidence. Alcohol is commonly sold from bottleshops in multiple quantities such as a case of wine or carton of beer, a practice which has occurred for a long period of time. Over this long period, we are not aware of any evidence which suggests that this sales method has resulted in harm.

However the Jones Report further asserts that, "*As set out in the following section, buy one get one free promotions have the potential to encourage excessive consumption of alcohol due to*

both the emotional response to receiving something for 'free' and (particularly for young people) the fact that if alcohol is available it is generally consumed".

It is our opinion that this assertion is not supported by evidence.

This statement is based on the comments of a small, unrepresentative number of young people in several focus groups. The limitations of this research are discussed in the previous section. All of the statements quoted from the article relating to consumption were made by those under the age of 18 years (eg. "*citing reasons such as the difficulty of storage of 'left-over' alcohol without the knowledge of their parents*"), who will not be served at a Liquorland. The 2011 article notes that "*Across all of the groups <i.e. under and over 18>, participants were... divided in their responses as to the influence on consumption*". In our opinion this renders the research unusable in considering the s102A test.

We note that secondary supply is a significant cultural issue in Australia. Coles Liquor takes its responsibilities in this area very seriously, and docket deals are not able to be used by those aged under the age of 18 years. Secondary supply cannot be connected to docket deals.

The Kuo et al, 2003 study cited also looked at on-premises sales and not only the off-premises cited in the Jones Report. In relation to off-premises stores it measured the presence of promotions as – "*yes versus no for the sale of kegs or party balls, low sale prices on 12- or 24-packs of beer, any beer promotions, exterior advertisements "all over the place," and interior advertisements covering "all over the place."* It did not consider any mechanism like docket deals, but rather the in-store signage and the prices for which alcohol was sold at. It found that higher binge-drinking rates were correlated with the availability of lower price large volume beer containers. It did not find a correlation with the price of smaller packages of beer (ie. a '12 pack').

Reference is also made by the Jones Report to the earlier discussed 'Government of Western Australia Drug & Alcohol Office [2011]' (assumed to be the "Cheap Drinks" report). The limitations of this research have also been previously discussed. In its reporting of the data, the Jones Report is in our opinion selective, for example, not identifying that of those who report they would purchase more if 'cheap' alcohol was available, 82% report that the amount they actually consume would not be affected.

It is not in dispute that Docket Deals are utilised by customers to achieve more value for money. Simply because a customer purchases multiple quantities does not mean that they will drink all that alcohol on one occasion or in a rapid or excessive manner. For example, a customer may purchase the product to consume over a period of time, either by themselves or with others.

A customer may save money due to purchasing at the "special" price or they may "trade up" to a brand which is normally beyond their budget, but this does not mean that they will necessarily consume more alcohol.

It is noted that the limited information within this section of the Jones Report does support a conclusion that docket deals are low risk. Kuo (2003) identifies the risk group as college students, and the product preferred as beer. The docket deals cited are for wine offers.

3.7 Is packaged alcohol (and associated promotions) less associated with harm than on-premises alcohol promotions?

The relationship between on-premises consumption and the risk of alcohol related harm is clearly established. It is accepted that on-premises licences are more associated with harm than packaged liquor outlets. In particular, on-premises promotions have been demonstrated to increase consumption in harmful ways, and are thus controlled by the Liquor Promotion Guidelines.

The impact of marketing and promotional activities will differ between on-premises outlets, where liquor is consumed immediately and off-premises outlets, where liquor is consumed over a period of time, often weeks and months, after the purchase.

This is demonstrated by successful intervention measures taken by licencing authorities with 14 Hotel licences in the Newcastle CBD in the March 2008. Against a backdrop of considerable community dissatisfaction with high levels of alcohol-related violence in and around the Newcastle CBD, significant restrictions were placed on trading hours and point-of-sale measures. As a result, assaults after dark fell by 29 per cent (Jones et.al 2009).

The Jones Report makes reference to the issue of pre-loading which *"means that off-premise alcohol consumption contributes to a significant proportion of the alcohol-related harm that occurs in alcohol-related venues."* The Jones Report provides no evidence in support of this assertion.

We note that it is not illegal to socialise at home prior to attending an on-premises venue. For harm to occur, an on-premise must continue to serve alcohol to an intoxicated customer, contrary to its obligations. This is not the responsibility of packaged liquor stores, nor are they the cause. This is confirmed by Room and Livingston (2009) who state that *"policies that can reduce harm from on-premise consumption apply regardless of whether pre-drinking takes place"*.

In a critique of the Wells et.al (2009) article discussed by the Jones Report, Robin Room (one of the most respected alcohol related harm researchers) and Michael Livingston state (emphasis added):

Wells and her colleagues tend to assume that drinking will be less problematic on-premise than off-premise. However, Partanen [2] found, comparing the same individual's drinking occasions lasting 2 hours or more at home and on-premises, that Helsinki respondents drank about the same amount in the two contexts, but did it over a longer period of time at home, resulting in less intoxication.

A recent British case-control study of young offenders found that the respondent having assaulted someone was associated with going out to a nightclub (not quite significant), associated negatively with going to a pub, and showed no association with other incident contexts [3]. Inspection of the data shows that, combining the results for pubs and nightclubs, there is no significant difference between on-premise and off-premise results.

The crucial issue, in evaluating the public utility of all these measures, is not whether they favour 'predrinking' or on-premise drinking, but what they do to the rates of harm to the drinker and to others from a night of drinking, whether the drinking occurs off-premise, on-premise, or in both contexts.

We note that regardless of the issue of pre-loading, no connection can be made between this activity and docket deals. Further, the issue of pre-loading is not connected to alcohol promotions, and it has no association with alcohol purchasing patterns. The removal of docket deals would have no effect on the issue of pre-loading.

In our opinion, the assumptions made by the Jones Report about the risks of packaged alcohol and its contribution to on-premises harm is not supported by evidence.

A further issue raised by the Jones Report relates to Domestic Violence. There may or may not be the "*association between (excessive) alcohol consumption in the home environment and domestic violence*" asserted by the Jones Report, but there is no known association to packaged liquor outlet promotions in general, or docket deals specifically.

The Jones Report cites a 2011 article by Livingston in support of its position. However the connection of this article, which deals with the introduction of additional licensed premises, to docket deals cannot be made. Rather, this is an issue considered by the Authority in determining whether to grant a license to sell packaged liquor, through the Community Impact Statement (CIS) process.

The link between domestic violence and alcohol is very complex, and the nature of the association is unclear. This is supported by a 2005 BOCSAR report which notes "*There is considerable debate about the contribution that alcohol makes to domestic violence, but a number of studies (Stevenson 1996; Finney 2004) have found that alcohol consumption increases aggression*" (People, 2005). Research suggests a variety of factors, including alcohol, may lead to partner abuse incidents.

The 2004 NDRI review (page 55) concludes that "*If other preconditions for domestic violence are met, and in men who are already predisposed towards domestic violence, alcohol intoxication increases the risk of violence*". The NDRI report also states that a parliamentary committee concluded that there were "*multiple causes of domestic violence and that attributing causality or responsibility solely to alcohol consumption was inappropriate and inaccurate*".

In 2010, Livingston published an article which found that outlet density was significantly associated with rates of domestic violence, even controlling for socio-demographic factors. The density of hotels (pubs) was positively associated with domestic violence rates, but the density of packaged liquor outlets was not associated with rates of domestic violence.

However in 2011 Livingston published another article which *reversed* this position. He reported that the overall model found a small but significant positive effect for total licence density, with an increase in the overall rate of alcohol outlet density of one outlet per 1000 residents resulting in an increase in the domestic violence rate of 0.08 per 1000 residents. A larger effect was found for packaged liquor outlets, with an increase of one packaged outlet per 1000 related to an increase of 1.36 in the domestic violence rate. Livingston attributed this reversal to "*the possibility of misleading results in cross-sectional analyses, with the results of this longitudinal study providing a more intuitive set of relationships*".

However, published alongside the article was a critique by another alcohol researcher (Leonard, 2011), who notes that Livingston's results may have been produced by several different processes not considered by Livingston. It points out that Livingston's thesis is one explanation but it does not consider the role of the "*physical structure and the social environment of a geographic area*". Leonard states:

"Notwithstanding my belief in the acute effects model, it seems unlikely that acute effects alone can account for the results. If the estimated increase of 1.36 episodes consists of entirely alcohol-related episodes, this means that a one-packaged outlet increase per 1000 individuals led to a 56% increase in alcohol-related episodes, leading to the question: 'Can the increase in heavy drinking that occurs with an increase of one packaged outlet account for this large of an increase in alcohol-related domestic violence episodes'?. I think the answer is 'probably not', which should lead us to think about other processes. Alternatively, if the estimated increase of 1.36 episodes per 1000 people

consists of many episodes that do not involve alcohol, the conclusion is the same; we must think about other processes in addition to acute alcohol effects".

In its discussion the Jones Report makes a few brief statements relating to the impact of licensed premises outlet density. Again, this is an issue considered by the Authority in determining whether to grant a license to sell packaged liquor, it has no relevance to docket deals. The availability of a Docket Deal does not in any way affect the density of licensed premises in a locality. Given this, we do not propose to provide a discussion of the theory and application of licensed premises outlet density, however we simply note that the picture is complex and cannot be adequately addressed in a few brief statements. There is a wealth of literature which should be considered when assessing outlet density.

3.8 Do supermarket-linked point-of-sale promotions target certain types of customers or present increased risks for vulnerable consumers?

This question requests that the issue of docket deals be specifically considered. However, the Jones Report discusses broad issues in only general terms, such as pricing and availability.

We note that this section of the Jones Report accepts that docket deals are used by older, typically married, women with higher incomes and higher levels of education, who prefer to drink wine.

This group is demonstrably at lower risk of alcohol related harm (see Section 3.2). As pointed out by the Jones Report, there will always be some individuals within any group who abuse alcohol. There will always be some level of potential risk of social harm from any sale of liquor. This is accepted by the legislation governing the sale of alcohol, and it is accepted by the Liquor Promotion Guidelines which assess risk as 'Unacceptable', 'Medium', or 'Low'.

The individuals who utilise docket deals are not generally vulnerable members of the community. The risk posed to them by docket deals is neither unreasonable nor unacceptable.

In terms of potential exposure to young people, we do not agree with the position of the Jones Report, that simply viewing alcohol advertising in a bottleshop by children or adolescents can be causally linked to earlier drinking initiation. The factors leading to early drinking initiation are not straightforward and are varied. It includes family and social influences. We note that there is also research which suggests that exposure to outdoor advertising, or advertisements in TV, music videos, magazines and newspapers may increase the likelihood of young people starting to drink. A shared understanding of the form of advertising which influence young people is that which depicts the consumption or presence of alcohol as contributing to personal, business, social, sporting, or sexual success. In no way could it be considered that docket deals conveyed such messages.

The Jones Report presents no evidence to suggest that docket deals can in any way be linked to Foetal Alcohol Spectrum Disorders (FASD).

3.9 Are the controls in regard to limits on quantities on shopper dockets adequate?

The Jones Report does not respond to the question asked of it by OLGR.

We note that the Jones Report incorrectly identifies the scope of the docket deals cited by OLGR in the Notice, and in doing examines it at its greatest magnitude. The Liquorland docket deals referenced by OLGR (Figure 1) require the purchase of just one bottle of wine to qualify.

The Jones Report assumes, without basis, that purchasers would consume all the liquor purchased in one sitting, and that they would do so on their own. Also without any basis is the assertion that staff would ignore the quantity limits on the docket deal, as well as their RSA training and company policy to sell higher quantities than the limits specified on the docket.

In our opinion there is no evidence that a person would seek to obtain the docket deal multiple times in one day, and then return home to consume all the alcohol purchased in one sitting. We note the fact that the coupon is surrendered upon use. There will always be some individuals within any group who abuse alcohol, however this risk is not unreasonable.

We are not in a position to comment on the Woolworths docket deal discussed by the Jones Report.

3.10 Would additional controls in the form of restrictions be appropriate?

The Jones Report has not established that there is any risk of increased social harm from docket deals (unreasonable or otherwise), nor that the risk of harm is increased through the use of docket deals.

It has not demonstrated that the current regulatory framework is in any way deficient or inadequate.

In terms of the assertion of the Jones Report, "*Given that the scientific literature has long since recognized the powerful association between reduced price and increased consumption of alcohol, particularly among young people*", we note that when considered in the context of the retail liquor market, the prices which result from docket deals are competitive, and by no means the cheapest alcohol advertised in the market.

The market for packaged liquor is mature, with a high degree of competition. The authors of the VicLANES study (Kavanagh and Krnjacki 2011), a detailed study of alcohol consumption patterns in Melbourne, found that there was very little variability in the price of beverages between stores.

In terms of price, the study found that "*The price of a basket of alcohol beverages was not associated with consumption of alcohol at levels that increase risk of harm, when price was fitted as a continuous or categorical variable. The significant trend found between price, fitted as categorical variable, and short - term harm, monthly, found in the bivariate analysis, did not remain when controlling for potential confounders⁵.*"

The authors note that this finding differs from some other research. They suggest that this is due to limitations of those studies, noting that they are "*unaware of any studies other than ours that have investigated this <issue> using multilevel modelling and individual measures of alcohol access*".

⁵ Including age, sex, household composition, individual socioeconomic position (education, occupation, income) and area - level disadvantage.

4. The S102A Test - Do Docket Deals “encourage misuse or abuse of liquor”?

Under 102A of the Act, the Director-General may restrict or prohibit activities that are likely to encourage misuse or abuse of liquor (such as binge drinking or excessive consumption). This is the test which must be applied when assessing the Activity, being the printing of qualified offers of discounts on particular lines of stock at Liquorland or Coles Supermarket shopping docket (known as Docket Deals).

The concern of the OLGR with the docket deals, as reflected by the questions and by the Liquor Promotion Guidelines, is clearly whether they have any influence upon the risk of short term harm - that is, binge drinking.

The Australian Institute of Health and Welfare (AIHW) measures excessive alcohol consumption in the short term as “*The consumption of 7 or more standard drinks for men, or 5 or more standard drinks for women, on any one drinking occasion, is considered risky in the short term*” (based on the 2001 guidelines).

In order to assess the impact (or risk) of a specific promotion, the:

- promotion must first be defined and understood. This step is required for application of the *Liquor Promotion Guidelines*.
- nature of the Liquorland premises must be understood.
- characteristics of the customers that use Docket Deals must be defined and their risk profile understood.

This report has considered each of these factors, and identified:

- Docket deals are not point of sale promotions as they are supplied at a different place of business, not at the Liquorland point-of-sale. Shoppers need to make a conscious decision to utilise docket deals, and then actively take steps to act upon that decision. They are not a promotion that provides a last minute incentive to purchase more alcohol than had been the shopper's intention upon entering the store. That is why docket deals should be viewed in the same manner as store catalogues. I note that within Coles Supermarkets, Liquorland also advertises in the supermarket catalogue. A Coles' supermarket customer could see this catalogue, and decide to shop at Liquorland in a manner no different to if they had received a docket deal.
- The Liquorland brand is targeted at a market that seeks convenient access to packaged liquor, and is willing to pay a price premium for that convenience. It is not a discount liquor outlet. Liquorland does not price match. The prices obtained through the use of docket deals are not the lowest available in what is a competitive marketplace. This has been confirmed by a 2010 'Choice' price comparison of packaged liquor stores found that even when liquor outlets are owned by the same chain, you can expect to pay more if the outlet is close by a supermarket.
- Docket deals are used by older, typically married, women with higher incomes and higher levels of education, who prefer to drink wine. This group is demonstrably at lower risk of alcohol related harm. Females are far less likely to drink at levels associated with short term risk, and the prevalence of short term risk drinking declines with age.

Assisting application of this test, the Director of Liquor and Gaming developed the *Liquor Promotion Guidelines* (dated 29 April 2009) to ensure that licensees sell and supply liquor

responsibly. It contains a tool to help determine whether a proposed activity or promotion is acceptable. The guidelines assess risk as 'Unacceptable', 'Medium', or 'Low'.

A review of available research has identified no evidence which suggests that docket deals encourage misuse or abuse of liquor. The use of docket deals is distinct from any impact from the operation a packaged liquor outlet, and this is reflected in the assessment of social impact undertaken by the Authority in determining whether to grant a license to sell packaged liquor, through the Community Impact Statement (CIS) process.

The individuals who utilise docket deals are not generally vulnerable members of the community. The risk posed to them by docket deals is neither unreasonable nor unacceptable. There will always be some individuals within any group who abuse alcohol. There will always be some level of potential risk of social harm from any sale of liquor. This is accepted by the legislation governing the sale of alcohol, and it is accepted by the Liquor Promotion Guidelines which assess risk as 'Unacceptable', 'Medium', or 'Low'.

It is not in dispute that Docket Deals are utilised by customers to achieve more value for money. Simply because a customer purchases multiple quantities does not mean that they will drink all that alcohol on one occasion or in any rapid or excessive manner. For example, a customer may purchase the product to consume over a period of time, either by themselves or with others.

