

Good Afternoon All,

It has been a busy week since we last updated, please see below for what has been achieved.

### **Government Relations - Labor**

We continue to meet with Labor MPs. This week alone we have met with MPs from Pine Rivers and Gladstone. We have again followed up with all outstanding electorate offices this week. It is important we get to as many back benchers as possible to properly brief them on the issue so they can have an informed argument when caucus discusses this moving ahead. It is becoming apparent from feedback from members that a compromise may be possible, but it is highly likely ground will have to be given. This leads onto the below.

### **3rd Party Relations**

We have been meeting (or organising meetings) with all key stakeholders involved in the night time economy. These include Taxi Council Queensland, Lives Lived Well, United Voice Union, QHA, Police Union, university guilds and unions, One Punch Can Kill. The aim of these meetings is to sound out these key groups as to where they stand, and investigating whether there is scope for a joint position on policy moving ahead which can be taken to government. Based on what we have learnt so far, all stakeholders support a no lockout/no drink restriction at 12am position; and don't necessarily support a reduction in trading hours as an intelligent approach to reducing anti-social behaviour. However, all feel that the current government will want to be seen to be doing something, and realistically won't back down 100%.

We would appreciate your feedback **ASAP** on what would be the position for your business in terms of trading hours, as it is important we effectively represent the views of every one in this exercise. Please keep in mind, this is a fallback strategy in case all other avenues fail and we are left with no choice. Some floated ideas include:

- No lockout/No drink restrictions/3am drink service cease with potential remain open
- 2am lockout/4am drink service cease with potential to remain open/No drink restrictions
- Status Quo with drink restrictions
- Area based strategies

### **Government Relations - LNP**

As we all know, the above may be moot based on the current make up of parliament. In light of this we have also maintained contact with LNP members. We have already over the past weeks had formal meetings with the shadow attorney general (Ian Walker) and the shadow police minister (Jarrod Bliejie). We have had informal talks with the leader of the opposition (Lawrence Springborg) and the deputy leader (John-Paul Langbroek). The LNP remain committed to the Safe

Night Out Strategy as it stands. We need to maintain relations with this side of parliament and hope that something swings our way in the make up of parliament.

### **Government Relations - Other**

We are expecting a date to meet with Robbie Katter and Shane Knuth from the Katter party any day now. We have a meeting with Peter Wellington booked for the 29th of June. If we can sway these three we are in the position to not have to worry about Labor party policy and it is business as usual. We will do our best to make this happen and will update as things proceed.

### **Media**

The campaign continues on both social media and mainstream media. We have had a number of stories published on the Courier Mail, Gold Coast Bulletin, Industry publications such as The Shout, music industry publications, and television news. We aim to start gaining some more regional coverage over the next few weeks. The social media campaign is having good traction, but we need all of you to be pushing the website and Facebook page via your channels to drive our "likes" up. The bigger our numbers on Facebook and in email databases, the bigger an impact we can have on parliamentarians, as for them, these can equate to votes.

### **Letter Writing Campaign**

Following on from the above, with a larger database we can run a more concerted campaign to flood MPs with letters from the general public. Our web designers are currently building the architecture whereby supporters can go to our page, put their details in, and an email will be automatically sent to their local MP raising concerns about the issue. We also have a template letter to distribute to all members which we urge you to send to your local MP covering the business side of the discussion. This will continue to put pressure on the government to meet with us, listen to us, and compromise. To complete this we need some information on regional areas:

- Basic statistics for your precinct including:
  - # patrons per night (busiest night)
  - \$ value to the economy (gross turnover)
  - Total # of licensed venues
  - Total # of employees (busiest night)

### **Coasters**

We are producing a run of coasters for use in the university guild bars and other venues that use them, please let us know if this is something you would have use for and a quantity that you would like.

## Letters to all Licensees Statewide

We will be completing a mail out of information on Our Nightlife Queensland to all licensees in the state. We hope to build membership and support from this. Please don't be offended if you get the letter, it is simply automatically going to everyone to ensure we leave no stone unturned.