The use of Docket Deals by customers to achieve value for money does not equate to risk. In order for risk to eventuate, consumption of a purchase is required. There is a clear difference between purchasing multiple quantities of alcohol and the subsequent consumption of it. No link can be made between the two.

It is our opinion that docket deals should be considered to be low risk under the 2009 *Liquor Promotion Guidelines*. The removal of docket deals would have no effect on misuse or abuse of liquor in the community.

5. CONCLUSION

The Jones Report has been commissioned by OLGR to inform their assessment of the practice by Coles Liquor Liquorland stores "*of redeeming "docket deals" issued by Coles supermarkets to customers which contemplate the provision of one or more specified bottles of liquor (however packaged) free of charge or applying substantial discounts when one or more specified bottles of liquor is purchased*". In order to do so the Jones Report was requested to consider a series of ten questions, in light of the test required to be applied under S102A of the Liquor Act 2007, whether the activity is likely to encourage misuse or abuse of liquor (such as binge drinking or excessive consumption).

However, the scope of the Jones Report goes beyond the concern of OLGR to consider issues which are not relevant to the S102A Notice. Further, the Jones Report fails to clearly or adequately address the questions asked of it or to consider the test required by S102A of the Act. At no point does the Jones Report consider whether alcohol promotions in the form of "docket deals" may encourage the misuse or abuse of alcohol.

The Jones Report attempts to (inadequately) argue a position which it has not been tasked to answer. It seeks to broaden OLGRs concerns to include point-of-sale promotions, and a belief that that banning alcohol advertising is required to address the issue of underage drinking.

In doing so it draws on a very limited range of references, and conflates other issues without basis. The Jones Report relies on repeated discussion of tangential issues which have limited (if any) relationship to the issue it has been asked to assess.

In order to assess the impact (or risk) of a specific promotion, the promotion must first be defined and understood. This step is required for application of the *Liquor Promotion Guidelines*. In addition, the nature of the Liquorland premises must also be understood to inform any assessment of risk. However this has not been done by the Jones Report. Rather it has presented the authors view of alcohol advertising and point-of-sale promotions generally, particularly the authors interest in preventing underage drinking.

The Jones Report is founded on fundamental misconceptions about Docket Deals, what they constitute and how they are used. It is our view that Docket Deals are not 'point-of-sale' promotions, rather they are similar to press or catalogue advertising. This understanding is supported by independent evidence, and is the position of retail industry members, such as Coles Liquor. Further, the Jones Report conflates the issue of docket deals and the spatial characteristics and potential impacts of packaged liquor outlets generally. Such issues are considered by the Authority in determining whether to grant a license to sell packaged liquor, not within the S102A test.

The concern of the OLGR with the docket deals as reflected by the questions and by the Liquor Promotion Guidelines is clearly whether it has any influence upon the risk of short term harm - that is, binge drinking. However, the Jones Report does not appropriately define binge drinking, incorrectly understanding the NHMRC Guidelines to equate binge drinking as any consumption exceeding a low 'lifetime' risk to health. Consequently the Jones Report does not distinguish between the risk of short term harm and long term harm from alcohol consumption. Due to the incorrect definition of excessive consumption, the information presented in the Jones Report deals only with the risk of long term harm and overstates the risk of harm.

In order to overcome this shortcoming of the Jones Report, we have provided a range of data on those individuals or groups at risk of engaging in irresponsible, rapid or excessive consumption of alcohol. This has been drawn from quantitative data on docket deals, their market awareness, their level of use and who uses them. This information provides specific evidence to inform

consideration of the issue by OLGR, rather than personal opinion based on limited qualitative research.

As noted in Sections 2.4 and 2.5, a significant proportion of docket deal customers are women and people over 40 years old. Just 1.4% are aged 18-25 year old. The group significantly less likely to use a Liquorland docket are aged 19-24 years (just 8% have used a docket). 38% of those aged 60 and over have used a docket. This translates to a lower risk profile. As identified in Section 3.2, females are far less likely to drink at levels associated with short term risk, and the prevalence of short term risk drinking declines with age.

Our responses to each of the questions posed by OLGR demonstrate that the users of docket deals are demonstrably at lower risk of alcohol related harm. As pointed out by the Jones Report, there will always be some individuals within any group who abuse alcohol. There will always be some level of potential risk of social harm from any sale of liquor. This is accepted by the legislation governing the sale of alcohol, and it is accepted by the Liquor Promotion Guidelines which assess risk as 'Unacceptable', 'Medium', or 'Low'. The Jones Report does not undertake this assessment which is required of any analysis under S102A.

Throughout, the Jones Report relies on the assumption that the purchase of alcohol equates to the consumption of alcohol. It assumes that promotions which encourage the purchase of higher volumes of alcohol must lead to higher volumes of consumption – i.e. risk drinking. Yet the Jones Report does not discuss, prove or quantify this relationship. It presents no basis for such an assumption to be made. We are unaware of any evidence that this is likely.

It is not in dispute that Docket Deals are utilised by customers to achieve more value for money. Simply because a customer purchases multiple quantities does not mean that they will drink all that alcohol on one occasion or in any rapid or excessive manner. For example, a customer may purchase the product to consume over a period of time, either by themselves or with others.

A customer may save money due to purchasing at the "special" price or they may "trade up" to a brand which is normally beyond their budget, but this does not mean that they will necessarily consume more alcohol.

Of the articles referenced by Jones, there are a number of significant flaws, particularly with the qualitative based investigations. It is our opinion that the information provided by the Jones Report is of no assistance to OLGR in its consideration of the issue at hand.

Of the few studies referenced by the Jones Report, it is in our opinion somewhat selective about the data that it presents. This criticism has been raised at the report's author previously, namely by Jackson (2012) in a review of Jones and Magee (2011), which states:

"I am concerned that the authors have chosen to discuss only the findings in their study which confirm their beliefs regarding the harmful impact of alcohol advertising, such as the results relating to magazine and internet advertising and promotion at licensed premises. Ignoring unfavourable data within research can be considered as a confirmation bias (Nickerson, 1998)..... In conclusion, preferential treatment of evidence in the discussion of results should be considered a bias. It is important to be vigilant to this, given that it is only human nature to support the side you favour."

This issue is best considered via reference to detailed economic modelling, such as that which has been undertaken of this issue in the United Kingdom, rather than the outcomes of qualitative focus groups.

Modelling analyses by Purshouse et al. (2010) suggest that restrictions on discounts such as the buy one get one free offers would not be particularly effective in reducing weekly consumption and health harms. They conclude that total bans of supermarket and off-license discounting are effective but banning only large discounts has little effect.

The Jones Report does not establish any connection between docket deals and harm. The use of Docket Deals by customers to achieve value for money does not equate to risk. In order for risk to eventuate, consumption of a purchase is required. There is a clear difference between purchasing multiple quantities of alcohol and the subsequent consumption of it. No link can be made between the two.

The docket deal cannot reasonably be regarded as encouraging irresponsible, rapid or excessive consumption. There is no evidence that a promotion where a customer purchases two bottles of wine for \$17 or \$20 encourages the consumption of liquor in an excessive or irresponsible manner.

Similar deals to docket deals are used by many packaged liquor retailers. Placing restrictions of docket deals would result in a significant impact on the industry for no proven requirement.

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APPENDICES

APPENDIX ONE

'Docket Deals' – Coles' transaction data

Table 5: Gender of Docket Deal redeemers – Coles' transaction data

Gender	Number	Percentage
Female	299,237	58
Male	143,111	28
Unknown	74,044	14
Grand Total	516,392	

Table 6: Age Profile of Docket Deal redeemers – Coles' transaction data

Age	Number	Percentage
18-25 years	7,267	1.4
26-40 years	64,121	12.4
41-60 years	192,248	37.2
61+ years	178,845	34.6
Not valid	73,911	14
<i>Grand Total</i>	<i>516,392</i>	

Table 7: Month of Year of Docket Deal redemptions – Coles' transaction data

Hour	Day of Week						Grand Total	% Month of Year
	ACT	NSW	QLD	SA	VIC	WA		
July 2012	16	9,364	5,272	1,425	9,081	2,964	28,122	5.5%
Aug 2012	12	14,534	7,758	1,993	11,621	4,836	40,754	8.0%
Sep 2012	32	16,186	8,617	2,409	13,766	5,298	46,309	9.0%
Oct 2012	33	17,012	8,421	2,464	13,930	5,504	47,364	9.2%
Nov 2012	19	20,296	8,579	2,503	14,297	5,977	51,671	10.1%
Dec 2012	50	20,548	9,724	3,285	18,152	6,871	58,631	11.4%
Jan 2013	53	15,717	7,877	2,312	14,518	5,044	45,521	8.9%
Feb 2013	305	13,998	6,670	2,143	11,850	4,561	39,527	7.7%
Mar 2013	508	19,394	9,067	2,182	14,740	8,270	54,161	10.6%
Apr 2013	488	19,993	9,812	2,369	13,967	6,745	53,377	10.4%
May 2013	460	18,308	9,328	2,232	10,398	6,389	47,115	9.2%
Grand Total	2,014	186,823	91,858	25,541	147,243	62,924	516,408	
<i>June 2013 (partial data)</i>	<i>38</i>	<i>1,473</i>	<i>733</i>	<i>224</i>	<i>923</i>	<i>465</i>	<i>3,856</i>	<i>n/a</i>
% of Australia	0.4%	36.2%	17.8%	4.9%	28.5%	12.2%	0.4%	

Table 8: Time of Day of Docket Deal redemptions

Hour	Total
7am	0.001%
8am	0.1%
9am	3.4%
10am	7.5%
11am	9.6%
12am	10.1%
13pm	9.7%
14pm	10.6%
15pm	11.7%
16pm	12.7%
17pm	11.8%
18pm	7.6%
19pm	3.7%
20pm	1.4%
21pm	0.2%
22pm	0.02%
23pm	0.005%

Table 9: Time of Week of Docket Deal redemptions

	Mon	Thu	Wed	Thu	Fri	Sat	Sun
Total	11.7%	13.0%	12.1%	15.2%	18.8%	18.6%	10.7%

Table 10: Time of Day and Time of Week of Docket Deal redemptions

Hour	Day of Week							Grand Total	% Time of Day
	Mon	Thu	Wed	Thu	Fri	Sat	Sun		
7am	11	0	1	0	0	0	0	12	0.001%
8am	128	72	63	120	137	191	10	721	0.1%
9am	3,430	3,773	3,394	4,707	5,934	7,901	761	29,900	3.4%
10am	7,694	7,914	7,236	9,095	11,745	14,605	7,719	66,008	7.5%
11am	10,161	10,027	9,190	11,702	14,715	18,122	11,005	84,922	9.6%
12am	10,492	10,445	9,647	11,967	15,410	18,720	11,883	88,564	10.1%
13pm	10,019	10,399	9,405	11,852	14,969	17,374	10,984	85,002	9.7%
14pm	11,204	11,786	10,765	13,068	16,925	17,673	11,501	92,922	10.6%
15pm	12,244	13,556	12,151	14,573	18,890	19,043	12,207	102,664	11.7%
16pm	13,158	15,251	13,873	16,541	20,900	19,927	12,124	111,774	12.7%
17pm	12,549	15,209	14,569	16,732	21,044	15,075	9,152	104,330	11.8%
18pm	7,760	9,849	9,851	12,238	13,824	8,831	4,964	67,317	7.6%
19pm	3,278	4,585	4,488	7,083	7,198	4,363	1,326	32,321	3.7%
20pm	1,030	1,495	1,444	3,467	3,135	1,797	353	12,721	1.4%
21pm	60	59	58	270	514	310	51	1,322	0.2%
22pm	24	12	18	19	36	52	2	163	0.02%
23pm	6	2	6	2	15	15	0	46	0.005%
Grand Total	103,248	114,434	106,159	133,436	165,391	163,999	94,042	880,709	
% Day of Week	11.7%	13.0%	12.1%	15.2%	18.8%	18.6%	10.7%		

Table 11: Time of Day and Time of Week of Docket Deal redemptions – as proportion of total weekly sales

Hour	Day of Week						
	Mon	Thu	Wed	Thu	Fri	Sat	Sun
7am	0.0012%	0.0000%	0.0001%	0.0%	0.0%	0.0%	0.0%
8am	0.01%	0.01%	0.01%	0.01%	0.02%	0.02%	0.0011%
9am	0.4%	0.4%	0.4%	0.5%	0.7%	0.9%	0.1%
10am	0.9%	0.9%	0.8%	1.0%	1.3%	1.7%	0.9%
11am	1.2%	1.1%	1.0%	1.3%	1.7%	2.1%	1.2%
12am	1.2%	1.2%	1.1%	1.4%	1.7%	2.1%	1.3%
13pm	1.1%	1.2%	1.1%	1.3%	1.7%	2.0%	1.2%
14pm	1.3%	1.3%	1.2%	1.5%	1.9%	2.0%	1.3%
15pm	1.4%	1.5%	1.4%	1.7%	2.1%	2.2%	1.4%
16pm	1.5%	1.7%	1.6%	1.9%	2.4%	2.3%	1.4%
17pm	1.4%	1.7%	1.7%	1.9%	2.4%	1.7%	1.0%
18pm	0.9%	1.1%	1.1%	1.4%	1.6%	1.0%	0.6%
19pm	0.4%	0.5%	0.5%	0.8%	0.8%	0.5%	0.2%
20pm	0.1%	0.2%	0.2%	0.4%	0.4%	0.2%	0.04%
21pm	0.01%	0.01%	0.01%	0.03%	0.1%	0.04%	0.01%
22pm	0.003%	0.001%	0.002%	0.002%	0.004%	0.01%	0.0002%
23pm	0.001%	0.0002%	0.001%	0.0002%	0.002%	0.002%	0.0%

APPENDIX TWO

'Tell Coles' Survey data

Table 12: "Tell Coles" On-line Survey Data, Wednesday the 1st of May - Friday the 3rd of May

		Total	19 to 24 years	25 to 34 years	35 to 44 years	45 to 59 year	60 and over
Are you aware that there are Liquorland coupons on Coles supermarket dockets?	<i>n=</i>	<i>1059</i>	<i>50</i>	<i>176</i>	<i>249</i>	<i>325</i>	<i>253</i>
Yes		89%	78%	90%	89%	90%	91%
No		10%	20%	9%	11%	9%	9%
Not sure		1%	2%	1%	0%	1%	0%
Have you ever used one of these Liquorland coupons?	<i>n=</i>	<i>946</i>	<i>39</i>	<i>158</i>	<i>222</i>	<i>293</i>	<i>229</i>
Yes		25%	8%	15%	20%	26%	38%
No		74%	92%	82%	79%	73%	62%
Not sure		1%	0%	3%	1%	1%	1%
Why haven't you used one of these coupons?	<i>n=</i>	<i>697</i>	<i>36</i>	<i>129</i>	<i>175</i>	<i>214</i>	<i>141</i>
I don't buy alcohol		39%	39%	40%	39%	39%	41%
I don't like the products in the offer		34%	53%	42%	34%	30%	26%
I forget to use them		14%	19%	12%	15%	15%	12%
No liquorland nearby		5%	3%	2%	6%	5%	9%
Liquorland is too expensive		2%	0%	1%	2%	3%	2%
Other (please specify)		8%	3%	7%	5%	11%	11%

APPENDIX THREE

Data on Risk Drinking Behaviours

Table 13: Alcohol drinking status, 18 years or older

Drinking status	2010 NDHS
Daily	7.7%
Weekly	41.7%
Less than weekly	33.0%
Ex-drinker(a)	7.7%
Never a full serve of alcohol	9.9%

(a) Consumed at least a full serve of alcohol, but not in the previous 12 months

Table 14: Alcohol consumption at levels risking short term harm (2001 guidelines), by age, 2010 (%)

Age group	Short-term risk				
	Abstainers	Low risk	At least yearly	At least monthly	At least weekly
Australia					
18+	17.6	48.9	12.7	12.9	7.9
By Age:					
18-19	13.7	28.7	11.8	28.5	17.3
20-29	14.7	30.9	17.3	24.2	12.9
30-39	15.7	41.2	18.6	16.7	7.7
40-49	14.3	50.1	15.5	11.7	8.4
50-59	16.5	57.4	11.0	7.9	7.1
60-69	19.8	66.3	5.9	4.4	3.7
70+	30.4	64.8	1.6	1.4	1.8

Note: For males, the consumption of 7 or more standard drinks on any one day. For females, the consumption of 5 or more standard drinks on any one day

Table 15: Alcohol consumption at levels risking long term harm (2001 guidelines), 2010 (%)

Age group	Abstainers	Low risk	Risky	High risk
Australia				
18+	17.6	71.9	7.3	3.2
By Age:				
18-19	13.7	70.2	9.3	6.8
20-29	14.7	71.5	9.8	3.9
30-39	15.7	74.0	7.3	3.1
40-49	14.3	74.5	7.8	3.4
50-59	16.5	72.5	7.4	3.6
60-69	19.8	71.9	6.0	2.3
70+	30.4	65.2	3.0	1.4

Note: Abstainers had not consumed alcohol in the last 12 months. For males, the consumption of up to 28 standard drinks per week is considered 'Low risk', 29 to 42 per week 'Risky', and 43 or

more per week 'High risk'. For females, the consumption of up to 14 standard drinks per week is considered 'Low risk', 15 to 28 per week 'Risky', and 29 or more per week 'High risk'.

Table 16: Alcohol consumption, adults aged 16 years and over, NSW, 2010

Response	Males % (95% CI)	Females % (95% CI)	Persons % (95% CI)
Do not drink	24.7 (22.7-26.8)	39.3 (37.5-41.1)	32.1 (30.8-33.5)
1 to 2 drinks	35.1 (32.9-37.2)	40.8 (39.1-42.5)	38.0 (36.6-39.4)
3 to 4 drinks	23.9 (21.8-26.0)	14.1 (12.8-15.5)	18.9 (17.7-20.2)
5 to 6 drinks	9.2 (7.6-10.7)	4.0 (3.2-4.8)	6.5 (5.6-7.4)
7 or more drinks	7.1 (5.8-8.5)	1.8 (1.2-2.4)	4.4 (3.7-5.2)

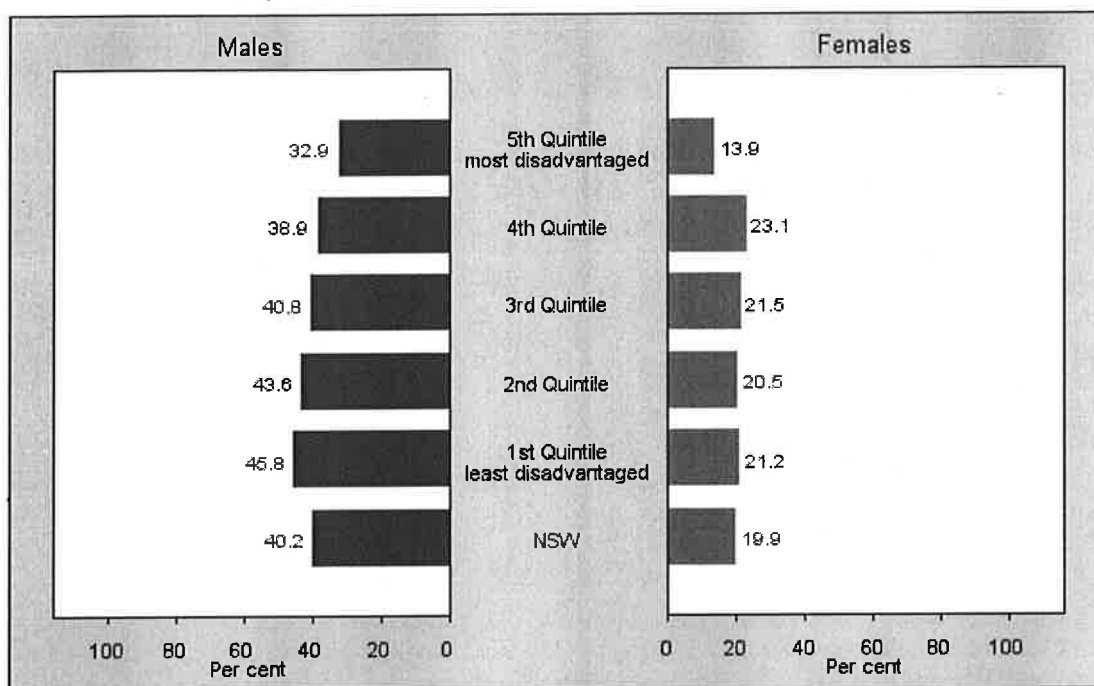
Source: New South Wales Population Health Survey 2010 (HOIST). Centre for Epidemiology and Research, NSW Department of Health. Question asked, "On a day when you drink alcohol, how many standard drinks do you usually have?"

Table 17: Risk Drinking by Demographic Characteristic, 2010 (%)

	Short term risk			Long-term risk	
	Abstainer/ ex-drinker	Low risk	Risky or high risk	Low Risk	Risky or high risk
Aboriginal and/or Torres Strait Islander	24.5	38.8	36.6	57.5	17.9
Non-Indigenous	19.0	60.8	20.2	71.1	9.9
Currently employed	11.1	63.3	25.6	77.0	11.9
Unemployed	25.9	49.1	25.0	63.1	11.0
Retired or on a pension	25.6	68.4	6.0	67.7	6.7
Unable to work	31.6	54.3	14.1	57.4	11.1

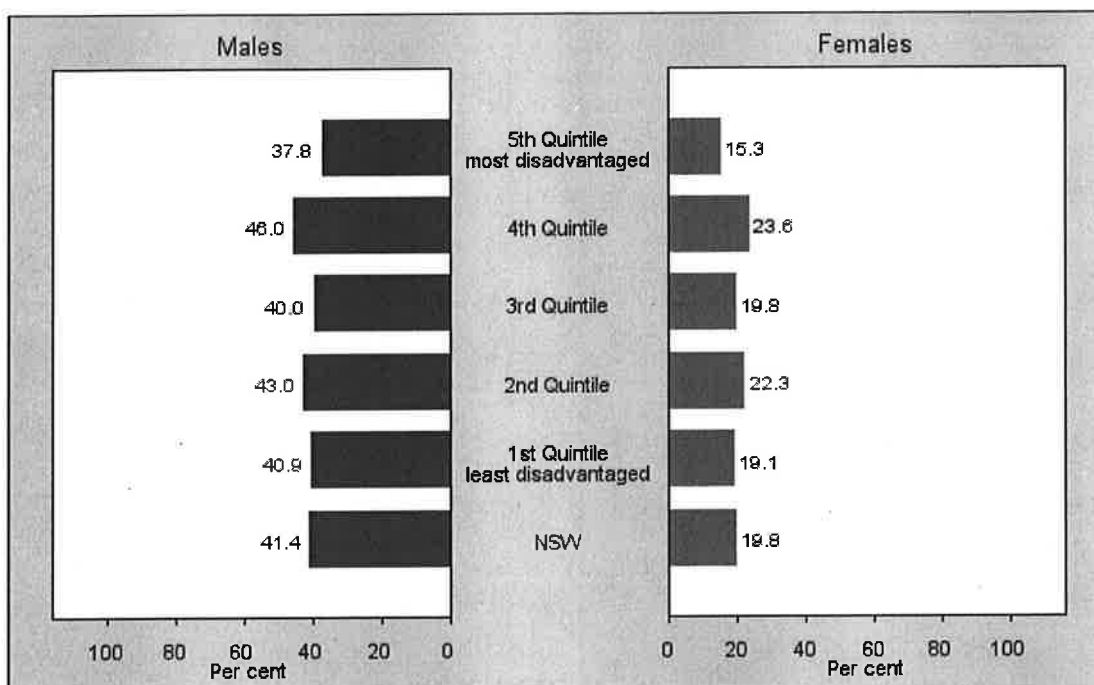
Source: AIHW 2011. 2010 National Drug Strategy Household Survey report. Based on 2001 Guidelines.

Figure 2: More than 2 standard drinks on a day when consuming alcohol by socioeconomic disadvantage, adults aged 16 years and over, NSW, 2010.



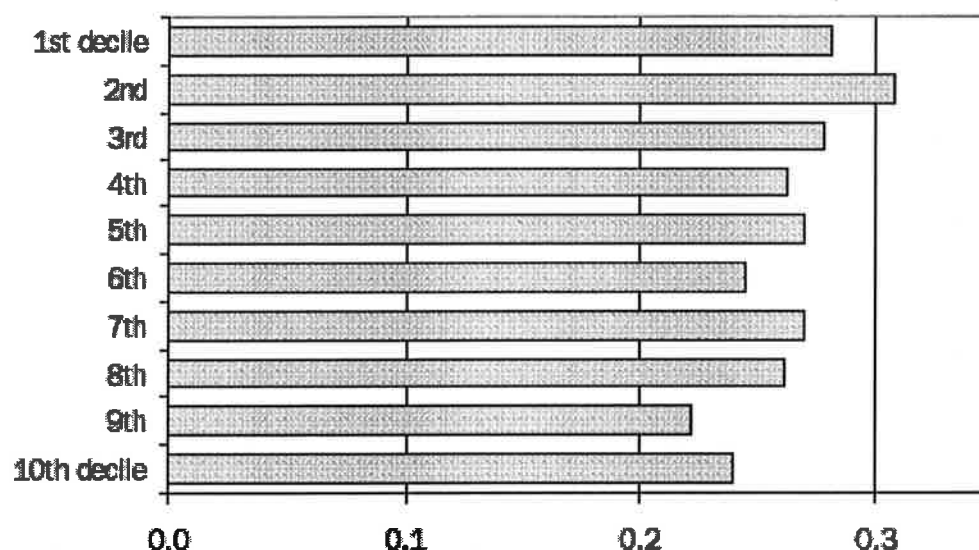
Source: New South Wales Population Health Survey 2010 (HOIST). Centre for Epidemiology and Research, NSW Department of Health

Figure 3: Risk alcohol drinking by socioeconomic disadvantage, adults aged 16 years and over, NSW, 2009



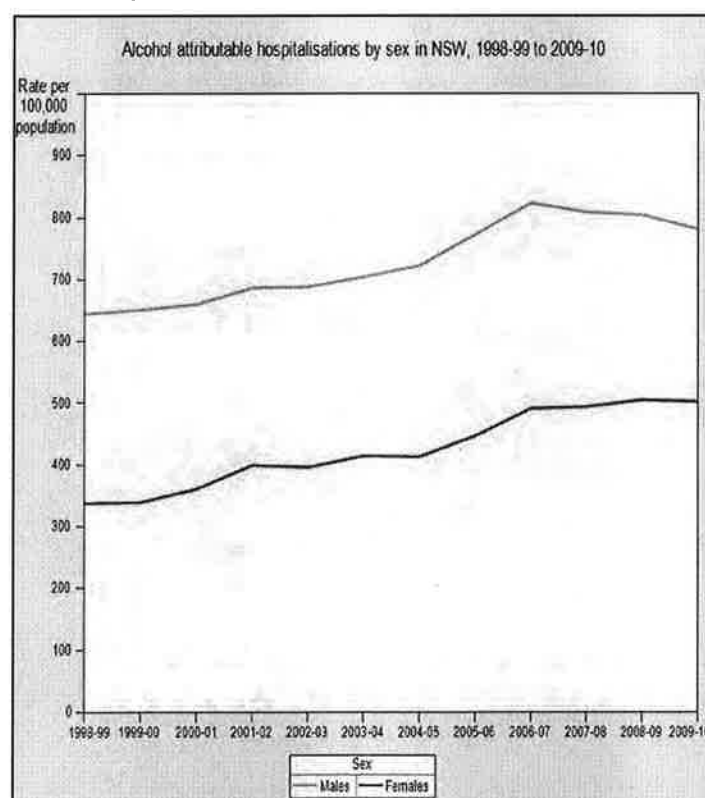
Source: New South Wales Population Health Survey 2010 (HOIST). Centre for Epidemiology and Research, NSW Department of Health

Figure 4: Proportion of persons aged 18 years and over with high alcohol risk level, by SEIFA decile - Index of Relative Socio-Economic Disadvantage



Source: ABS 2006

Figure 5: Alcohol related hospital admissions



Source: NSW Admitted Patient Data Collection and ABS population estimates (HOIST). Centre for Epidemiology and Research, NSW Ministry of Health. www.healthstats.doh.health.nsw.gov.au

APPENDIX FOUR

Example 'Point of Sale' Promotions





APPENDIX FIVE

Curriculum Vitae



James Lette Principal

Qualifications.

Master of Social Planning and Development (Professional) (MSPD), University of Queensland. (*Areas: Sociology, Development Studies, Social Planning, SIA*),

Bachelor of Regional and Town Planning (BRTP), University of Queensland.

Relevance to project.

James is a senior urban and community planning consultant with over 18 years of international experience including major government and corporate project experience in NSW, Queensland, Victoria and internationally. A qualified town planner, James has a track record of significant achievement in facilitating socially sustainable outcomes for clients and the community.

An industry leader in the field of Social Impact Assessment and social impact management, James has assessed numerous projects since 1993, delivering client outcomes to tight timeframes in often complex, and controversial environments, where there are significant stakeholder interests.

James has an extensive background in social planning and has prepared numerous social plans for local governments, human services plans for urban release areas, development contribution plans, as well as community facility, infrastructure, open space and recreation needs assessments.

Career Summary

Social Impact Strategies (Aust), Principal
GHD (Aust), Principal Consultant, Social Sustainability

BBC Consulting Planners (Aust), Associate Director - Section Manager/Senior Urban & Social Planner

Townland Consultants (Hong Kong), Business Development Manager, Town Planning & Social Development Consultant

London Borough of Camden (UK), Senior Projects Officer, Regeneration & Crime Prevention

The Civic Trust (Regeneration Unit) (UK), Senior Regeneration/ Community Planning Consultant

Republic Of Vanuatu (Pacific), Rural Development Analyst

Sinclair Knight Merz (Aust), Town and Social Planning Consultant

Social Impact Assessment

Transport infrastructure (bridge, road and rail, public transport, airports)

- *Additional Crossing of the Clarence River at Grafton*, NSW RTA. Route selection and Social Impact Assessment of an additional bridge in Grafton. Involved preparation of socio-economic profiles of the communities likely to be affected by the proposal, with a focus on social trends and drivers of change.
- *Eastern Busway, Brisbane*, Qld Transport/ Translink. Route selection and Social Impact Assessment of Busway through Brisbane's eastern suburbs (Buranda to Capalaba). Route involved numerous bridges, within dense urban areas. Involved TOD redevelopment of areas around stations.
- *New Parallel Runway Project, Brisbane Airport*. Social Impact Assessment of proposed addition of a new runway to Brisbane Airport. Examined impact of (i) Dredging/ reclamation, (ii) on Airports surrounds, (iii) changes to Airspace architecture
- Hampden Bridge Maintenance, NSW RTA
- Southern Cairns Transport Study, Queensland Government.
- West Ipswich Bypass, Queensland Government.
- Camira Bypass, Brisbane.

Dams and water infrastructure

- Raising of the Awoonga dam, Gladstone Area Water Board.
- Independent Review of DNR SIA of a Water Management Plan (WAMP) for an Industry Body.

Power stations

- Kogan Creek Power Station IAS.

Resources

- Corporate Social Responsibility Advice, Private Sector Client (petroleum industry), The Philippines.
- Stuart Oil Shale Project Strategic advice (risk assessment; mitigation strategies; community issues management).

Stadiums

- Lang Park Stadium Redevelopment, Stadium Development Group, Queensland Government.

Resident resettlement

- Millers Point Property Upgrade, Housing NSW
- Renewal of Minto Public Housing Estate (1,007 dwellings), NSW Department of Housing.
- Resettlement Planning, Car City, Guangdong Province, Mainland China.

Urban development (brownfield, new land release, senior's developments and public housing estate renewal)

- Heathcote Ridge (West Menai) Urban Land Release (865ha site, 9,800 population)
- West Byron Urban Land Release (108 hectare site)
- Renewal of Minto Public Housing Estate, NSW Department of Housing.
- Boggo Road Goal Housing Re-Development, Brisbane, Qld Dept of Public Works
- Various Development Applications, including numerous Seniors Housing and Aged Care developments, NSW & Qld.
- Affordable housing development applications, various.

Employment lands (major technology, commercial, industrial and retail developments)

- Heathcote Ridge (West Menai) Urban Land Release (25,000 jobs)
- Glenlee Industrial/ Employment Lands
- Major Brisbane shopping centre redevelopment, Coles Myer.

Correctional facilities

- Cessnock Correctional Centre (250-bed maximum security) NSW Public Works
- South Coast Correctional Centre, Nowra (460 bed). NSW Public Works
- Lithgow Correctional Centre. NSW Public Works
- Mid-North Coast Correctional Centre Post-Occupancy Socio-Economic Impact Assessment, Kempsey, NSW Public Works

Religious facilities

- Mosque and associated Community Facilities, Newcastle Muslim Association, NSW

Facility closure planning

- Kanangra Large Residential Centre closure (90 residents), Hunter region, DADHC
- Riverside Large Residential Centre closure (70 residents), Western NSW, DADHC
- Caravan park closures - Byron Bay, Sutton, Bass Hill

Land & Environment Court Proceedings

- WWL Consulting Pty Ltd v Marrickville Council NSWLEC 1161 (<http://bit.ly/NSWLEC>)
- Woolworths -v- Blacktown Council (No. 11003 of 2010)
- ALG Property Pty Ltd -v- Waverley Council (No. 10276 of 2011)

- ALH Group -v- Shoalhaven Council (No. 11034 of 2011)
- Bulga Milbrodale Progress Association v Minister for Planning and Infrastructure & Warkworth Mining Limited (No 10224 of 2012) – Initial advice and issues assessment
- New South Wales Licensing Court (Coles Liquor Tanilba Bay, CB Cellars Pty Ltd Kingscliff)

CPTED and Community Safety

- Shopping Centre Crime Risk Assessments - Charlestown Square Expansion (Newcastle); Nowra; Kareela; Stockland Wetherill Park.
- Public spaces Crime Risk Assessments - St Johns Oval, Charlestown; Charlestown Oval, Charlestown; Patricia Park, Charlestown; Wattle Rd underpass, Shellharbour.
- Other DA Crime Risk Assessments - Child Care Centre, Highfields, Toronto Workers Club redevelopment, Cardinal Freeman RV Concept Plan & various Precinct plans, St Brigid's Green Maroubra, Newcastle Mosque.