## Finances

As it stands we have committed funds totalling \$25,500, with current liabilities at approx \$22,000 (Legal Fees, Consultancy Fees, Shirt Printing, Web Development, Social Media Ads etc.). Thanks to the following businesses for committing to the campaign:

- Revelry Entertainment
- Cloudland
- Family
- Birdees
- Peabody Trading
- Royal George Hotel
- Alhambra
- Oh Hello
- Mansion
- The Bowery
- Gilligans Cairns

Please let me know if you are able to contribute financially, we estimate costs of approximately \$10k a month to do this properly until legislation hits parliament.

As we have been discussing in each of our interactions with you, we need to continue to build momentum online via social media and our website:

FB: [www.facebook.com/nightlifeqld](http://www.facebook.com/nightlifeqld)

Website: <http://nightlifeqld.com.au/>.

We will be updating these pages with content regularly, but continue to need your help. We need your stories! This can be either stories about your own staff, or staff of businesses that are associated with yours (cleaners, suppliers of consumables/bar supplies, printers, graphic designers, entertainers etc).

**FYI, here is the Our Nightlife Queensland Industry Story Brief:**

As a general brief for venues to take pics and share stories (or ambos or taxi drivers) these pieces of information are important:

- Full name for admin purposes, only first name will be published
- Age and years of experience
- Position and best skill
- 3 x Pictures to choose from - no discernible logos or brands of alcohol visible, well lit, smiling, various settings with interesting backgrounds
- Life Situation
- Hours worked
- How a change in hours will affect me
- My biggest fear about the proposed changes
- Why I don't think it's the best solution to harm minimisation

Ideally the picture will cross generations well - GenYs will think it's cool, GenX will see themselves 10yrs ago, BabyBoomers will see clean cut trustworthy good people.

**Note:** We should be careful having all pics with a bar or bottles or drinks in the background. As much as possible I think we should avoid that stereotype. That's what we see, and we like it, but I think we need to show a different face to the general public and government. So please send through a variation of backgrounds in or around your venue that we can choose from. Further, where possible please avoid tightly framed photographs that don't give us room to crop and edit later. More information in the pic is better for graphic designers.

Please also remember to include the attached logos on all of the videos and photos that you take and post for your venues weekly; this will assist with brand awareness. Alternatively, or in addition, please add the FB and website links into your photo galleries and photo descriptions, as each time someone is tagged in a photo, the URL will show up in the feed on their personal pages. We have also attached an A3 poster for you to print out and put around your venues and events. We have started a private FB group which consists of the key influencers (venue owners, managers, head promoters etc) across the state. This will enable us to coordinate this group to simultaneously share the content as we post live on the Our Nightlife QLD page. Fletcher Potanin and Steve Papas are going to be leading this group, and their emails are Fletcher Potanin <[fletcher@solutionspress.com.au](mailto:fletcher@solutionspress.com.au)>; Steve Papas <[Steven@ohhello.com.au](mailto:Steven@ohhello.com.au)>. Can you please make contact with these guys with the list of your key influencers so we can add them to this group as soon as possible.

As mentioned previously, Tony Gleeson has offered to assist us with making contact with our industry partners such as our cleaners, suppliers of consumables, food suppliers etc, in order to gain their support for Our Nightlife QLD. He has offered to do this in order to save you time in doing it. Tony's email is Anthony Gleeson <[tonygleeson71@yahoo.com.au](mailto:tonygleeson71@yahoo.com.au)>; if you can please start emailing Tony your list of industry suppliers and any other groups that you think should join our cause, he will begin making contact immediately.

As you will hopefully agree, Our Nightlife QLD is becoming well organised and with your support, we have been unifying, and therefore progressing extremely well. There is a lot more work to do and achieve, but with everyone supporting and on board, we give ourselves a fighting chance of limiting the Governments final proposal for this legislation.

Thanks and if you need any further information please get in touch.

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