Planning for Social Sustainability

Social Plans, Social Infrastructure and Services Plans

- Marrickville Council Community Facilities Study
- Heathcote Ridge (West Menai) Urban Land Release, Housing Study and Human Services Study (State Significant Site) (865ha site, 9,800 population, 25,000 jobs)
- West Byron Urban Land Release, Housing Study and Human Services Study (State Significant Site) (108 hectare site)
- Oran Park Strategic Social Plan, South West Growth Centre, Landcom (25,000 population)
- Lane Cove Social Plan, Lane Cove Council
- Housing Needs Assessment, St Ives/ Ku-ring-gai, Village Building Company
- Glenlee Industrial/ Employment Lands, Human Services Study
- Social Infrastructure Audit to support the Western Sydney Strategic Facilities Planning Study, DADHC (Strategic investigations of 4 development sites)
- Community Infrastructure and Services Planning (inc. advice on S94 and Planning Agreement), South Werrington Sub-precinct, WELL Precinct, Penrith, University of Western Sydney (48 hectares)
- Boggo Road Re-Development, Community Infrastructure and SIA, Brisbane, Qld Dept of Public Works

- Gladstone Aged Care Study, Queensland Government.
- Sport and Recreation Studies - Warroo, Esk, Bundaberg, Burnett, & Crow's Nest Shires

Development Contributions Plans

- S94 Contributions Plan, City of Botany Bay
- Merrylands Centre Urban Revitalisation Project, Section 94 Contributions Plan, Holroyd City Council
- Update of Community Facilities Background Study - Section 94 Contributions Plan, Holroyd City Council

Social Research and Policy Development

- Developer's Active Living DA Checklist, NSW Premier's Council for Active Living
- Development Assessment & Active Living Resource, NSW Premier's Council for Active Living
- Research Project - Social Isolation in Residential Flat Buildings, IB Fell Housing Research Centre, Faculty of Architecture Design and Planning, University of Sydney
- Review and updating the six "Designing Places for Active Living guidelines" (Cities, towns and neighbourhoods, Walking and cycling routes, Public transport, Streets, Open Space, Retail areas), NSW Premier's Council for Active Living
- Development of a new 'Workplaces' Active Living design guideline, NSW Premier's Council for Active Living
- Audit of all Victorian Library Buildings, State Library of Victoria
- Audit of all NSW Library Buildings, State Library of NSW

Community Consultation

- Community consultation is an element of all projects. Experienced in a wide range of traditional and non-traditional techniques.
- Community Consultation Report, Port Macquarie-Hastings Towards 2030 Community Strategic Plan
- Joint Course Developer, "Conducting Community Consultation" short course (UniQuest, University of Queensland).
- Advice on community consultation methodologies to numerous clients.

Urban Renewal

- Stowmarket Town Centre Regeneration Strategy, UK.
- St Ives Town Centre Regeneration Strategy, UK.
- Helston Town Centre Regeneration Strategy, UK.

- Urban Renewal Opportunities in Sham Shui Po, Hong Kong Housing Society (HKHS) and the Urban Renewal Authority (URA), Hong Kong

Social Programmes

- Neighbourhood Pride Programme, (UK). Delivery & evaluation of different approaches to community participation and capacity building throughout England.
- Enterprising Communities Programme (UK). Free strategic involvement with community groups across England. For example, assisted a community group to organise and implement a community event to discuss the redevelopment of the public realm, achieving a turnout of 80 people in a normally uninvolved community. Formed a community association to carry forward the plans discussed for the area, and identified sources of funding for implementation.
- Team member, development of programme assisting the development of inclusive partnerships which involve black and minority ethnic communities (BME) (UK).

Strategic Land Use Planning

- Strategic Plan for the Pearl River Delta, Guangdong Province, Mainland China (population approximately 40 million).
- Strategic Plan for Dongtou County, Wenzhou City, Zhejiang Province, Mainland China.
- Conceptual Plan Of Sijiao Island (27 km²), Shengshi County, Zhejiang Province, Mainland China.
- Planning Scheme for the City of Bundaberg.

Masterplanning

- Concept for Refurbishment of Marine Drive, Mumbai, India (Mumbai Metropolitan Region Development Authority (MMRDA)).
- Automobile City, Master Planning for Huadu District (5,000 ha), Guangzhou, (Guangzhou Urban Planning Bureau, Huadu District Branch).
- Cultural and Recreational Project on 310 ha. of land at She Shan National Tourism Resort, Songjiang.
- Satellite City, Shanghai (Shanghai Media & Entertainment Group), Mainland China.
- Waterfront Development and Reclamation at Nape, Macau SAR.
- Conceptual Planning for Sijiao Island, Shengsi County, Zhejiang Province, Mainland China.

Statutory Planning

- Hampden Bridge Maintenance REF, NSW RTA
- Development Applications and Masterplan Preparation for various sites, NSW.
- Various Seniors Living community developments, NSW (Old Bar, Jamberoo, Green Square, Gilead and Cudal).
- Planning Officer, Wimbledon Development Control Team, London Borough of Merton, UK.

Overseas Development Assistance

- Rural Development Analyst, Shefa Provincial Government Council, Republic of Vanuatu
- Project Management assistance of the following Technical Assistance projects -
 - Asian Development Bank TA No. 3896-MLD:Regional Development Project (Phase II)
 - Asian Development Bank TA No. 3781- UZB: Preparing a Comprehensive Medium-Term Strategy for Improving the Living Standards of the People of Uzbekistan.
 - Asian Development Bank TA No. 4227- PRC: Jilin Water Supply and Sewerage Development Project (Social Development Components)
 - World Bank: JGF TFO 51125: Feasibility Study of the Second Ulan Bator Services Improvement Project and Preliminary Design of Water Supply Facilities in Mongolia (Urban Development Components)
- Prepared Technical Proposals for a number of Projects, including -
 - Asian Development Bank TA No. 4257- KIR: Supporting Land Use Management on Kiritimati (Christmas) Island (Kiribati).
 - Asian Development Bank TA No. 4106- IND: Kerala Sustainable Urban Development Project (India).

Publications

- *Investigating Community in Apartment Living*, IB Fell Housing Research Centre, Faculty of Architecture Design and Planning, University of Sydney 2011.
- *Development & Active Living: Designing Projects For Active living – A Development Assessment Tool*, NSW Premier's Council for Active Living July 2010 (<http://bit.ly/PCAL-DA>)
"This is a first for NSW planners who can use the guidelines to ensure that planning policies and developments promote physical activity. The document is replete with practical examples and supportive evidence, as well as a systematic method for assessing proposals." Thompson, S and Capon, A (UNSW), reviewed in 'New Planner', December 2010, pg 11
- *Developer's Checklist*, NSW Premier's Council for Active Living Feb 2011 (<http://bit.ly/PCAL-CL>)
- *Building Audit of Victorian Public Libraries*, State Library of Victoria, 2008 (<http://bit.ly/BBCSLV>)

Affiliations

- Sustaining Member, International Association for Impact Assessment (IAIA)
- Corporate Member, Planning Institute Australia (PIA)

International Experience

- Long-term country experience in the UK, Mainland China, Vanuatu, Hong Kong SAR, and Australia.
- Project experience for India, the Philippines, Indonesia, Vietnam, Macau SAR, The Maldives, Mongolia, Uzbekistan, Kiribati and Russia and business development activities in a number of others.

Licensing and Compliance Manual (House Management Plan)

Objectives

Everyone including Coles Liquor Management Team, Store Managers, Hotel Managers and Team Members are responsible for ensuring that this manual is read and understood by all Team Members.

This manual is to be read in addition to the relevant State Government Laws and Codes of Practice. It contains essential knowledge for Team Members to:

- Understand their legal obligations regarding Liquor Laws;
- Comply with Coles Liquor Responsible Service of Alcohol (RSA) guidelines and community expectations and standards;
- Train new Team Members;
- Deliver consistent and successful service; and
- Meet the licensing and compliance requirements of Coles Liquor.

Version history

Ver.	Author	Department	Date	Revision comments
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1.2	Coles Liquor	Licensing and Compliance	June-11	Updated to include both legislation and Coles Liquor Policy changes.
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Disclaimer

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This manual is provided for the purpose of informing Team Members about the standard procedures for liquor and management and compliance within the Coles Liquor Business. While reasonable care has been taken in preparing this manual, Coles Liquor does not warrant or represent that the information and material in the manual is current, complete, accurate, free from any errors or omissions or relevant for your purposes. The information and material in this manual is subject to change from time to time and minor procedural variations may apply at specific hotels as authorised by Area Managers.

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Please contact the Licensing and Compliance Team if you have any queries relating to this manual.

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1 Liquor Laws

1.1 Welcome

Welcome to the Coles Liquor Team Member Licensing and Compliance Manual.

The purpose of this Manual is to guide Team Members through the basic fundamentals of a successful and compliant licensed liquor premises. Use it as a working reference to assist in the day-to-day operations of the licensed premises, and as a reference and training tool in conjunction with the Connect site.

Keep it in the Licensing Folder where it is accessible to all Team Members at all times. Should you require any further information, or clarification of an issue, contact the Licensing and Compliance Team.

1.2 Introduction

The sale and supply of liquor within Australia is governed by jurisdiction based Liquor Laws.

Liquor Laws control:

- the sale, supply and promotion of liquor;
- trading restrictions; and
- gambling.

Liquor Laws govern how and when liquor is available. They aim to reduce the harm and prevent both misuse and abuse of alcohol in the community.

At Coles Liquor, we recognise the importance of minimising alcohol related harm and have developed this Manual to provide our Team Members with an understanding of Liquor Laws and their obligations. We take both alleged and actual breaches of Liquor Laws very seriously.

Hotels and Stores must ensure that their physical environments are maintained in good order at all times and both safe and comfortable for customers and patrons. To assist with maintaining this environment, Team Members should ensure that:

- the Store/Hotel is kept clean and tidy; and
- they comply with their RSA and Coles Liquor Policies at all times.

Penalties can be imposed on Team Members, the Duty Manager, Store/Hotel Manager, Licensee and Company Directors for failing to comply with these requirements. Serious breaches will result in termination of employment.

Whilst each jurisdiction has specific Liquor Laws which must be followed, this Manual outlines the key requirements for all stores and hotels ("Licensed Premises").

2 Key Obligations

Each Licensed Premises must:

- have a liquor licence in order to sell or supply liquor;
- trade only within its approved hours;
- only sell or supply liquor within its approved area;
- comply with any conditions on its liquor licence; and
- ensure any mandatory signage is displayed.

Team Members must:

- comply with Liquor Laws at all times;
- be over the age of 18 years (exceptions may apply);
- not allow liquor to be sold, supplied to or consumed by a person who is under 18 years of age ("a minor");
- never sell or serve alcohol to a person they suspect of supplying it to a minor (including the minor's parents);
 - always ask customers/patrons who they believe to be under 25 years of age for acceptable Identification or Proof of Age documents ("ID") and check the ID of all people if more than one;
 - not permit a minor on the Licensed Premises at any time unless the minor is accompanied by a responsible adult such as their parent or guardian, is eating a meal, attending a function or conducting business (eg an apprentice);
- not sell or supply liquor to an intoxicated, disorderly or quarrelsome person;
- not permit drunken, disorderly or quarrelsome persons to be on the Licensed Premises;
- complete Responsible Service of Alcohol training and keep up to date with their obligations;
- not sell or serve alcohol to any person outside the approved area of the Licensed Premises;
- record all incidents of service refusal in the Licensed Premises Incident Register;
- engage in practices that encourage the responsible consumption and promotion of alcohol;
- not sell or supply liquor in return for anything except in accordance with normal selling procedures;
- not consume liquor on the Licensed Premises;
- co-operate with their Nominee / Approved Manager / Licensee / Liquor Licensing Regulator and Police at all times; and
- report any contact from the Liquor Licensing Regulator to the Nominee / Approved Manager / Licensee and their Line Manager.

3 Team Member Obligations

3.1 Team Members

Team Members must ensure that they:

- comply with relevant Liquor Laws at all times;
- know their obligations in relation to the Responsible Service of Alcohol ("RSA") and adhere to them;
- do not sell alcohol to any person they believe to be under 25 who does not have acceptable ID, is intoxicated or whom they believe may supply a minor or intoxicated person;
- are aware of the Licensed Premises:
 - Nominee/Approved Manager/Licensee; and
 - approved trading hours and license conditions;
- report any licensing inspections or RSA issues to their Line Manager.

3.2 Stores

Licensed Premises Managers

The Manager is responsible for ensuring that Liquor Laws are followed at all times and must ensure that:

- all Team Members are aware of who the Nominee/Approved Manager/Licensee is;
- all Team Members have completed RSA training within the required time frame and are aware of their obligations;
- all conditions on the Licensed Premises liquor licence are complied with and all Team Members are aware of them; and
- the Licensing Folder (including all mandatory forms, certificates etc) is up to date at all times;
- any mandatory signage is displayed; and
- any compliance issues are reported to the Area Manager, State Manager and Licensing & Regulatory Manager immediately after occurring.

Area Managers

The Area Manager must ensure that:

- Licensed Premises are compliant with relevant Liquor Laws;
- all Licensed Premises have an approved Store Manager in place (exceptions may apply for retail sites attached to hotels);
- all Team Members comply with the relevant policies and Liquor Laws; and
- any compliance issues are communicated to both the State Manager and Licensing and Compliance Manager.

State Managers, National Operations Managers and General Manager Operations

The State Managers, National Operations Managers and General Manager Operations are ultimately responsible for all management decisions within their designated area. They will make decisions such as those relating to penalties where an alleged breach takes place.

3.3 Hotels

Licensed Premises Managers

The Manager is responsible for ensuring that Liquor Laws are followed at all times and must ensure that:

- all Team Members are aware of who the Nominee/Approved Manager/Licensee is;
- all Team Members have completed RSA training and are aware of their obligations;
- all conditions on the Licensed Premises liquor licence are complied with and all Team Members are aware of them; and
- the Licensing Folder (including all mandatory forms, certificates etc) is up to date at all times;
- visit any retail site attached to their hotel on a monthly basis; and
- any compliance issues are reported to the Operations Manager, Regional Operations Manager and Licensing & Regulatory Manager immediately after occurring.

Operations Managers

Operations Managers must ensure that:

- Licensed Premises are compliant with relevant Liquor Laws and conduct regular site visits, observations and audits;
- all Licensed Premises have an approved Manager in place;
- all Team Members comply with the relevant RSA requirements; and
- any compliance issues are communicated to both the Regional Operations Manager and Licensing and Compliance Manager.

Regional Operations Manager

The Regional Operations Managers are ultimately responsible for all management decisions. They will make decisions such as those relating to penalties where an alleged breach occurs.

3.4 Compliance and Licensing Team

The Compliance and Licensing Team is responsible for managing liquor compliance and licensing requirements for Stores and Hotels nationally including;

- managing all aspects of the businesses liquor licensing requirements including applications for:
 - new or relocation of stores and hotels;
 - variation of existing licences such as alterations, trading hours, licence conditions;
 - approval of new managers
- investigation of alleged and actual breaches of Liquor Laws and Coles Liquor Policy;
- preparation of policies regarding compliance with liquor licensing laws;
- general liquor licensing and compliance enquiries;
- managing the implementation and rollout of new or changes to liquor licensing laws; and
- maintaining the relationship with the Liquor Licence regulators in each jurisdiction.

4 Liquor Licences

4.1 Introduction

In each jurisdiction it is a requirement that Coles Liquor hold a current Liquor Licence. The Liquor Licence sets out conditions for how liquor must be sold, for example the trading hours which the Licensed Premises may sell or supply liquor.

Each Team Member must be aware of the obligations imposed by their Liquor Licence Regulator and the terms of the Liquor Licence.

4.2 Licence Types

Licensed Premises are required to display certain signage and information. These requirements differ between jurisdictions.

The following table is a guide to the different types of liquor licences in each jurisdiction. If you require further information, refer to the Liquor Licensing Signage Fact Sheets located on the *Liquor Intranet, Compliance, Liquor Licensing Signage*.

Signage can be ordered from the Blackwoods website located the *Liquor intranet*.

Licence Type	Purpose
Victoria	
Packaged Liquor Licence	Permits the sale of packaged liquor in sealed containers for consumption off the Licensed Premises.
New South Wales	
Packaged Liquor Licence	Permits the sale of takeaway liquor for consumption off the Licensed Premises. Licensee details should be displayed at the entrance to the premises.
Hotel Licence	Permits the sale of liquor for consumption on the Licensed Premises. Licensee details should be displayed at the entrance to the hotel.
Queensland	
Commercial Hotel Licence	Permits the sale of liquor for consumption both on and off the Licensed Premises. Nb. Bottleshops in QLD do not have separate liquor licences. Licensee details should be displayed at the entrance to the premises and hotel.

Licence Type	Purpose
Western Australia	
Liquor Store Licence	Sale of packaged liquor for consumption off the Licensed Premises.
Hotel Licence	Sale of liquor for consumption both on and off the Licensed Premises.
South Australia	
Retail Liquor Merchant Licence	Sale of liquor for consumption off the Licensed Premises.
Hotel Licence	Sale of liquor for consumption both on and off the Licensed Premises.
Australian Capital Territory	
Off-Liquor Licence	Sale of liquor in sealed containers for consumption off the Licensed Premises.
Northern Territory	
Liquor Store Licence	Sale of liquor in sealed containers for consumption off the Licensed Premises. Licensee details should be displayed at the entrance to the premises.

4.3 Licence Changes

Licensed Premises are required to always have a current liquor licence. The Liquor Licence Regulators in each jurisdiction have varying notification requirements depending on the changes to the Licensed Premises.

The following table is a guide to the different notification requirements in each jurisdiction. The Compliance and Licensing Team must be notified where indicated and will manage any application.

Type of Change	Change of Manager	Temporary variation of trading hours, licence condition/area	Permanent Variation of trading hours, licence condition/area	New Grant	Relocation	Re-definition (change to approved licensed area)	Alteration (external)	Alteration (internal)
VIC	✓	✓	✓	✓	✓	✓	✓	✓*
NSW	✓	✓	✓	✓	✓	✓	✓	✗
QLD	✓	✓	✓	✓	✓	✓	✓	✓
SA	✓	✓	✓	✓	✓	✓	✓	✓
WA	✓	✓	✓	✓	✓	✓	✓	✓*
ACT	✓	✓	✓	✓	✓	✓	✓	✓
NT	✓	✓	✓	✓	✓	✓	✓	✗

* In VIC and WA, it is necessary to submit new plans for internal alterations after the works are completed.

5 Licensed Premises Documents

All Licensed Premises are required by both Liquor Laws and Coles Policy to display a number of documents. These documents differ between jurisdictions. The Hotel/Store Manager is responsible for ensuring that the required documents are available (and displayed if necessary) at all times.

The following table is provided as a guide. Additional details regarding each document can be found in the relevant section of this Manual.

Required Documents						
	Licence	Licensed Plans	RSA & Refresher Copies*	Training Register	House Policy	Signage
VIC	✓	✓	✓	✓	✓	✓*
NSW	✓	✗	✓	✓	✓	✓*
QLD	✓	✗	✓	✓	✓	✓*
SA	✓	✓	✓	✓	✓	✓*
WA	✓	✓	✓	✓	✓	✓*
ACT	✓	✗	✓	✓	✓	✓*
NT	✓	✗	✓	✓	✓	✓*

NB. Not all jurisdictions have requirements in respect of RSA Refresher training.

*NB. Please refer to signage guides on the Intranet.

6 Licensed Plans

6.1 Introduction

In some jurisdictions, it is a requirement of the relevant Liquor Laws that Licensed or Redline Plans, approved by the appropriate Liquor Licensing Regulator be available for inspection.

Where applicable, copies of Licensed Plans are available from the Licensing and Compliance Team.

6.2 Requirements for Plans

The following table is a guide to the different requirements.

	Display
Victoria	
Licensed Plan	Keep in Licensing Folder, available for inspection at all times
New South Wales	
N/A	-
Queensland	
N/A	-
Western Australia	
Licensed Plan	Keep in Licensing Folder, available for inspection at all times
South Australia	
Licensed Plan	Keep in Licensing Folder, available for inspection at all times
Australian Capital Territory	
N/A	-
Northern Territory	
N/A	-

7 House Policy

7.1 Introduction

A copy of the House Policy for the Responsible Service of Alcohol must be kept in the Liquor Licensing Folder. Team Members must read and understand the policy then date and sign the Approved Training Register.

7.2 Display and Implementation

The House Policy and Management Plan must be developed and implemented. Requirements for display vary between different jurisdictions.

SA Only - House Management Plan & House Policy

The House Policy and Management Plan must be developed and implemented. Both the House Policy and Management Plan must be available for inspection and kept in your Licensing Folder.

WA Only - House Management Plan & House Policy

The House Policy and Management Plan must be developed and implemented. The House Policy should to be displayed in a prominent position on the Licensed Premises.

Queensland Only - Risk Assessed Management Plan

Where your hotel, DBS or liquor barn has a Risk Assessed Management Plan ("RAMP") which has been approved by OLGR it must be available for inspection and kept in your Licensing Folder.

Copies of RAMP's are available from the Licensing & Compliance Team (if applicable to your site).

Hotels Only – House Management Plan & House Policy

The House Policy and Management Plan must be developed and implemented. The House Policy should to be displayed in a prominent position on the Licensed Premises.

A copy of the House Policy can be found on *Liquor Intranet, Compliance, Liquor Licensing Forms*.

For further details please contact the Licensing and Compliance Team.

8 Approved Managers

8.1 Introduction

Each Licensed Premises must have a manager who is approved by the appropriate Liquor Licensing Regulator. It is Coles Liquor Policy that if any changes to management occur, the Licensing and Compliance Team must be notified within 3 business days.

8.2 Requirements for Approval

In each jurisdiction, the Team Member(s) requiring approval is different. The following table is a guide to the requirements for approval of both new and existing Manager.

Team Member	Approval Process
In all States	
Any management changes requiring regulator approval	The Licensing and Licensing and Compliance Team must be notified within 3 business days
Victoria	
Store Manager (either appointment or departure)	Must be approved as Nominee within 20 days
New South Wales	
Store Manager (either appointment or departure)	Must be approved as Licensee within 28 days
Hotel Manager (either appointment or departure)	Must be approved as Licensee within 28 days
Queensland	
Hotel Manager	Must hold as Approved Manager Licence prior to sole operation of the Hotel.
Hotel Management Team	Must hold as Approved Manager Licence prior to sole operation of the Hotel.
Store Manager	N/A
Western Australia	
Store Manager	Must hold Approved Managers Licence prior to sole operation of the Store.
Hotel Manager	Must hold Approved Managers Licence prior to sole operation of the Hotel.
Team Members	Must hold Approved Managers Licence prior to sole operation of the Hotel/Store.

Team Member	Approval Process
South Australia	
Store Manager	Must be approved as Responsible Person prior to sole operation of the Store.
Hotel Manager	Must be approved as Responsible Person prior to sole operation of the Hotel.
Australian Capital Territory	
Store Manager (either appointment or departure)	Must be approved as Influential Person within 28 days
Northern Territory	
Store Manager (either appointment or departure)	Must be approved as Store Manager within 3 days

8.3 Manager Changes - Approval Process

In each jurisdiction, if any changes to management which require approval by the Liquor Licensing Regulator occur (including commencement of a new manager) then the following must take place:

1. Area / Operations Manager to complete Licensee Transfer Form;
2. Licensing and Compliance Team notified and prepare documentation for Team Member;
3. Team Member completes documents and returns to Licensing and Compliance Team within 72 hours;
4. Licensing and Compliance Team lodge documentation with appropriate Liquor Licensing Regulator; and
5. Licensing and Compliance Team provides Team Member with confirmation of approval/change.

Please note that the process for WA may vary.

9 Responsible Service of Alcohol Training

9.1 Introduction

It is a Coles Liquor policy that any Team Member who is serving or selling liquor must complete an accredited RSA program within the required time frame. Refer to the appropriate "HDI" on Connect for more information.

It is the responsibility of the Licensed Premises Manager to ensure that all Team Members complete an accredited RSA program or course within the required time frame. In Victoria, all Team Members must complete RSA Refresher on an annual basis. In Queensland, all Team Members must complete RSA Refresher on a three yearly basis.

9.2 RSA Certificates & Training Register

Each Licensed Premises must keep a copy of all Team Members RSA certificates in the Licensing Folder. This includes certificates of refresher training which are required for Victoria and Queensland. For hotels, the same information must be kept for security guards and crowd controllers.

If a Team Member has moved interstate and holds an RSA from a different jurisdiction they may be required to undergo a refresher or bridging course. The table below sets out the different requirements.

Each Licensed Premises must keep an Approved Training Register which records details of Team Members, RSA training and House Policy.

The Register must be signed by each Team Member and can be found on the *Liquor Intranet, Compliance, Liquor Licensing Forms*.

9.3 NSW Only

NSW introduced a Photo Card Qualification System from 22 August 2011. Any person obtaining an RSA after this date will be issued with an interim certificate (valid for 60 days) and then a Photo Card. Copies of Team Member's Photo Cards must be kept in the Licensing Folder. If applicable (ie a Photo Card not yet held) then a copy of the interim certificate should also be taken and kept.

For all jurisdictions except NSW, RSA training must be completed within 30 days of a Team Member commencing employment. In NSW a Team Member must complete their RSA training and provide their RSA certificate prior to commencing employment.

For further details please contact the Licensing and Compliance Team.

The following table is a guide to the different requirements for each jurisdiction.

RSA	Requirements
In all States	
RSA, Refresher Certificates & Training Register	A copy must be kept in the Licensing Folder
Victoria	
RSA	Within 30 days
Refresher	Annually
Interstate RSA	Refresher required, must be less than 3 years old, must be from a face to face course
New South Wales	
RSA	Prior to starting employment Nb. Photo Card qualification post 22/08/11.
Interstate RSA	Not recognised
Queensland	
RSA	Within 30 days
Refresher	Three yearly basis
Interstate RSA	Bridging course
Western Australia	
RSA	Within 30 days
Interstate RSA	- Recognised
South Australia	
RSA	Within 30 days
Interstate RSA	-Recognised
Australian Capital Territory	
RSA	Within 30 days
Interstate RSA	- Recognised
Northern Territory	
RSA	Within 30 days
Interstate RSA	- Recognised

10 Minors

10.1 Introduction

The sale or supply of liquor to a person under 18 years of age ("a minor") is prohibited in all jurisdictions at all times. There are varying restrictions as to minors being on licensed premises.

10.2 Team Members

It is Coles Liquor policy that all Team Members must:

- refuse to supply liquor to any minor;
- ask for ID if a person looks under 25 years of age;
- when a person is purchasing for a group, ensure all members of the group who look under 25 years of age must have their ID checked;
- accept only current and approved forms of ID; and
- refuse to supply liquor to any person you suspect may be purchasing the liquor for a minor.

10.3 Secondary Supply

It is an offence to sell or supply liquor to a person who a Team Member has a reasonable suspicion of intending to supply either:

- a minor;
 - an intoxicated person;
 - a disorderly person; and
- service must be refused.

Secondary Supply is both a breach of Liquor Laws and Coles Policy. Secondary Supply also applies to parents or guardians of minors, ie, a Team Member cannot sell alcohol to a parent who they reasonably suspect is going to supply the alcohol to a minor, even if the minor is their child.

All incidents of service refusal must be recorded in the Licensed Premises Incident Register.

When refusing service, a Team Member can provide the customer with the *Refusal of Sale Letter* which explains our obligations. A copy of this letter can be found on the *Liquor Intranet, Compliance, Liquor Licensing Forms*.

11 Identification

All customers/patrons should be monitored when they enter a Licensed Premises.

11.1 Checking ID

The following is provided as a guide to assist Team Members.

When determining the age of a person look for:

- physical characteristics, does the person look under 25 years of age;
- nervous and/or erratic behavior;
- aimless wandering, avoidance of eye contact; and
- minors loitering around or outside the premises.

When asking for ID:

- approach the person; and
- politely ask for ID.

When you receive the ID:

- check the photo – is it the same person?
- check the birth date – is the person over 18? and
- check the valid to/expiry date – expired ID is not acceptable.

All Team Members have the right to refuse service even if they are provided with ID and should be aware that minors often attempt to use fake ID.

Use the ID Scan Card to record the ID and proceed with the sale.

If the customer does not have any or adequate ID:

- politely inform the customer that you cannot serve them – “I am sorry, due to licensing regulations, I am not able to serve you”;
- provide the person with a copy of the *Refusal of Sale Letter* if necessary;
- notify your Manager immediately; and
- record the refusal in the Licensed Premises Incident Register.

11.2 Acceptable Forms of Identification

It is against the law to sell or supply liquor to a minor. The only defence for a Team Member is if they can prove (by the ID Scan) that they have sighted acceptable ID each time a patron customer/patron enters the premises.

Identification must:

- include a photograph of the person;
- include a date of birth and signature;
- be current and not expired;
- show no evidence of alteration; and
- be in English (even if issued overseas ie Italian Drivers Licence).

The following table is a guide to the common forms and characteristics of ID found in each jurisdiction.

Common Forms of ID	Characteristics
In all States	
Passport	Photograph, date and place of birth, not expired.
Victoria	
Drivers Licence	Plastic card, photograph, VIC Roads logo (bottom right), coloured band across top of licence, conditions and change of address details on reverse.
Proof of Age card	Plastic card, photograph, consumer Affairs logo (bottom left), "Proof of Age" watermark, digit card number.
Keypass	Plastic card, photograph, keypass logo (top left), 6 digit number in red, signature and emergency contact on reverse, security hologram on reverse of card (only visible under UV light).
New South Wales	
Drivers Licence	Plastic card, photograph, watermark image of photograph (bottom left), credit card style with green edge (view from side), coloured band across top of licence, conditions and change of address details on reverse.
Photo Card	Plastic card, photograph, watermark image of photograph (bottom left), NSW State Coat of Arms Watermark (only visible under UV light) only front and reverse, credit card style with green edge (view from side), unique card number.
Queensland	
Drivers Licence	Laminated card, photograph, "Driver Licence" slogan at top of card, QLD Govt logo (top left), coloured border around licence.
Proof of Age card	Laminated card, photograph, green border around card.
Western Australia	
Drivers Licence	Plastic card, photograph (optional pre 2001), coloured band indicates licence.
Proof of Age card	Plastic card, photograph.

Common Forms of ID	Characteristics
South Australia	
Drivers Licence	Plastic card, photo, piping shrike emblem in centre of card, conditions and change of address details on reverse, coloured band across top of licence, "Please carry Licence when driving" printed on bottom left of blue band, "Must be carried when driving" printed on bottom left of all other coloured band.
Proof of Age card	Plastic card, photo, green coloured band across top of card, piping shrike emblem in centre of card, conditions and change of address details on reverse.
Australian Capital Territory	
Drivers Licence - Post 2003	Digital card, photo, ACT coat of arms logo (top right), Licence class and condition codes on reverse, coloured border around photo and details indicates type of licence.
Drivers Licence - Pre 2003	Plastic card, photo, "Don't drink and drive" slogan on front, Licence class and condition codes on reverse, coloured border around photo and details indicates type of licence.
Proof of Age card - Post 2003	Digital card, photo, orange coloured band across top of card, ACT coat of arms (top left).
Proof of Age card - Pre 2003	Plastic card, photo, orange border around card, ACT coat of arms in data box, "Use alcohol responsibly" on reverse.
Northern Territory	
Drivers Licence - Post 2006	Digital card, photo, Sturt Desert Rose logo, date of birth in large font on both front and reverse, Alpha code indicates conditions (lower left), coloured bar indicates type of licence, unique identification number on reverse.
Drivers Licence - July 01 – Jan 06	Digital card, photo, Sturt Desert Rose logo, date of birth centred below coloured bar, coloured bar indicates type of licence, conditions on reverse.
Evidence of Age card	Digital card, photo, Sturt Desert Rose logo, green coloured bar across top, date of birth in large font on front and reverse.
Overseas Drivers Licence	Photo, date of birth, in English.

11.3 Seizing False Identification

In **Queensland** and **Northern Territory** suspected fake, defaced or falsely presented ID must be confiscated (if safe to do so without inflaming the situation) and forwarded to the Liquor Licensing Regulator with an ID Confiscation Report.

The ID Confiscation Report can be found on the *Liquor Intranet, Compliance, Liquor Licensing Forms*.

A Team Member must not confiscate ID in other any jurisdiction.

12 Intoxicated, Disorderly or Quarrelsome Customers/Patrons

12.1 Introduction

It is against Liquor Laws in all jurisdictions to sell liquor to an intoxicated, disorderly or quarrelsome customer/patron. Liquor Laws require a Team Member to reasonably believe that a customer/patron is intoxicated due to the consumption of alcohol.

Team Members must refuse service if they believe that a customer/patron is:

- intoxicated;
- disorderly;
- quarrelsome; or
- offensive.

12.2 Signs of Intoxication

It is often difficult to ascertain intoxication. Some medical conditions, disabilities or the use of drugs (for medical treatment) may make a person appear to be intoxicated as a result of alcohol consumption.

A Team Member who refuses services must be sure of the reasons for refusal and ensure they are not discriminatory, (eg race, sex, medical condition or disability).

The following table is a guide to some of the characteristics an intoxicated person may display.

Characteristics	Examples
Speech	<ul style="list-style-type: none">▪ Slurring words▪ Rambling conversation▪ Loud, fast or slow speech
Coordination	<ul style="list-style-type: none">▪ Spilling drinks▪ Swaying, staggering, bumping into objects▪ Fumbling money
Behaviour	<ul style="list-style-type: none">▪ Tired and sleepy▪ Loud, boisterous, disorderly and argumentative▪ Aggressive and violent▪ Annoying other customers/patrons▪ Loss of inhibition, inappropriate sexual behaviour▪ Using offensive language

13 Refusing Service

13.1 Introduction

It is both a requirement under the Liquor Laws and Coles Liquor Policy that if a person is:

- a minor (or suspected);
- engaging in secondary supply; or
- intoxicated, disorderly or quarrelsome,
service must be refused.

When refusing service, you must:

- be calm, polite and tactful;
- politely explain the reason for the refusal;
- if challenged, repeat firmly, that you are not permitted to sell or supply liquor;
- provide a copy of the *Refusal of Sale Letter* if you feel the person does not understand our obligations;
- notify your Manager immediately;
- record the incident in the Licensed Premises Incident Register; and
- use the duress alarm (Void/Log On) if the person becomes threatening or aggressive.

When refusing service, you must not:

- make value judgments or jump to conclusions;
- argue with the person;
- embarrass the person or use derogatory names; or
- take the situation personally and become emotionally involved.

14 Actual or Alleged Breaches and Inspections

14.1 Introduction

Liquor Licensing Inspectors and the Police are entitled to attend and inspect a Licensed Premises at any time. They may have received notice of an alleged breach, received a complaint from a member of the public, or be conducting a random, unannounced inspection. When conducting inspections, Liquor Licensing Inspectors and Police want to ensure that we are operating our Licensed Premises in a responsible and professional manner and in full compliance with Liquor Laws. Inspections are a way that we can demonstrate that we have strong procedures in place and maintain our reputation.

During such an inspection, the Inspector or Police Officer may:

- enter, inspect and examine the premises, regardless of how busy the Store/Hotel is;
- inspect and examine the Liquor Licensing Folder;
- request that documents be produced, for example the Incident Register, RSA Certificates and the Licensed Plan;
- interview Team Members in respect of the operation of the Licensed Premises or any alleged compliance matters; and/or
- issue on the spot penalty notices.

14.2 Be Prepared for an Inspection

Team Members should be aware of the following in case of an inspection:

1. where the licensing documentation is located eg. Liquor licence, Licensing Folder with RSA/Refresher certificates, training register, incident register and, if applicable the security/crowd controller register;
2. the conditions imposed on the Licensed Premises licence eg trading hours;
3. for QLD retail sites, which Hotel your licence is attached to.

In addition to the above, Managers should be aware of the following:

1. how to use the CCTV system to review, play back and/or burn footage;
2. details of any recent serious incidents; and
3. for entertainment in Hotels, what strategies are in place to manage noise.

14.3 Inspection Procedures

During an Inspection

All Team Members must fully co-operate in a friendly and professional manner and provide their name and address if requested.

A Team Members should:

- introduce themselves to the Inspector or Police Officer;

- ask the Inspector or Police Officer (if appropriate, ie undercover clothing) to provide their name and ID;
- ask how they can help;
- provide the Licensing Folder; and
- provide any requested information (eg records, CCTV footage).

Team Members can be fined or prosecuted for preventing or hindering questions.

If Team Members and Managers cannot comply with an Inspector's request then you should immediately apologise and advise the Inspector that you will try to resolve the issue as soon as possible. You should then immediately escalate the issue to your Line Manager

After an Inspection

Team Members must notify the following people immediately and in writing after a licensing inspection takes place:

1. Store/Hotel Manager;
2. Stores only: Area Manager;
3. Hotels only: Operations Manager; and
4. Licensing and Compliance Team.

In Queensland

Any retail sites trading off a Hotel Licence must notify the Hotel Manager.

15 Offences/Breaches

15.1 Introduction

If a breach of either the Liquor Laws or Coles Liquor Policy occurs, it will be thoroughly investigated and treated very seriously. Any breach of Liquor Laws or Company Policy could result in Team Members and Managers being performance managed for their actions. For Managers, this could include being performance managed for the actions of their team.

15.2 Fines and Prosecution

The following people may be fined or prosecuted when an offence occurs:

- the Team Member(s) involved;
- Duty Manager;
- Hotel/Store Manager;
- Licensee; and
- Company Directors.

The amount of fine and type of penalty will vary depending on the location and the seriousness of the offence.

15.3 Coles Policy

It is a Coles Liquor Policy that Team Member penalties will not be paid. Exceptional Circumstances will be considered by the General Operations Manager/National Operations Manager.

16 Responsible Service & Hospitality Practices

It is a responsibility of all Team Members, in both Hotels and Stores to ensure that the physical environment is maintained in good order at all times. The extent of this obligation is greater in a Hotel environment.

All Licensed Premises should:

- offer light and/or mid strength options at cheaper prices than full strength;
- promote awareness of drink spiking issues and take steps to prevent drink spiking;
- encourage customers and patrons to monitor their consumption of liquor;
- deter customers and patrons from rapidly consuming liquor; and
- supply liquor in recognisable standardised quantities.

16.1 Hotels

Examples of good hospitality practices which Team Members should practice are:

- providing free drinking water to all patrons;
- serving half measures of spirits if requested;
- not allowing patrons to stockpile drinks toward the end of a Happy Hour type promotion or close of service;
- offering food services for patrons;
- arranging alternative transport, such as a taxis, if requested; and
- ensuring customers are farewelled when leaving.

16.2 Drink Spiking

Drink spiking occurs when someone slips either alcohol (most commonly) or drugs into a patron's drink without their knowledge. Drink spiking can occur wherever drinks are served at hotels, pubs, restaurants and functions.

It is illegal and has been linked to crimes such as sexual assault and robbery with those involved charged, fined and often jailed.

Common Symptoms

Symptoms depend on many factors such as the substance used, dose, size and weight of victim and if they have already consumed alcohol.

Team Members should be aware if patrons complain of or exhibit the following:

- dizziness or faintness;
- feeling sick or sleepy;
- feeling drunk, yet not drinking any or much alcohol; and
- memory blanks and/or passing out.

Responsibilities

Team Members

As a Team Member it is your responsibility to provide a safe environment for patrons. You should ensure that you:

- are aware of the common symptoms of drink spiking;
- are aware of your RSA obligations; and
- are able to identify incidents and that you know what to do when they occur.

Hotel Managers

As the Hotel Manager you have an additional duty to ensure that you are providing a safe environment for patrons. You should make sure that:

- Team Members are adequately trained and aware of their responsibilities;
- water is not left unattended (such as in jugs) but available upon request;
- Team Members have adequate first aid training; and
- unattended glasses are promptly collected to reduce drink spiking risks.

If you suspect a drink spiking has occurred

You should report the incident immediately to the Hotel Manager and then:

- talk to the victim and try to establish the events;
- offer assistance, try to find a trusted friend of the victim; and
- call an ambulance and the police.

17 Managing Noise and Amenity

17.1 Introduction

It is the responsibility of all Licensees to ensure any noise, including entertainment, patron and machinery noise, does not have a negative impact on local residents, businesses, schools, churches or hospitals. We also must ensure that the behavior of our customers/patrons when attending or leaving our Licensed Premises does not have an adverse impact on the local community.

17.2 Licence Conditions

Some Licensed Premises, mainly hotels, have specific noise conditions noted on their Liquor Licence. These conditions can include:

1. approved decibel levels for particular times;
2. requirement to have doors closed or patrons removed from certain areas;
3. requirement to have a noise limiter.

These noise conditions must be complied with at all times.

Team Members should consult Liquor Licence and ensure that they are familiar with any noise restrictions.

17.3 Hotels - Noise Management

Licensees must ensure that noise levels emitted from the Hotel are not unreasonable. "Unreasonable" noise would be considered to be noise that could be heard in a local resident's house, particularly in bedrooms and late at night.

As a general rule, if words to music or bass can be felt at the premises boundary then this is likely to be considered to be unreasonable noise.

When acoustic, live or amplified (including DJ's) is conducted at the Hotel the Manager should:

1. if the Hotel has noise conditions on its liquor licence provide the entertainers with a copy of the noise conditions and direct the entertainer to comply with them;
2. if the Hotel has a noise limiter ensure that the noise limits are set at the approved limit. Access to noise limiters should be limited to the Hotel Management team. Entertainers must not have access to the noise limiter.
3. monitor noise emissions both internally and externally to the hotel and record them in a Noise Register. If the noise level exceeds the approved limit then the Manager must rectify this immediately.

17.4 Amenity – Patron & Team Behavior

Licensees are responsible for ensuring that the behavior of their patrons and Team Members does not have an adverse impact on the local community. The Hotel should:

1. ensure that patrons are not permitted to leave the Hotel with open containers of alcohol (except to approved beer gardens and licensed areas).
2. arrange for and/or provide facilities to ensure patrons have access to taxis or other transport if requested. Examples include the hotel having taxi phone or permanent taxi rank.
3. actively monitor patrons as they are leaving the hotel to ensure they leave the area quickly. If patrons are loitering then they should be asked to leave the immediate vicinity.
4. collect any rubbish in the immediate vicinity of the Hotel.
5. ensure that rubbish is emptied in external bins in an appropriate manner and at approved times.
6. ensure there is adequate lighting in and around the Hotel.
7. ensure that when Team Members leave the Hotel after their shift is completed they do so quietly.

17.5 Managing Noise & Amenity Complaints

When the Licensed Premises receives a complaint about noise or amenity, it should be investigated and, if it relates to the Licensed Premises, resolved.

The Complaints Management process is as follows:

1. Complaint is immediately referred to the Manager, or if the Manager is not on duty, the most senior person.
2. Complaint is investigated, the results of that investigation noted and what action was taken to resolve it if it related to the Licensed Premises.
3. The person who investigated the complaint notifies the relevant Area, Business, Operations Manager of the complaint and any outcome.
4. The Licensing and Compliance Team should also be advised of any ongoing and serious noise and amenity complaints.

18 Barring Persons

18.1 Introduction

Customers/patrons can be barred from a Licensed Premises if they commit an offence or behave in an offensive and disorderly manner either on or near the Licensed Premises.

18.2 South Australia

A customer/patron can be barred from entering or remaining on a Licensed Premises for a specified period, if:

- they commit an offence, or behave in an offensive or disorderly manner, on or near the Licensed Premises; or
- the Licensee or the Approved Responsible Person is satisfied that the welfare of the person, or the welfare of persons residing with that person, is seriously at risk as a result of the consumption of alcohol.

Barring periods may range from:

- a period up to three months for a first offence, or a longer period as approved by the Liquor and Gambling Commissioner;
- up to six months for a second offence, or a longer period as approved by the Liquor and Gambling Commissioner; and
- indefinitely for a third offence.

A customer/patron who enters or remains on a Licensed Premises from which he or she is barred is guilty of an offence.

A Licensee, the Approved Responsible Person of the Licensed Premises, or a Team Member who allows a barred person to enter or remain on the Licensed Premises is also guilty of an offence.

As barring a person is a formal process, an application must be completed and lodged with the Liquor Licensing Regulator. For further details please contact the Licensing and Compliance Team.

19 Advertising, Marketing and Promotions

19.1 Introduction

It is Coles Liquor Policy that the advertising and promotion of liquor does not:

- encourage consumption of alcohol in an irresponsible, rapid or excessive way; or
- appeal to minors or other vulnerable persons;
- suggest any association with dangerous, offensive or anti-social behaviour; and
- breach any jurisdiction specific advertising laws.

19.2 Advertising

Advertising includes:

- both written and oral statements;
- external signage;
- the handing out of flyers;
- radio, television and internet adverts;
- newspapers or magazines adverts; and/or
- SMS or direct mail outs.

19.3 Queensland Hotels

It is an offence to advertise the following outside the Licensed Premises:

- the price of liquor available inside the Licensed Premises;
- if free or discounted liquor is offered inside the Licensed Premises;
- any type of liquor promotion eg. happy hours, toss the boss.

For further details please contact the Licensing and Compliance Team.

20 Home Deliveries & Online Sales

Coles Liquor sells liquor via the internet, telephone, facsimile and by mail order. Any Team Member involved in taking or fulfilling the order, including the call centre and delivery drivers must ensure that they do not supply liquor to a minor.

It is a Coles Liquor Policy that any person involved in the supply of liquor, including a delivery driver must:

- comply with Coles Liquor and RSA policies at all times;
- ensure the receiving person is not a minor and ask for ID if necessary;
- refuse delivery if not adequately satisfied;
- ensure the receiving customer is the person who placed the order; and
- only deliver to another adult at the same premises if they undertake to accept for the ordering customer and ensure they are not a minor.

20.1 Information to be displayed on websites

Some jurisdictions require certain information to be displayed on any website advertising or promoting the sale of liquor.

For further details please contact the Licensing and Compliance Team.

20.2 Northern Territory

The Northern Territory has very strict delivery requirements and therefore extra care must be taken during the home delivery process.

When an order is received:

Team Members must:

- obtain acceptable ID from the customer;
- if the customer making the order resides in a restricted area; and
- ensure that the person is not on the Banned Drinkers Register and refuse the sale if they are.

Restricted Areas

Where an order contains liquor, and the customer ordering it resides in a restricted area, Team Members must:

- ensure the customer holds the appropriate liquor permit and that permit is current;
- ensure that liquor is only supplied in the amounts specified on the permit and in accordance with any other conditions of the permit.

If the customer exceed their liquor allowance in their order, Team Members will either not supply the liquor or only supply that amount allowable by the permit.

Where there is any doubt as to the validity of the permit, the Team Member shall contact the Director of Licensing (NT).

When a delivery is made:

Delivery Drivers must ensure:

- that the person receiving the order is the customer who placed the order;
- the order is delivered to building or a dwelling that is a residential (including caravan parks) or commercial location (including transport businesses). Deliveries that have an Australia Post post office box as the delivery address are acceptable;
- the order is not delivered to a Private Restricted Premises – this type of premises will have a sign fixed to it stating that it is a Private Restricted Premises.

21 Product Tastings

Some Licensed Premises are permitted to conduct product tastings provided that:

- tastings are only conducted during approved training hours;
- the sample poured is no more than 30ml (ie. sample size);
- the tasting area is set up within the Licensed Premises' designated tasting area (and away from entry and exit points);
- the person conducting the tasting has completed RSA training (ask to see their certificate if external provider);
- customers/patrons do not leave the site with samples; and
- minors, intoxicated or disorderly persons are not served.

Team Members are permitted to taste product for educational purposes or to check product.

21.1 Jurisdiction Specific Wine Tasting Restrictions

Some jurisdictions have specific restrictions regarding product tastings which are listed below:

South Australia

Tastings can only be held in the area designated on a Licensed Premises plan as a tasting area.

Western Australia

An approved manager must be present and supervise all tastings.

Northern Territory

Tastings can only be held if the Licensed Premises' Liquor Licence specifically permits tastings.

22 Liquor Accords

22.1 Introduction

Liquor Accords are a group of community based people who come together with the predominant purpose of both minimising harm associated with the use of liquor and the responsible service of alcohol.

Liquor Accords encourage different stakeholders such as Local Councils, Police, Regulators, Government agencies, community groups and Liquor Licenses to discuss topical issues.

22.2 Team Member Involvement

It is Coles Liquor policy that Store Managers, Hotel Managers and Area Managers actively involve themselves in relevant Liquor Accords.

For further details please contact the Licensing and Compliance Team.

23 Compliance Measures and Tools

23.1 Introduction

All liquor licensing matters must be dealt with by the Licensing and Compliance Team. No liquor licensing matters are to be discussed with external parties unless required by Liquor Laws (eg Inspectors or Police).

All enquiries and questions should be referred to the Licensing and Compliance Team.

23.2 Quarterly Liquor & Tobacco Reminders

The Licensing and Compliance Team issues quarterly reminders.

Managers are required to:

- ensure that all Team Members read and sign any necessary documentation; and
- file all signed documentation in the Licensing Folder.

23.3 Licensing Folder

It is Coles Liquor Policy that all Licensed Premises use and maintain the Licensing Folder. All Team Members must know where the Licensing Folder is located and be familiar with its content.

The Licensing Folder contains the following sections:

- Liquor Licence (copy);
- Licensed Plans (if applicable);
- Incident Register;
- Policy & Procedures & Team Talk/Sign Offs;
- RSA Certificates & Training Register;
- Food Act Certificates;
- House Policy;
- Liquor Accord Information;
- Signed Liquor & Tobacco Reminders (old);
- Security Register; and
- Hotel Manager Visit Record (if applicable).

All licensing forms can be found on the *Liquor Intranet, Compliance, Liquor Licensing Forms*. All Team Members must know where the Licensing Folder is located and be familiar with its content.

The Licensed Premises Manager is responsible for maintaining the Licensing Folder.

23.4 Liquor Compliance Checklist

The Liquor Compliance Checklist has been designed to provide a quick reference guide for stores to identify regulatory activities that need to be checked off on a regular basis in order to achieve a greater level of compliance

The Checklist can be found on the *Liquor Intranet, Compliance, Liquor Licensing Forms*.

24 Glossary

Term	Definition
Drink Spiking	When someone slips either alcohol or drugs into a customer or patrons drink without their knowledge
Exclusion/Barring	An exclusion/barring is the banning of a customer or patron from a licensed premises. A liquor provider can initiate a venue-based exclusion where it has identified the need to do so (QLD & SA)
Harm minimisation	Key strategic goal of Coles Liquor - to minimise liquor related harm to the drinker, their family and to the broader community
ID	Identification requirements
Intoxication	A state of being in which a person's mental and physical faculties are impaired because of consumption of liquor so as to diminish the person's ability to think and act in a way in which an ordinary prudent person in full possession of his or her faculties, and using reasonable care, would act under like circumstances
Licensed Premises	The Store or the Hotel which holds a liquor licence
Liquor	Liquor is a spirit or fermented fluid of an intoxicating nature intended for human consumption and includes any other substance intended for human consumption in which the level of ethyl alcohol (ethanol) is more than 5mL/L (0.5%) at 20°C
Liquor Accord	Group of community based people who come together with the predominant purpose of both minimising harm associated with the use of liquor and the responsible service of liquor
Liquor Laws	The relevant jurisdictions laws and regulations
Minor	A person who has not yet reached the age of 18
RSA	Responsible Service of Alcohol
Secondary Supply	When a customer or patron purchases liquor with the intention of supplying either a minor, an intoxicated person or a disorderly person

Our code



Proud to be **coles**

What it means to be part of the team

At Coles, we have a way of working that helps ensure a productive, positive environment for our team, customers, suppliers, communities and everyone else we interact with.

We live by 'the Coles way', act lawfully and apply this code of conduct to everything we do.

The following pages detail the conduct and behaviour we expect from our team across all our businesses, spanning supermarkets, liquor, hotels and convenience.

With your support, we can ensure that Coles is a great place to work and shop – a Coles we can all be proud of!

coles

coles
liquor

coles
express

BI-LO
WHY PAY MORE?

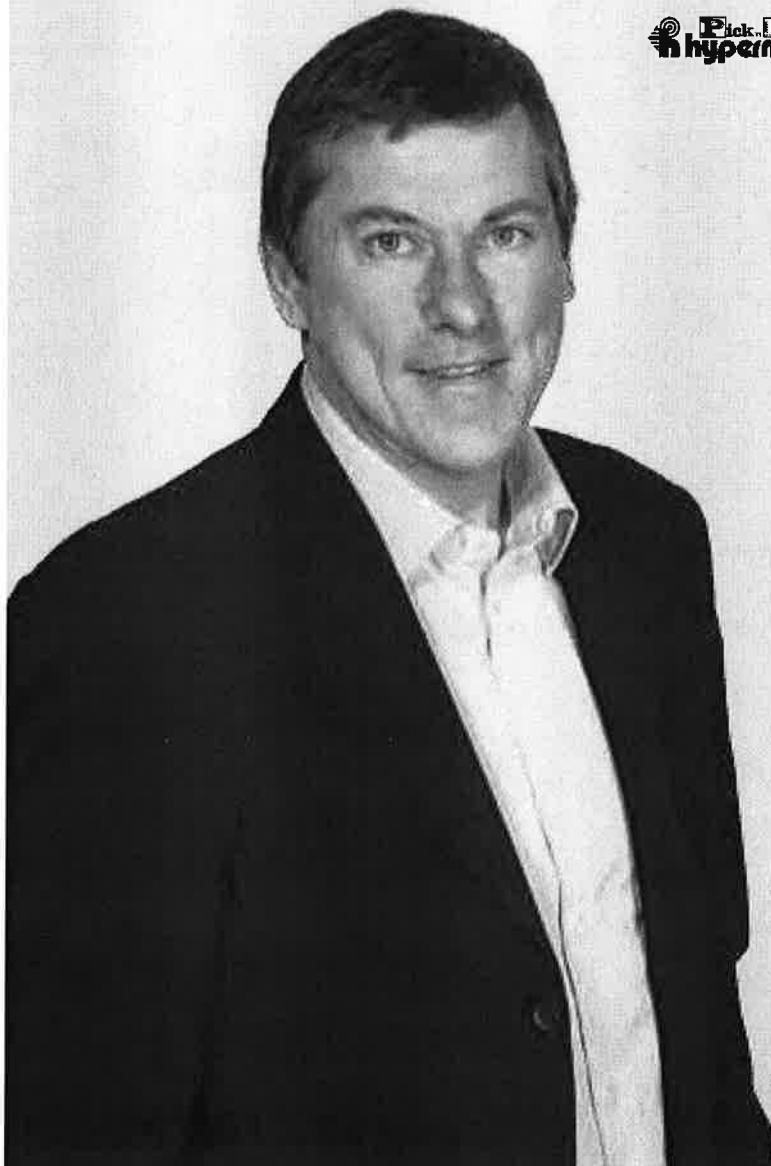
CHOICE
LIQUOR
SUPERSTORE

Pick n Pay
hypermarket

LIQUORLAND

VINTAGE CELLARS

spirit
HOTELS



A handwritten signature in black ink, appearing to read 'Ian McLeod'.

Ian McLeod
Coles Managing Director

The Coles way

As Coles team members, we understand what we stand for and what we want to achieve.

No matter where we work, we share a common purpose and approach, both in 'what we do' and 'how we do it'. We call this 'the Coles way'.

'The Coles way' is made up of four elements; our goal, our values, our circle for success and our ways of working.

What we stand for, what we want to achieve.

Our goal

What we want to achieve

**"To give the people of Australia a shop they trust,
delivering quality, service and value."**

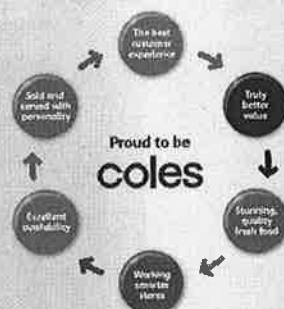
Our values

What we believe in

- ① **Our customers come first – always!**
- 🗨️ **We support each other to get things done.**
- 😊 **We take pride in the service we provide.**
- 🗨️ **We constantly strive to do better.**

Our circle for success

Our six point plan to deliver our goal



Our ways of working

How we work together

- Lead effectively**
- Act collectively**
- Support consistently**
- Motivate universally**
- Care passionately**



Our conduct

Workplace behaviour, diversity and equal opportunity

Coles is committed to diversity and equal opportunity. We will recognise and appreciate the value of our differences, internally amongst team members and also externally amongst customers, suppliers, contractors and anyone we interact with in our work with Coles. We will not accept harassment, sexual harassment, discrimination, bullying or any other inappropriate workplace behaviour.

I will:

- Treat everyone that I interact with in the course of my employment with dignity, courtesy and respect.
- Contribute positively to an environment where team members and others I interact with can work and customers can shop without the distress or interference caused by harassment, sexual harassment, discrimination or bullying.
- Not unlawfully discriminate against people in the provision of our goods and services, and in all aspects of employment including recruitment, training, promotion, remuneration and benefits and termination of employment on prohibited grounds (such as age, gender, race, disability, religion, etc.).
- Not make any disparaging or untruthful remarks about Coles, other team members, customers, competitors, contractors or suppliers.
- Be aware of my association with Coles in online social networks and ensure my profile and related content is in line with this code of conduct.



Safety, health and wellbeing

Coles will provide a working and shopping environment where team members and customers are safe. We do not accept behaviour that risks the safety of team members, customers, suppliers, contractors or anyone we interact with in our work. This includes physical and psychological violence or harm, or threats of violence or harm.

I will:

- Behave in a way that ensures my safety and the safety of others. I will not put the safety of others or myself at risk.
- Follow all safety requirements.
- Attend fit for work and not under the influence of alcohol or other drugs/substances, and comply with the drug and alcohol policy in my area of the business.
- Maintain personal grooming/presentation standards.
- Not possess or traffic unauthorised alcohol, weapons or illegal drugs at work.
- Not smoke on company premises except in designated areas.
- Abide by the laws and regulations and company policies related to service of alcohol and sale of tobacco.

Fair trading

We will provide customers with the confidence that we will always be open, honest, ethical and trustworthy in all our dealings with them.

I will:

- Deal openly and honestly with customers.
- Follow safety and product information standards and action product withdrawals and recalls.
- Honour customers' rights to a refund or exchange.
- Work with suppliers of goods and services in a constructive and fair manner.
- Deal fairly and honestly with suppliers and not use undue pressure, coercion or unfair tactics.
- Interact with competitors in a fair and reasonable manner.
- Deal fairly with competitors and not influence or restrict their dealings.
- Not enter into any discussions or agreements with competitors regarding prices, discounts or sales.
- Not misuse our position to restrict competition in the marketplace.

Conflict of interest

Situations can sometimes arise where a team member has interests which conflict with those of Coles. For example, a conflict of interest exists where a team member makes a Coles business decision, or influences a decision, that provides a personal benefit to themselves or a related third party such as a partner, relative, business or associate.

For example, it would be considered a conflict of interest for a buyer to have independent contract or trading discussions involving a supplier with family connections. Similarly, it would also be considered a conflict of interest for a Store Manager to give preferential treatment (e.g. roster hours) to a family member in their employment.

Coles recognises there is potential for a conflict of interest in a range of situations involving team members, customers, suppliers and other parties, and will work with team members to resolve potential or actual conflicts of interest.

I will:

- Declare any actual, perceived or potential conflict of interest to my line manager.
- Ensure other employment does not impair my ability to perform my role for Coles.
- Not accept gifts from customers, agents, contractors or suppliers.
- Only accept entertainment where it is an essential part of doing business, an existing business relationship exists, and my line manager has approved it.
- Only purchase merchandise direct from suppliers when it is an approved business requirement.
- Not offer or accept a bribe or engage in fraud.

Confidentiality of information

Information is considered confidential when it is not readily available to the public. The majority of information used throughout Coles is confidential. If you are in doubt, treat information as confidential. Coles will not accept the unauthorised disclosure of confidential information.

I will:

- Keep Coles' information confidential except where disclosure is authorised or required by law.
- Use only my own systems log-on ID and password, and not provide them to another user.
- Use confidential information solely for authorised purposes. I will not use it inappropriately to gain an advantage for myself or someone else, or to cause detriment to Coles.
- Refer requests for information from the media to Corporate Affairs.
- Refer requests for information from investors to Wesfarmers Investor Relations.

Privacy

Coles is committed to ensuring the privacy of individuals and safeguarding the personal information provided by team members, potential team members, customers, suppliers, contractors and anyone else we interact with in our work with Coles. We will not accept collection, use or disclosure of information for anything other than the purpose for which it is required.

I will:

- Respect and maintain the privacy of individuals.
- Respect information I have or know about team members, customers, suppliers, contractors and anyone else I interact with in my work with Coles.
- Collect, retain, store and disclose information appropriately.

Company resources

Coles will not accept deliberate or reckless damage to, or the theft or misuse of its resources, or the resources of others who we interact with in our work with Coles.

Resources include: stock, money, equipment, stationery, files, data, records, computer hardware and software, intellectual property and company work time.

I will:

- Use company resources for the purpose intended.
- Abide by copyright and trademark laws, including company logos.
- Maintain accurate business records, including work attendance, merchandise and accounting records, and not falsify them.
- Enter into agreements with external parties to the extent that I have the authority and approval to do so.
- Use my team member discount privileges in accordance with their terms of use.
- Place stock on hold appropriately: not in order to purchase it at a lower price on a later date.
- Process markdowns correctly and not take or give unauthorised markdowns.
- Pay for company stock or assets before consuming them or leaving the workplace with them.
- Process transactions, including discount vouchers and loyalty programs such as FlyBuys, correctly and not process my own transactions, or transactions for friends or family.
- Not return stock and receive a greater refund than the amount originally paid for the stock.
- Not remove testers, bonus stock or samples from the workplace without authorisation.
- Report any knowledge of misuse or theft of company resources.

Our responsibilities

Everyone

At work and work-related social situations, or any situation where you are representing Coles:

- Embrace and act in accordance with this code.
- Make truthful statements, promises or commitments that you and Coles are able to meet.
- Fulfil your contract of employment.
- Learn about and comply with Coles policies and procedures, and all relevant laws.
- Role model and share your knowledge about this code with other team members.
- Raise situations you think could be in breach of the code with your line manager and encourage others to do the same.
- Keep the code of conduct accessible for ongoing reference.
- Protect the reputation of all Coles businesses.

Leaders

In addition to everyone's responsibilities, managers are expected to:

- Lead by example and comply with this code, company policies and all laws that apply in your area of responsibility.
- Build team members' knowledge of and compliance with this code, company policies and all relevant laws.
- Provide an environment where team members can raise their concerns and discuss them openly without fearing or experiencing negative consequences.
- Manage behaviour that is inconsistent with this code.
- Lead and manage team members in accordance with this code and the Coles way.



Reporting a breach

If you genuinely believe that conduct in breach of this code has occurred, please raise your concerns with a manager, or if the breach involves your line manager, please raise it with their manager. There may be occasions when a team member has used this process and the conduct has continued.

In these instances, the **Line Manager Advisory Centre** can provide information, advice and assistance for team members with code of conduct concerns or other HR issues. In addition, **StopLine** is an independent and confidential reporting line that team members, suppliers and others can use to report theft, fraud or other serious trading breaches.

Team members can make confidential calls and remain anonymous if they wish.

Line Manager Advisory Centre telephone 1300 726 547

StopLine telephone 1300 304 550

An advisor will:

- Provide information about the different ways your concern can be resolved, including helping you provide feedback, where relevant.
- Explain the resolution process.
- Keep your details confidential, on a need-to-know basis. This means that they will be shared only with people who need to know them to resolve the concern.
- Arrange for the appropriate area of the business to manage your concern and advise you of the outcome. This could be a manager in your business, the Line Manager Advisory Team, or another Coles support function. The person responsible will advise how long it is likely to take and explain the steps that will be followed.

Supporting team members who report a breach

Coles will not accept conduct that results in a team member fearing or experiencing negative consequences as a result of raising a genuine concern. If you experience negative consequences or believe you are being treated differently as a result of raising a concern, please contact the Line Manager Advisory Centre for assistance.





Breaches of the code

Coles treats breaches of this code seriously.

If you breach this code, or assist someone else to do so, the breach will be investigated. If it is determined that a breach has occurred, Coles will address the behaviour in line with the circumstances of the individual case. This could include coaching a team member or disciplinary action, which ranges from a warning to termination of employment without notice.

There are some breaches of this code that Coles considers serious misconduct and will not tolerate. Serious breaches are likely to result in termination of employment.

Some examples are:

- Serious harassment, sexual harassment, discrimination or bullying.
- Serious safety breaches, including physical or psychological violence or threats of violence.
- Misleading or defrauding Coles.
- Theft.
- Actions resulting in serious damage of Coles property.
- A serious breach of Coles work and procedures or the law.

Getting advice

Your line manager is your most direct source of information and action and will be able to assist you to access policies. Specific policies provide detailed explanations of Coles standards across a range of areas and are available on Connect via People Online.

Your line manager will also be able to clarify how this code applies to you in a specific situation, or direct you to someone who can assist.

The Line Manager Advisory Centre can provide information, advice and assistance with code of conduct concerns or other HR issues.

Line Manager Advisory Centre

telephone 1300 726 547

Alternatively StopLine is an independent and confidential reporting line that team members, suppliers and others can use to report theft, fraud or other serious trading breaches.

StopLine telephone 1300 304 550

coles

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liquor

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express



Store Communications Search

Store Communications 29/04/2013

Liquor & Tobacco Compliance Reminder

Compliance & Licensing

Contact: Coles Liquor Help Desk, 1800 803 682 Option 2, 3

Action Required

Action by: 6/05/2013

Complete ☐

At Coles Liquor we must take our compliance obligations seriously. All team members must remain vigilant.

Remember: the best way to meet our responsible service obligations is to provide great customer service by providing efficient and friendly service and approaching customers in a reasonable time frame.

A breach of licensing laws and policies could result in fines and prosecution for team members, Store Managers, the Company and our Company Directors. In NSW recently two BWS employees were prosecuted by the Police for selling liquor to a minor.

Why do we ask you to do this?

If there is a licensing breach or issue at your site, the signed Liquor & Tobacco Reminders and completed Incident Registers are evidence that we have procedures in place to ensure our Team are fully aware of their obligations.

Complete the following actions by **Close Of Business Monday 6/5** :

- Print the **Licensing Folder Sign Off Sheet**.
 - Complete it and place it in your Licensing Folder.
- Print a copy of the **Liquor & Tobacco Reminder** for each Team Member.
 - All Team Members must sign the reminder. Completed forms are to be filed under Tab 4 of your Store's Licensing Folder.

Note: The above forms are also attached below.

Licensing Folder Sign Off Sheet.pdf
Stores L&T reminder.pdf

Store Communications 29/01/2013

Liquor and Tobacco Quarterly Reminder

Compliance & Licensing

Contact: Coles Liquor Service Centre, 1800 803 682 option 2, 3

Action Required

Action by: 5/02/2013

Complete ☐

It is important that our team are fully aware of their liquor and tobacco obligations and that we provide regular updates to them. If there is a licensing breach or issue at your site, the signed Liquor & Tobacco Reminders and completed Incident Registers are evidence that we have procedures in place to ensure our team are aware of their obligations.

Please complete the following actions by COB Tuesday 05/02:

- Print the Licensing Folder Sign Off Sheet.
- Complete it and place it in your Licensing Folder.
- Complete the attached Licensing Checklist - Stores, once this checklist is complete, place in your Licensing Folder.
- Print one copy of the Liquor & Tobacco Team Talk for each team member.
- Print a copy of the Liquor & Tobacco Reminder for each team member - All team members must sign the reminder. Completed forms are to be filed under Tab 4 of your Store's Licensing Folder.
- **Qld stores only:** Print a copy of the Tobacco Sign off for each team member
All team members must sign the Sign Off. Completed forms are to be filed under Tab 4 of your Store's Licensing Folder.

Licensing Folder Sign Off Sheet.pdf
 Liquor Compliance Checklist - Store.pdf
 Qld Tobacco Sign Off.pdf
 Retail Licensing & Compliance Update Jan 13.pdf
 Stores L&T reminder.pdf

Store Communications 29/10/2012

Liquor & Tobacco Reminder October 2012

Action Required

Compliance & Licensing

Action by: 5/11/2012

Contact: Coles Liquor Service Centre, 1800 803 682 option 2, 3

Complete ☐

A breach of licensing laws and policies could result in fines and prosecution for Team Members, Store Managers, the Company and our Company Directors.

It's important that our Team are fully aware of their obligations and that we provide regular updates to them. If there is a licensing breach or issue at your site, the signed Liquor & Tobacco Reminders and completed Incident Registers are evidence that we have procedures in place to ensure our Team are fully aware of their obligations.

The licensing/compliance information is checked during Store Audits - if you get 100% on this section of the audit you're well on your way to a low risk audit.

Please complete the following actions by **Close Of Business Monday 05/11**:

- Print the **Licensing Folder Sign Off Sheet**.
 - Complete it and place it in your Licensing Folder.
- Complete the attached **Licensing Checklist - Stores**
 - Once this checklist is complete, place a completed copy in your Licensing Folder.
 - If you identify an issue it should be rectified.
- Print one copy of the **Liquor & Tobacco Team Talk** for each Team Member.
- Print a copy of the **Liquor & Tobacco Reminder** for each Team Member.
 - All Team Members must sign the reminder. Completed forms are to be filed under Tab 4 of your Store's Licensing Folder.
- **Qld stores only:** Print a copy of the **Tobacco Sign off** for each Team Member
 - All Team Members must sign the Sign Off. Completed forms are to be filed under Tab 4 of your Store's Licensing Folder.

Actions:

- Complete the above actions by COB Monday 05/11.
- Ensure Team Members are aware.

Licensing_Folder_Sign_Off_Sheet.pdf
 Liquor_Compliance_Checklist_-_Store.pdf
 Qld_Tobacco_Sign_Off.pdf
 Stores_L&T_reminder.pdf

Store Communications 17/07/2012

Liquor & Compliance Reminder

Action Required

Compliance & Licensing

Action by: 23/07/2012

Contact: Coles Liquor Service Centre, 1800 803 682 Option 2, 3

Complete ☐

Further to yesterday's Licensing & Compliance update, please note that this must be actioned by **23 July 2012** (not 23 August as noted in the update)

Apologies for the error.

The Licensing & Compliance team.

Store Communications 17/07/2012

Liquor & Compliance Reminder

Compliance & Licensing

Contact: Coles Liquor Service Centre, 1800 803 682 Option 2, 3

Action Required

Action by: 23/07/2012

Complete ☐

At Coles Liquor we must take our compliance obligations seriously.

A breach of licensing laws and policies could result in fines and prosecution for Team Members, Store Managers, the Company and our Company Directors.

Why do we ask you to do this?

It's important that our Team are fully aware of their obligations and that we provide regular updates to them. If there is a licensing breach or issue at your site, the signed Liquor & Tobacco Reminders and completed Incident Registers are evidence that we have procedures in place to ensure our Team are fully aware of their obligations.

The licensing/compliance information is checked during Store Audits - if you get 100% on this section of the audit you're well on your way to a low risk audit.

Complete the following actions by **Close Of Business Monday 23 July**:

- **Print the Licensing Folder Sign Off Sheet.**
 - Complete it and place it in your Licensing Folder.
- **Complete the attached Licensing Checklist - Stores**
 - Once this checklist is complete, place a completed copy in your Licensing Folder.
 - If you identify an issue it should be rectified.
- **Print one copy of the Liquor & Tobacco Team Talk for each Team Member.**
- **Print a copy of the Liquor & Tobacco Reminder for each Team Member.**
 - All Team Members must sign the reminder. Completed forms are to be filed under Tab 4 of your Store's Licensing Folder.
- **Qld stores only:** Print a copy of the Tobacco Sign off for each Team Member
 - All Team Members must sign the Sign Off. Completed forms are to be filed under Tab 4 of your Store's Licensing Folder.

The above forms are available to view on Connect under Compliance.

Note: The above forms are also attached below.

Retail Licensing & Compliance Update July 2012.pdf
Licensing Folder Sign Off Sheet.pdf
Liquor Compliance Checklist - Store.pdf
Stores L&T reminder.pdf
Qld Tobacco Sign Off.pdf

Sale of Liquor and Tobacco - Acknowledgment Form for Stores

Store Name:	Number:
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I, _____, acknowledge that:

- I have read the Site's Liquor Licence and am aware of the permitted trading hours and any licence conditions;
- I have been made aware of the following:

ALWAYS

- Ask for Proof of Age if the patron looks under 25 years of age – every time, it doesn't matter if you've seen their ID before, you need to ask every time.
- Accept only current Australian driver's licence, passport or 18 card as proof of age
- When a patron is purchasing for a group, check to see that all members are 18 or over
- Refuse service politely but firmly – remember great customer service always should apply
- Record incidents of service refusal in the Store's incident register
- Provide information as requested by identified licensing authorities or police
- Provide information as requested by the Store Manager
- Report any visits from Liquor Licensing, Police, or State Health Departments as well as incidents to the Store Manager
- Know where your Store's Licensing Folder and Liquor Licence is located

NEVER SELL OR SUPPLY LIQUOR OR TOBACCO:

- To people under 18 years of age
- To people you suspect of supplying it to a person under 18 years of age;
- To an intoxicated or disorderly person
- Outside trading hours
- In unsealed containers

NEVER ALLOW:

- Liquor to be consumed on the premises (except authorised tastings)
- Intoxicated or disorderly persons on licensed premises
- Minors on licensed premises unless accompanied by a parent or guardian
- Gambling of any sort on licensed premises
- Liquor and / or tobacco to be sold outside licensed areas or trading hours
- Non-employees in the venue outside of trading hours
- **Tobacco: never allow the redemption of loyalty points, including Fly Buy dollars, for tobacco products.**

Please ensure you sign this form once you understand the instructions set out above. It should be noted that fines could be imposed on the Store manager and the individual team member for failing to comply with licensing and tobacco laws. If you have any questions, you must ask your Store Manager for further clarification before signing this form.

Team Member

Store Manager

Signed

Signed

Date. / /

Date / /

Coles Liquor

Licensing & Compliance Team Talk

January 2013

Team Member Responsibilities

- Comply with liquor licensing & tobacco laws at all times
- Know what your obligations are in relation to the Responsible Service of Alcohol (RSA)
- Not to sell or supply alcohol if ID has not been checked – every time
- Not to allow minors in store unless accompanied by a parent or guardian
- Record all incidents of service refusal in the Incident Register
- Know who your Store's Nominee/Approved Manager/Licensee is
- Know your Store's approved trading hours and licence conditions
- Inform your manager of any RSA issues (who then needs to let their AM know)

Store Manager Responsibilities

- Licensing obligations are met within at their store at all times by ensuring:
 - that all team members know who the Nominee/Approved Manager/Licensee is
 - all conditions on the Store's liquor licence are complied with and all team members are aware of them
 - that all team members have completed RSA training
 - that all team members have a good understanding of their RSA obligations via team talks, sign off emails
 - Licensing Folder is up to date at all times
- Any compliance issues are reported to AM and Licensing Manager

Retail Sites that trade under Hotel Licence

- All Retail team members must know who the Hotel Manager is for their site and their contact details.
- Hotel Managers must visit each Retail site at least once a month and sign the Hotel Manager Visit Record
- All licensing issues/breaches must be reported to the Hotel Manager.

Area Manager's Responsibilities

- Ensure compliance with liquor licensing laws and RSA is reinforced via:
 - site visits, observation, audits
 - refresher training eg. team talks, sign off emails
- Ensure that any compliance issues are communicated to State Manager and Licensing Manager

Offences and Penalties

Under the law it is an offence to:

- Supply alcohol or tobacco to a person under the age of 18 years
- Supply alcohol or tobacco to a person, including a parent, you suspect will supply it to a person under the age of 18 years
- Allow a minor on the premises unless accompanied by a parent or guardian
- Supply alcohol or tobacco to an intoxicated or disorderly person
- Allow alcohol to be consumed on the premises (unless an authorised tasting).

Penalty – fines and potential termination of employment. The Company does not pay team member fines.

Sale/Supply to Person suspected to be under 18

Warning signs:

- Physical characteristics – do potential purchasers look under 25 years of age?
- Nervous erratic behaviour
- Aimless wandering, avoidance of eye contact
- Younger persons loitering around or outside the premises

What happens next?

- Approach the person and politely ask for identification
- If there is a group ask for ID from everyone in the group
- Australian (photo) Drivers licence, passport and State identity photo cards are the only acceptable forms of ID

What happens next?

Correct Form of ID produced

- Check photo! Is it the same person?
- Check birth date! Is the person over 18?
- Check valid/expiry date. Expired ID's are not acceptable.
- Does the ID look legitimate? False ID's are not acceptable.

No ID or Wrong ID

- If they refuse to or cannot produce ID, politely inform them that you cannot serve them – “I’m sorry, due to licensing regulations, I’m not able to serve you”
 - Hand them a copy of the “Coles Liquor – Refusal of Sale” letter if you feel the person does not understand our obligations
 - Notify your Manager immediately
 - Record the incident in your Store’s Incident Register

Intoxication & Disorderly Behaviour

- Know what the Signs of Intoxication are
- Actively monitor customers for intoxication and/or disorderly behaviour
- If you believe a customer is intoxicated or being disorderly refuse service firmly and calmly
- If you are not comfortable refusing service (eg. for safety reasons) ask your Manager to assist you
- Let other team members know if a customer has been refused service
- Support your team members – if a customer has been refused service DO NOT SERVE THEM
- **Customers who are unduly intoxicated must not be served**
- Record incidents of service refusal in the Incident Register

Signs of Intoxication

Warning signs

- Noticeable change in behaviour eg:
 - becoming loud or disorderly
 - overly friendly/annoying
- Lack of judgement eg:
 - clumsiness
 - drowsy/sleepy
 - slurring or mistakes in speech
- Impaired Reactions eg:
 - reduced ability to concentrate
 - difficulty in opening a door/holding change
 - flushed appearance, bloodshot/glassy eyes
 - bumping into objects or people
- Impaired Co-Ordination eg:
 - staggered walking
 - swaying
 - delays in responding to questions or not hearing/understanding what other say

What happens next?

- Politely inform the person that you cannot serve them
 - “I’m sorry, due to licensing regulations, I’m not able to serve you”
 - Hand them a copy of the “Coles Liquor – Refusal of Sale” letter if you feel the person does not understand our obligations
 - Notify your Manager immediately
 - Record the incident in your Store’s Incident Register

Fair Trading

- Always make sure that any advertising or promotion is true and correct.
- Save Statements, including markdown products: never make incorrect statements about “saves”. Refer to the Coles Liquor Save Statements on the Intranet for further information.
- Never display incorrect tickets or advertising
- Never discuss or agree with a competitor to fix, control or maintain prices (eg. agree at a local liquor accord meeting to not sell spirits below \$20)
- Never seek to misuse our market power for the purpose of eliminating a competitor or preventing a new competitor from entering the market (eg. agreeing with other licensees to object to a third party’s licence application)

Equal Opportunity

- We are committed to diversity, equal opportunity and appropriate behaviour as part of how we work together with each other, our suppliers, patrons and anyone else we come across at work
- Discrimination is when someone is treated differently or less favourably because of a particular difference, which is protected by the law. Examples of differences that are protected by law from discrimination:
 - Age
 - Race
 - Pregnancy
 - Religion
 - Family or parental status
 - Gender, including gender identity

Equal Opportunity

- Never treat a team member, supplier or patron in a less favourable (way) due to a difference.
- Examples of discrimination include:
 - Refusing to sell liquor to a customer because they are a particular race, religion or gender.
 - Refusing to serve an Aboriginal person because you have assumed (and not asked a question) that they may then take that liquor into a community where alcohol is banned.
 - Refusing to serve a woman alcohol because she is pregnant
 - Refusing to serve a person who is over 18 years of age just because they are wearing a school uniform. If they provide proof of age showing that they are over 18 and you don't have another valid reason to refuse service eg. secondary supply then the sale must proceed.
- Note: at times licence conditions may require us to refuse service or limit supply. It's important that team members comply with those conditions without being discriminatory.

Always!

- Ask customers for acceptable proof of age if they look younger than 25 years of age – every time the customer comes into store
- When customers are purchasing for a group, check to see that all members of the group are 18 or over
- Note incidents of service refusal in the Store's incident register
- Know your site's approved trading hours and any special conditions (on liquor licence)
- Co-operate with your Nominee/Approved Manager/Licensee, Liquor Licensing and the Police
- Report all contacts from licensing authorities to the Store Manager and AM(who must report it to the Licensing Manager).

Never!

- Supply alcohol or tobacco to people under 18 years of age
- Allow a minor to remain on licensed premises unless accompanied by a parent or guardian
- Allow someone you believe to be a minor, even if they have produced proof of age, to be supplied with alcohol or tobacco
- Supply alcohol or tobacco to people you suspect of supplying it to a person under 18 years of age (including parents)
- Supply alcohol to people who are unduly intoxicated or disorderly of any age or allow them to remain on the premises
- Supply alcohol or tobacco to people outside of the licensed premises
- Supply alcohol or tobacco to people outside of the approved trading hours

Examples – What Would You Do?

Scenario	Yes or No
<p>A young male, accompanied by 2 young boys (his brothers), comes into the store to purchase some liquor for his mother. He presents ID showing he's over 18 but his brothers aren't 18 and don't have ID. You refuse service as you believe secondary supply might occur. He is upset that you won't serve him as the liquor is a present? Do you serve him?</p>	<p>No – for two reasons:</p> <ul style="list-style-type: none"> • it is a law in most states that minors should not be on licensed premises unless accompanied by a parent or guardian. For NSW/SA where it is not law it is company policy that minors are only permitted on the premises when with a parent or guardian. The male clearly was not the parent or guardian of his brothers and the they didn't have ID (and looked under 25). • You believe that the male might supply the alcohol to the boys (secondary supply) and refused service on this basis.
<p>You see a young male (looks under 25) with his father pointing at RTD, the father picks out the product and they both come to the counter. You ask the young male for ID (as he looks under 25) but he doesn't have any. The father says it's not for his son but you think it is. Do you make the sale?</p>	<p>No - not unless the young male provides you with ID showing that he's over 18. It's an offence to sell alcohol to any person (including a parent) who may then supply that alcohol to a minor.</p>

Compliance Information – Where do I Find It

- **Compliance Intranet:**
 - Liquor Licensing Compliance Manual – detailed manual setting out the company policies regarding the sale of liquor
 - Tobacco Compliance Manual – detailed manual setting out the company policies regarding the sale of tobacco
 - Licensing forms
- **Store's Licensing Folder:**
 - Copy of RSA certificates, training registers
 - Copy of House Policy

What's Next

- Ongoing regular team talks to include RSA
- Any queries/concerns contact:
 - Area Manager
 - State Operations Manager
 - Alison Tehan, Licensing Manager 03 9829 4594